Executive summary

- Measuring owned media is fundamental because it is the only point of contact that the brand directly controls: it is the center of the brand’s digital ecosystem.
- This measurement requires combining quantitative metrics, usually derived from web analytics, and qualitative metrics, through listening to visitors.
- While websites may have different objectives (editorial, commercial, branding, corporate), there are overall transverse measurement systems. Here, even more than for paid or earned media, the decision-maker is able to track dozens of indicators, so it is important to identify those that will enable the right decisions to be made.

Definition of owned media

By definition, owned media refer to all the contact points that the brand or company directly controls. First and foremost, there is its website. Whether it be a brand, corporate, or e-commerce site, this is the only point of contact the brand fully controls. It is true that we could place
the brand’s Facebook or Google+ page, or Twitter feed, in this category. And the same type of KPIs could be applied to these contact points, but because they are hosted on social networking platforms and not on platforms directly controlled by the brand, we will discuss their measurement in Chapter 6 on earned media. In the meantime, we describe setting up measurements pertaining to the brand website. We recall its central place in the web communication ecosystem and illustrate our remarks by considering the cases of editorial sites, brand sites, and corporate sites.

The website as central to POEM

The results of the 2010 Crop Touchpoint Study, which measured the importance of all the online and offline contact points at each stage of the purchase process (information, purchase, and post-purchase), confirm the omnipresence of word of mouth (Figure 5.1), but also the essential role of the website, both in the search for information and in direct purchasing, in the case of e-commerce sites, and indirect purchasing, for example by encouraging people to go to stores.

**Figure 5.1** The most influential contact points for consumers

*Source: Crop.*