

WWF Markets Institute Final Presentation

Elizabeth Davis
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Our Goal:

To develop **automated** engagement analytics to **quantify** the **influence** of WWF Markets Institute business-case **publications** within relevant agricultural industries

NYU Tech MBA Team



Lee Silvergate

*Former Application Support Engineer
X, The Moonshot Factory
(Google subsidiary)*

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Fun Fact:

Hi there, I'm a big time nature guy! I come from a hippie town in California, my academic background is in ecology and literature, and for the past few years I've been working primarily at the intersection of agriculture and tech. I also worked in a soil science lab, hit me up about loam!



Elizabeth Davis

*Former Business Intelligence Analyst
Methods+Mastery
(an Omnicom Company)*

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919-798-7224
ead9500@stern.nyu.edu

Fun Fact:

I am a data nerd who loves to get into the weeds and learn from user's behavior. Social media research has been my gig for the past three years, so if there's a new TikTok trend or niche online community, I'm your girl to find it.



Project Stakeholders

Within Organization



Elizabeth Davis:

Business Intelligence Analyst @ NYU Stern

Lee Silvergate:

Environmental Subject Matter Expert @ NYU Stern

Wayne Suiter Matamoros:

Program Lead and Project Advisor @ NYU Stern

Joshua Ness:

NYU Stern's WWF Team Technical Mentor

Outside of Organization



Katherine Devine:

Director, Business Case Development @ WWF
Primary POC

Joe Lowe:

Communications Manager @ WWF

Lorin Hancock:

Media Relations Lead Specialist @ WWF

Jason Clay:

SVP, Markets @ WWF

Ellie Yanagisawa:

Web Producer @ WWF

Previous Work



Amanda Zhu

B.A. Business Administration, UC Irvine
WWF BRIDGE Program Intern 2023

Internship Final Presentation
Summer Research Summary

Related Function



WWF MI publishes business cases meant to drive awareness within agricultural industries about sustainable and economic food-production practices.



Initial Ask:

“For the Markets Institute’s business case and thought leadership work, it can be difficult to track our influence. Some information is received via media mentions, downloads/visits, and company engagement, but they are also interested in tracking prevalence of key words, increase in uptake of practices, increase in company engagement on key issues, etc.”

First Challenge: Let's Boil That Down

**How successful are WWF MI
business-case publications at influencing
industry awareness?**



Value Propositions



Enhanced Fundraising

Demonstrate influence of WWF MI publications to donors by showing trends, attribution, citations, quotes, and engagement data



Coordination of Internal Resources

Enable more strategic allocation of WWF MI resources by gaining higher visibility into which publication topics are succeeding/struggling in gaining traction, aided by further visibility of WWF MI attribution



Communication Across Organizational Silos

Easily add or delete entries for each publications.



Initial Tech Solution and Prioritization

Vision for Initial Solution

A social listening based engagement tracker that brings together Amanda's research in Airtable with Meltwater capabilities, while also pulling data through Google Analytics to track traffic and site visitor information.

Priority 1

Judge influence of WWF MI's messaging pull-through in publications and on social media.

Priority 2

Point to notable outlets directly and indirectly influenced by WWF MI business cases.

Priority 3

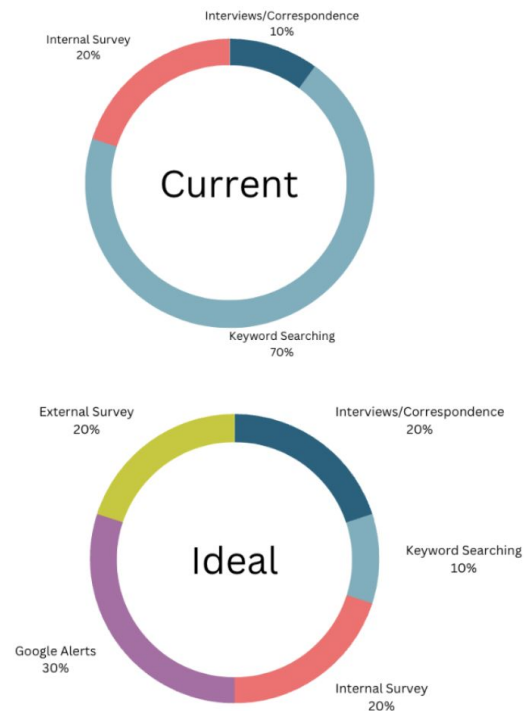
Display numerical engagement statistics, such as views, time on page, and sharing on social.



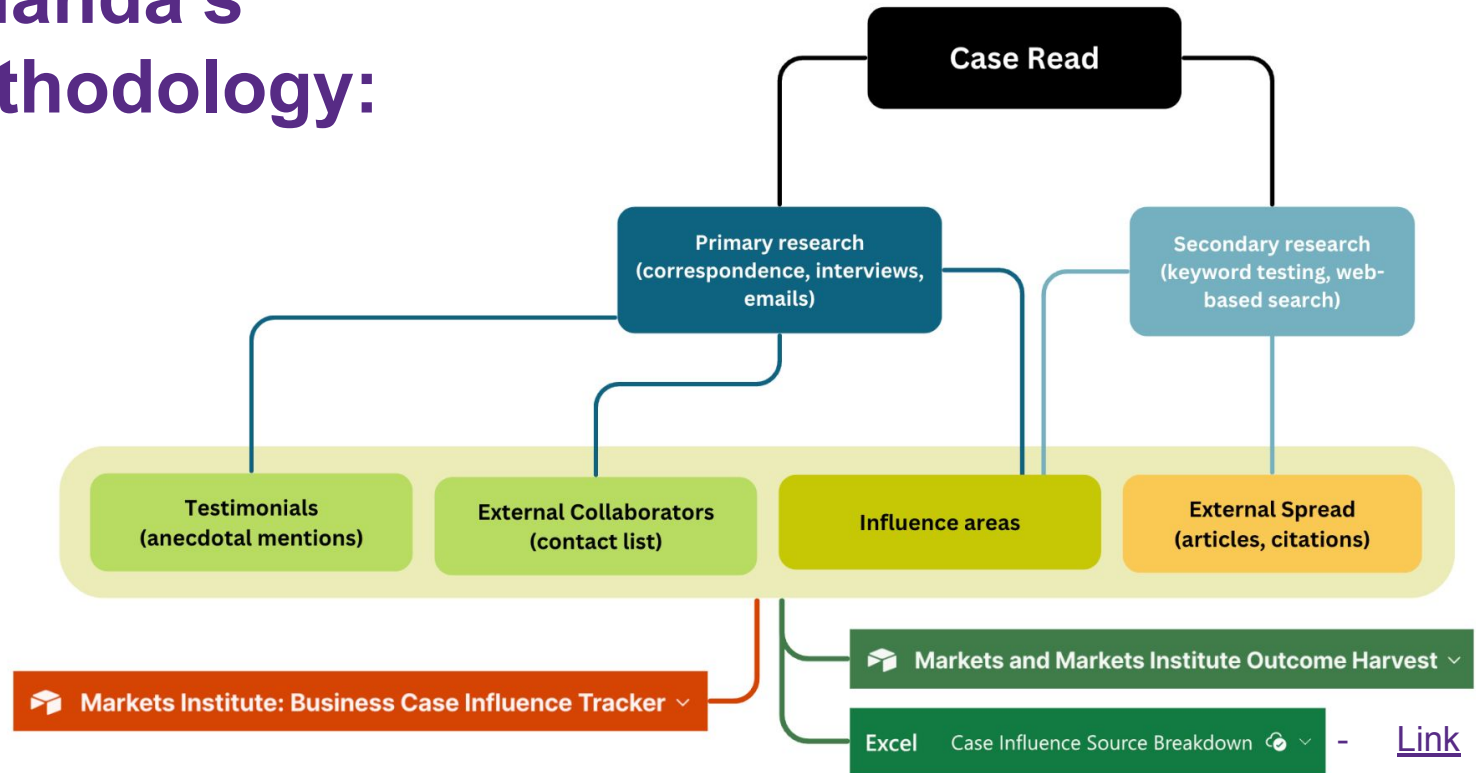
We began reviewing previous recommendations...

Method	Description
Informational Interviews	Discussions on cases with experts/collaborators
Keyword Searching	Annual/biannual Internet scraping of keywords
Internal Survey	Quarterly survey sent to internal case collaborators
External Survey	Annual survey sent to external case collaborators
Google Alerts	Indefinite keyword alerts tracking case mentions
Google Lens/TinEye	Insufficient data source
Google Trends	
University Databases	

[Link: Summer 2023 WWF Markets Influence Research](#)



Amanda's Methodology:



Airtable

Airtable breaks down silos by giving teams access to real-time shared data – think of it as a supercharged Google Sheets. The current system was built largely by Sonia and filled out by Katherine, Amanda, and Joe. We were interested in leveraging this tool as it acted a centralized resource of tracking data for three key tracking methods: observation, secondary data analysis, and informational interviews.

BUT

The NYU Stern team was unable to get native access to the resource due to IT and VPN complications.



Meltwater

Meltwater is a media intelligence platform that provides tools for social listening and media intelligence. This tool is primarily used by Lorin Hancock and the WWF Marketing and Communications Team. We wanted to use Meltwater as an earned news aggregator and sentiment analysis tool to attempt to prove impact and pull through on priority outlets.

BUT

There were no extra seats on the tool for contract employees, so we had to look elsewhere.



Google Analytics

Google Analytics is a free web analytics service that provides basic tools and statistics for marketing and search engine optimization. We were interested in Google Analytics access to uncover data on traffic, site visitors, and behaviors to see ties to impact via back-linking data and to discover trends in user engagement.

BUT

Google Analytics 4 prevented data tracking during the timeline of our project.



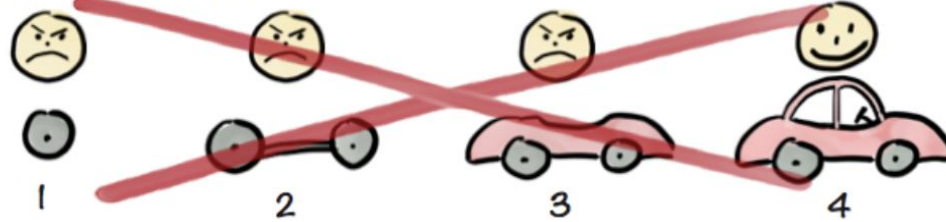
In summary...

**WE HAD VERY
LIMITED DATA
ACCESS**

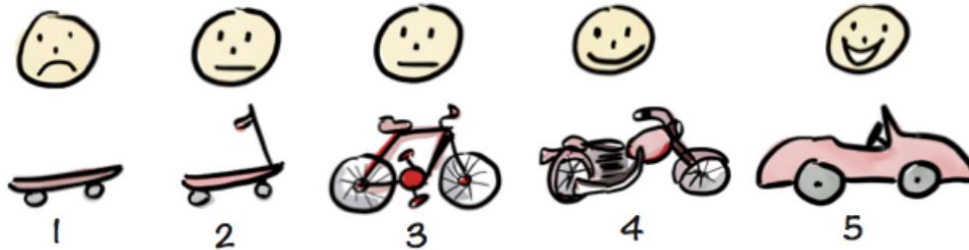


Re-scoping: crafting a minimum viable product (MVP)

Not like this....



Like this!



[Link](#)



We had to get scrappy...

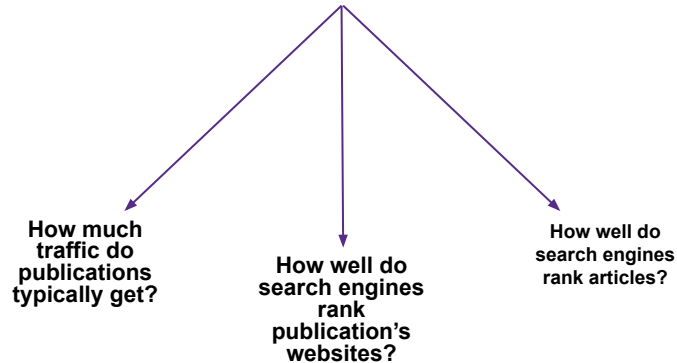
**SO, WE CREATED
OUR OWN DATA**



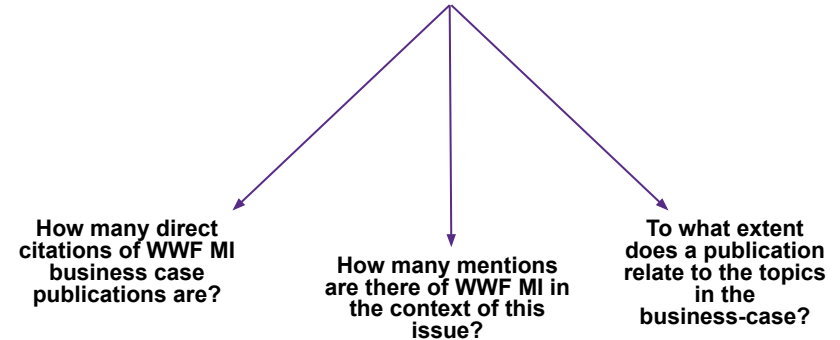
We started asking questions...

How successful are WWF MI publications at driving industry awareness?

How much awareness is there on this issue?

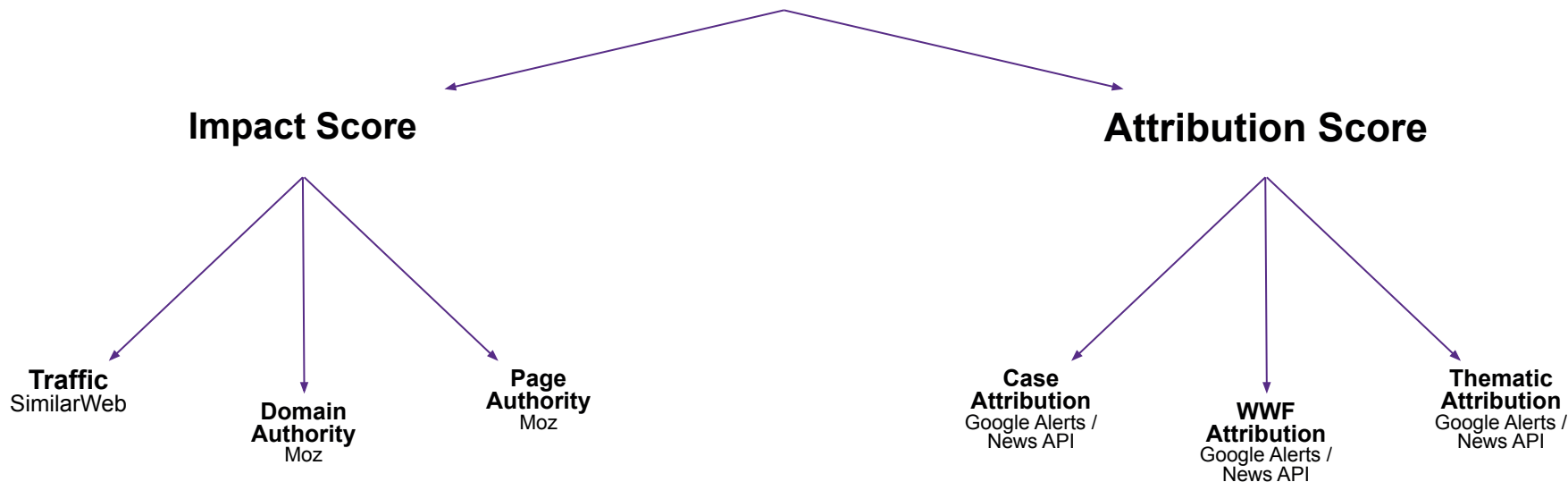


How much awareness can be attributed to WWF MI business-case publications?



And Voilà: Say hello to our media influence scoring and dashboard!

World Wildlife Fund MI's Influence



We had a new idea and direction!

- A **relative influence tracking** system for WWF MI business case publications
 - Non-numerical (not tracking absolute engagement), instead comparing between the business case topics
- Influence broken down into **Impact** (how important is this topic in the conversation right now?) and **Attribution** (how much of this impact is due to WWF MI publications?)
 - Using **basic proxies** to estimate these values, with many more possible
- Ability to **personalize** this scoring system to focus around issues relevant for each business case
- Baseline **quantitative engagement** metric displays, which are supplying the scoring system as well
- Ability to **link** to direct and indirect citation



Let's take a look at the Markets Institute Coverage Tracker and Dashboard!

Not sure you'll remember all this
information? Check the Wiki.



Value Delivered



Quantitative metrics: Tracking both relative and absolute engagement.



Automated links: Easily connect to publications, sort by importance.



Modularity: Easily add or delete entries for each publication.



Customization: Ability to tailor each entry to monitor specific related industry/issue.



Strategic Roadmap

AMEC Not For Profit (NFP) Group

Networking forum for communications leaders working in Not For Profit organizations.

- Head of NFP Committee: camille.raymond@oecd.org

Automate and Refine Attribution Buckets

Thematic attribution with the weighting of keywords plus the automation case and WWF attribution.

Automate SimilarWeb and Moz

To achieve the true automation that was desired, we suggest looking into paid subscriptions for SimilarWeb and Moz that allow for integration directly into Google Sheets.

Establish Higher Granularity Sub-metrics

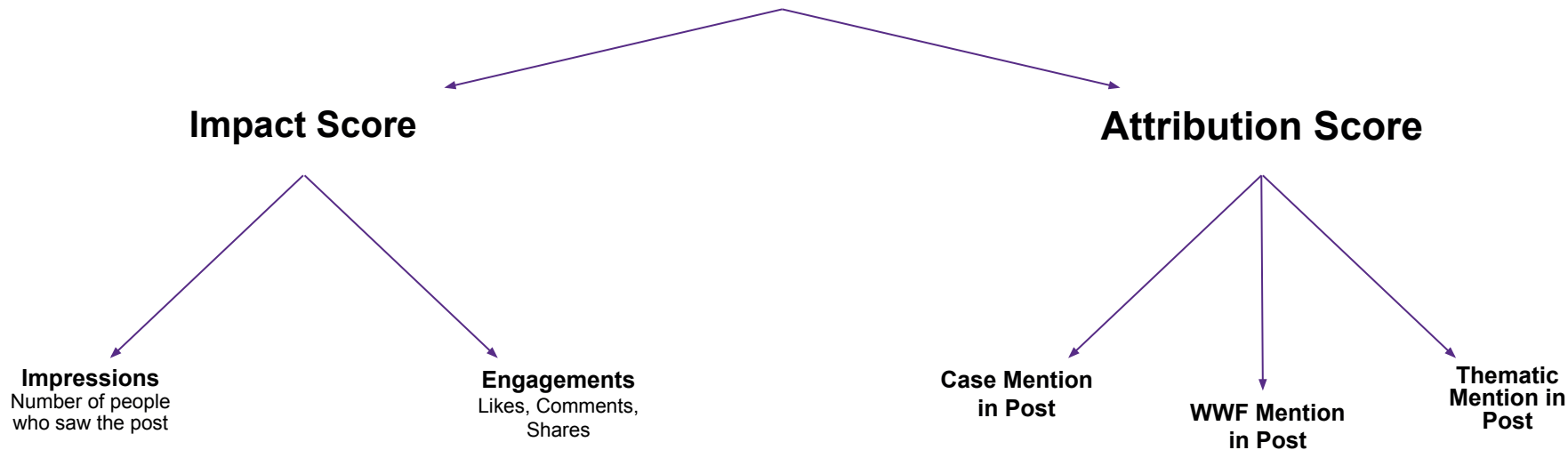
Identifying more metrics that could add color the the Attribution and Impact scores would allow the WWF MI get a better understanding of media pull-through impact.

Transition to Internal Tools and Establish Social Listening Framework

Transition from our tool to internal tools. This could come in the form of using Meltwater in Influence Score, setting up dashboard infrastructure, and migrating our dashboard to Airtable. Social listening can be done with Meltwater, or with another tool.

What our solution in the context of LinkedIn influence could look like...

World Wildlife Fund MI's Influence on LinkedIn



APIs Used for Build and Current Pricing



SimilarWeb: Traffic

- Price: *Free Signup*



Moz: Domain and Page Authority

- Price: *Free Signup*



NewsAPI: News Aggregation

- Price: *Free Signup*



APIs and Tools for Future Build and Pricing



SimilarWeb: Traffic

- [Price: \\$125 - \\$400 / month](#)



Meltwater: Traffic

- [Price: \\$1k-3k / month](#)
- *Consider Muck Rack or Cision*



Moz: Domain and Page Authority

- [Price: ~\\$300 / month](#)



Brand24: Social Listening, Influencer Tracking

- [Price: \\$150-400/month](#)
- [Consider alternatives tools](#)
- Limited keywords



NewsAPI: News Aggregation

- [Price: Minimum \\$449 / month](#)



Brandwatch: Social Monitoring & Analytics

- [Price: \\$800 - \\$3k/month](#)
- More advanced and easy to use than Meltwater, more expensive



Financing Building out Coverage Tracker

Project Time Estimate: 3-4 weeks



Upwork

- **Data Scientists Cost Per Hour:** \$25–\$50
- **Total:** ~\$3,000 - \$8,000



Indeed

- **Data Scientists Cost Per Hour in DC:** \$55–\$60
- **Total:** ~\$7,000 - \$9,000

For transitioning to Meltwater, check in with your Meltwater representative



Future Metrics to Analyze Success

1. Direct citations of publications

2. Google Analytics metrics for website traffic

3. Impact and Attribution scores, along with any built out sub-metrics

4. WWF MI Fundraising profits



Key Takeaways

Minimum Viable Product

This product is a rough workaround given data, time, and expertise limitations.

Register for APIs

You must sign up for the currently used APIs for our build to remain functional.

Use Existing Tools

Powerful tools are already being paid for, take advantage of them by building out our functionalities in them.

Consolidate Tracking

Use same tools across silos to improve organization and communication.

Expand Hierarchy

The hierarchy is high-level and roadmap is just ideas. Continue asking follow-ups to flesh it out!

Plan Small

Build something functional and small now rather than aspirational and infeasible later.





Thank you!