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How data can be used to optimize audience development efforts

Marketing metrics are an important part of an effective audience development plan. Data analysis may seem daunting - but when done right, it can take the guesswork out of your strategy. Most importantly, measuring the success of different tactics can help you make strategic decisions to maximize your audience development efforts.

Jenny leveraged learning from previous seasons and adjusted their strategy accordingly. For Season 3, the team replaced Snapchat with TikTok, which proved to be instrumental in their success.

After realizing that Instagram was underperforming, **Les Aventures du Pharmacien** pivoted and invested more heavily in Facebook, where they saw a higher ROI.

Parfaitement Imparfait expected their audience would be 60% female and 40% male, but it ended up skewing 80% female and 20% male. This knowledge allowed them to better tailor their content for their audience.

Defining objectives

Consider what you want to achieve with your marketing efforts. Setting realistic goals is the foundation of measurable strategies. Are you looking to sell tickets to a screening? Do you want people to watch a broadcast? Perhaps you're looking to increase public awareness about the health issue that is the focus of your story? Try to establish goals that are clear and achievable.

Tactics for measuring performance

It's important to track the performance of your audience development tactics on each platform. If your project has a website, set up Google Analytics and regularly monitor your site's performance.

Social media platforms like YouTube, Instagram, Facebook and TikTok offer data that reveal useful information about who is engaging with your profile, how often, and the most popular types of content.

Quantitative data, i.e. metrics expressed as numbers, are important indicators of success. Qualitative data, i.e. subjective measures that cannot be expressed as numbers, matter too. Comments and reviews are examples of important qualitative data that can help you understand the success of your content.

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Data points

The goals for your project and/or campaign dictate which data points should be collected and analyzed. Here are a few data points that can help you measure how your efforts are tracking against objectives.

- **Views:** the number of people who viewed your content. It's important to note, "views" are not always equal. Social media, video sharing and other platforms often define views differently.
- **Video completion rate:** the percentage of viewers who watch a video from start to finish.
- **Reach:** total number of different people exposed, at least once, to content during a given period.
- **Engagement rate:** the percentage of the audience who interacts with a piece of content.
- **CTR:** the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.

Collecting data

Audience development is not a "set it and forget it" activity. Once you have launched your strategy, it's important to keep an eye on the data points selected to help measure success.

Data enables insights

As your data base expands, you should be able to see which tactics are working to build audiences and tweak any activities that are underperforming.

Try to find patterns in the data that provide actionable insights. Are posts with a particular actor resulting in more engagement? Are longer trailers resulting in more views?

Aggregate audience data with ScreenMiner™

Gathering data from multiple platforms and then analyzing it can be tedious and time-consuming. ScreenMiner™ is a software solution that aggregates audience data from multiple sources and visualizes it to deliver instant meaning.

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