

CyTRAP Labs



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Business Case: FT ComMetrics Blog Index

[CyTRAP Labs](#) has developed a comprehensive way to measure blogging success by looking at key performance indicators and composite indices, using [ComMetrics](#), its web-based platform.

Our methodology benchmarks corporate blogs in detail, and a scaled-down version - the [FT ComMetrics Blog Index](#) - has been created for the Financial Times' Digital Business supplement. The FT ComMetrics Blog Index is composed of blogs from 75 of the world's largest 500 companies (according to market capitalization) and ranks their effectiveness. It evaluates how companies' corporate blogs are achieving their objectives (e.g., customer/investor relations, social responsibility) according to a series of broad metrics including reach, message and contact, as well as a series of specific metrics including how well the blog fosters conversation and participation.

The Approach

The [FT's monthly Digital Business special report](#) examines the use, management and investment in today's technology by business. An important part of its coverage is of "Web 2.0 strategy", including the use of blogs and community websites. The Index indicates how strategic changes and fine-tuning can help corporate bloggers achieve the results they should be striving for (resonance in the blogosphere, fostering conversation, supporting the corporate brand etc).

The Index is a ranking aimed at illustrating best practice in making a blog as effective and successful as possible, practically and financially speaking.

"We are publishing a feature based on findings from the FT ComMetrics Blog Index in the Digital Business print section of our newspaper on May 14, as well on FT.com. It looks at emerging knowledge, trends and issues that are important to businesses' overall social media and blogging strategy," explains Peter Whitehead, editor of FT Digital Business.

Value creation and corresponding best practice

The FT ComMetrics Blog Index enables comparison of Key Performance Indicators over time, a practice that allows for identification of trends, which is key to ensuring continuous improvement. It reveals how a corporation can gain a competitive advantage by:



- blogging more effectively, thereby
- gaining financial benefits, and
- achieving improved value creation as a result of higher-quality blogging.

ComMetrics Effectiveness Benchmark (CEB) and ComMetrics Blog Index

The ComMetrics Effectiveness Benchmark (CEB) offers a standard against which to measure and benchmark the effectiveness of corporate blogging. The benchmark also provides companies with the data they need to compare their internal and external blogs' performance against industry standards and competitors. Developed under the direction of Urs E. Gattiker, Ph.D., the CEB provides a scorecard of social media and blogger effectiveness incorporating data from various sources over an extended period of time. This brings together ComMetrics' expertise in social media and marketing research services with the database of blogging performance metrics that CyTRAP Labs collects and warehouses.

"The ComMetrics Effectiveness Benchmark gives executives the first truly objective benchmark of how effective their corporate bloggers are and how their performance stacks up against the competition," says Gattiker. "The ability to see beyond a blog's day-to-day metrics to the impact continuous improvements have on conversations, enables companies to tailor their social media programs to build loyalty and drive revenue growth."

"The CEB reflects ComMetrics' ongoing commitment to providing our clients, whether they outsource their social media activities or run them internally, with the most powerful and cost-effective tools to serve their customers," the co-founder of CyTRAP Labs continues. "The CEB delivers customer intelligence that companies can use in the near-term to gain and maintain competitive advantage."

To obtain their CEB, participating companies provide vital data from their blogs and social media efforts (e.g., Twitter, FriendFeed). These data are then used to track changes over a period of some weeks, gauging progress and illustrating trends. The results are reported for individual internal or external blogs. Information about blog focus (e.g., investor versus product), type of industry and country of origin are used to group data for benchmarking. Using a simple algorithm these scores are used to calculate what we call the ComMetrics Blog Index, a view of how the blog compares to the competition.



About ComMetrics

ComMetrics, a division of CyTRAP Labs GmbH, is an industry leader in the analysis of corporate blogs in Europe, creating web-based software used by social media experts, in-house professionals and advertising agencies helping companies improve social media performance in the blogosphere.

As an independent consulting body, we have been monitoring best practice since its inception at the turn of the 21st century and advise corporations, non-profits and governmental organizations on their social media presence. For these tasks we have developed a range of web-based software tools, some of which are offered for public use. These are available at My.ComMetrics.com

Urs E. Gattiker, Ph.D., the founder and chief technology officer, is based in our **Zurich office**. Stefan Beck specializes in Web 2.0 tools and mash-ups, while Dr. Helga Treiber concentrates on blog strategy/project management and Freydun Michael Badri focuses on helping clients improve media analytics and compliance. Our **Canadian team** includes Daniel Shorten, a computing science expert with a focus on open source technology, and Melanie Sartori, a media and communications specialist. Our team of experts is standing by to serve you.

While some companies listed in the index may use our software tools under license or have another association with us, this has not affected their rank.

For more detail, including rankings by different metrics and downloadable pdf files, please visit FTindex.ComMetrics.com

This document can be downloaded as a pdf file at:

http://howto.commetrics.com/?page_id=139