

Why & How to Meter

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Agenda



Why to Meter



Things to Consider



How to Start



Measure Results



Why Meter?

- Increase in Traffic
- Building Relationship with Audience
- First Party Data
- Help Fuel Growth
- Ability to Connect Content to your Reader

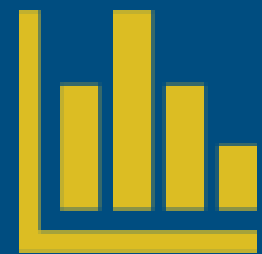


Things to Consider

- Who is the target audience?
- What is the conversion metric?
- What content will be metered?
- What type of meter?
- What is the timing and cadence?

How to Start - metering setup





Measure your Results

- Use Promo Keys
- Impressions Counts
- Click Counts (Button vs. iframe)
- Conversions
- Reports
- Listen to the data and make adjustments as need to timing, offers, pricing, etc

Group: 1 ... Contact Rules ⓘ

🗑️	--	🔍 Personalization Impressions =	Messages Selected: may webinar v one,webinar demo
🗑️	AND	🔍 Personalization Clicks =	Personalization Name Search: *
🗑️	AND	🔍 Sales-Marketing eNL: Promo Code =	*meter*

Group: 1 ... Contact Rules ⓘ

🗑️	--	🔍 Customer Created Date =	(today-30)-(today)
🗑️	AND	🔍 Original Promo Code =	*meter*

Resources

- [Five Step Guide To Metering Content](#)
- [Knowledge Base - Metering Overview](#)
- [Training Videos](#)

Metering

[Creating a New Meter](#) 

[Testers & Test Mode](#) 

[Setting Up a Site Domain](#) 

[Messaging Setup](#) 

[Setting URL Restrictions](#) 

[Configuration Tab](#) 

[Targeting Ad Blockers](#) 

[Cloning Meters & Messages](#) 

Questions?



Thank You

