

## KPI WORKSHEET – DEFINITIONS

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### Key Performance Indicators (KPIs): Provided by Applicant/Contractor

#### (a) Advertising Measures – metrics to assess contractor’s advertising activities

Contractor shall provide for HTA approval target performance measures and shall track and report on a quarterly and year-to-date basis the following metrics for advertisements:

1. **Gross Rate Point:** A unit of measurement of audience size. Used to measure the exposure to one or more programs or commercials, without regard to multiple exposures of the same advertising to individuals. One GRP = 1% of TV households.
2. **Reach:** Unduplicated number of individuals or households exposed to an advertising medium at least once during the average week for a reported time periods (also known as Cumulative Audience).
3. **Gross impressions:** Sum of audiences, in terms of people or households viewing, where there is exposure to the same commercial or program on multiple occasions.

#### (b) Public Relations Measures – metrics to assess contractor’s public relations activities

Contractor shall provide for HTA approval target performance measures and shall track and report on a quarterly and year-to-date basis the following metrics:

1. Publicity value by media type is a calculation that estimates the price that professional media buyers would pay for that amount of exposure for that particular media outlet. Calculation is as follows:

Publicity Value = Article Length x Unit Reach x Cost/Impression

- Article Length: a word count of the story and also considers the number of key words mentions.
  - Reach: circulation or audience
    - Newspaper, magazine and other print publication use audited circulation figures.
    - Online articles use Nielsen/NetRatings which is the global standard for Internet audience measurement. NetRatings provide the number of unique visitors to that website over a particular period.
    - Broadcast segments use Nielsen Audience Figures which is the industry standard for broadcast audience measurement.
  - Cost/Impression: average figures based on type of media (print, internet, TV/radio). Not based on ad rates.
2. Number of impressions by print, online, broadcast (TV and Radio): The number of those who might have had the opportunity to be exposed to a story that appeared in the media. The total audited circulation of a publication or the audience reach of a broadcast. Total Impressions = Circulation X 3.5

**(c) Web Analytics – metrics to assess the performance of the website**

Contractor shall provide for HTA approval target performance measures and shall track and report on a monthly and year-to-date basis the following metrics:

- Unique visitors
- Average site duration
- Page views

**(d) Social Media Metrics – metrics used to assess the contractor’s social media efforts.**

Contractor shall provide for HTA approval target performance measures and shall, in coordination with HTA’s internet services provider track and report on a quarterly and year-to-date basis the following metrics:

- 1. Conversation Rate:** Tells how effective Social Media efforts were in sparking conversations.
- 2. Amplification Rate:** Tells how effective in adding value on Social Media channels. If a message is posted that’s really relevant and valuable to your followers, they’ll in turn want to repost and share it for their friends to see.
- 3. Approval (or Applause) Rate:** Tells the rate at which the posts are endorsed by your audience. A post that is relevant and of value will garner a higher rate of approval.

Examples of the metrics include but are not limited to:

**Facebook**

- **Conversation Rate** : Number of Comments per Post
  - Example: There is an average of 48 comments per post in the month of February. Thus, the conversion rate is 48:1
- **Amplification Rate** : Number of Shares per Post
  - Example: There is an averaging 66 'shares' per post in the month of February. Thus the amplification rate is 66:1
- **Approval (or Applause) Rate:** Number of (Post) Likes per Post
  - Example: We experiences an average of 519 Likes per Post in the month of February. Thus, the Applause Rate is 519:1

**Twitter**

- **Conversation Rate** : Number of @ Replies per Tweet (including Direct Messages)
- **Amplification/ Applause Rate** : Number of Retweets per Tweet

**(e) Definite Room Night:** Room nights associated with groups that have signed contract or letter of commitment with the convention center and/or a signed contract with a hotel.

**(f) Definite Room Nights—New to Hawai’i:** A group is considered new if they have never met in Hawai’i, or have not met for the past five years.

**(g) Tentative Room Night:** Room nights associated with groups that have indicated interest in holding a meeting or convention in Hawai'i and a lead has been sent to the convention center and/or the hotels. Citywide leads are considered tentative when space is blocked at the convention center.

**(h) Conversion Rate:** Conversion of tentative leads into definite bookings as measured by dividing tentative room nights generated in the month/year by definite room nights for the same month/year.