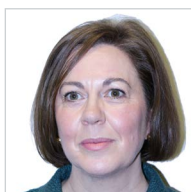# New Audience Metrics at the Service of Inbound Marketing

Las nuevas métricas de audiencia al servicio del Inbound Marketing

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Abstract:

This article addresses the usefulness of audience metrics and the tools for developing communicative practices of Inbound Marketing in the digital environment. The objectives of this article are to identify what new indicators audience metrics are using, determine the data they provide for inbound marketing practices, assess how data allows contents to be tested and plan them. For this purpose, the central measurement tools were identified and the services they offer as well as the metrics that allow user behavior and emotions regarding messages to be detected, enabling content testing and planning accordingly to attract and retain audience attention and foster loyalty. The conclusions reveal how new metrics are reshaping the way in which contents are produced and distributed, making them indispensable tools for identifying the capacity to attract, retain, satisfy and create loyal users. Data

Resumen:

En el presente artículo se aborda la utilidad de las herramientas y métricas de audiencia surgidas en el entorno digital para desarrollar prácticas comunicativas de Inbound Marketing. Los objetivos que se persiguen son reconocer qué nuevos indicadores están utilizando las métricas de audiencia; identificar los datos que aportan para prácticas de inbound marketing y apreciar en qué permiten testar los contenidos y planificarlos. Para ello se identifican las principales herramientas de medición y los servicios que ofrecen, así como las métricas que permiten detectar los comportamientos y emociones de los usuarios frente a los mensajes, posibilitando testar los mismos y planificarlos para atraer la atención del público, retenerlo y fidelizarlo. Las conclusiones permiten ver cómo las nuevas métricas están reconfigurando la manera en la que se producen y distribuyen los contenidos, hasta llegar a convertirse en herramientas indispensables, que

analysis has become a tool in which practical aspects intersect with emotional ones, allowing the experience and the emotion beyond habit to be quantified, as well as enabling contents to be planned, adapting them to users' requirements.

Keywords:

Inbound marketing; audience; behavior metrics, sentiment analysis; neuromarketing.

permiten identificar la capacidad de atracción, retención, fidelización y satisfacción de los usuarios frente a dichos contenidos. La analítica de datos ha pasado a ser una herramienta en la que los aspectos pragmáticos interseccionan con aspectos emocionales, permitiendo cuantificar la experiencia y la emoción más allá del hábito y posibilitando planificar los contenidos para adaptarlos a los requerimientos de los usuarios.

Palabras clave:

Inbound marketing; audiencia; métrica de comportamiento; análisis de sentimiento; neuromarketing

1. Introduction

In the conference IDC Predictions 2017, which took place on 31 January 2017, the Research & Operations director of IDC, Marta Muñoz, highlighted that in 2019 40% of organizations will create new services and business lines to monetize data and that in 2020 45% of infrastructures and software business structures will be in the cloud. In addition, more than 50% of corporations will have development projects for mobility, thus obtaining competitive advantages. In this context, data is necessary at all times and places so that companies can interpret it and convert it into information.

The management is carried out through yield indicators linked to objectives (KPIs), which revolve around concepts such as the return on investment, whose calculations depend on metrics that facilitate information about interactions, engagement, conversions, loyalty, and feelings. These are all variables that have acquired a particular relevance in previous knowledge and a posteriori of the public's behavior while making the production of contents possible according to what is required by communicative practices such as inbound marketing (Halligan and Shah, 2009). Inbound Marketing has gained prominence in the digital environment and for those "that intend to reach the consumer on the networks in a non-intrusive way, discarding actions that bother the user and provoke an undesired intrusion into their activity" (Castelló-Martínez, 2013: 1).

Inbound marketing is made up of three elements: 1.) contents of interest, 2.) marketing strategies to attract traffic to the pages and 3.) the capacity to educate the user so that they are receptive to the offer. Therefore, to understand the importance of audience metrics and measurement tools arising in the digital environment for the development of inbound marketing strategies, we must consider that audience metrics are not only orientated towards gaining end users. It is also important to look after prescribers and keep them satisfied (Aguado-Guadalupe, 2015). Its aim is not only to attract clients but also to convert them and foster loyalty. For that purpose, it is based on three pillars: personalization, content, and distribution. Therefore, the creation of contents is not only relevant but also should be distributed appropriately, without being intrusive for the end user.

To develop inbound marketing strategies both an in-depth knowledge of the public and a combination of different marketing techniques that generate trust are required. Thus, it is necessary to combine content marketing techniques, using content to attract users' participation and attention (Sanagustín, 2013). Permission marketing involves the clients' express

authorization (Godin, 2001); relationship marketing seeks to maintain a stable relationship over time, provided that both parties obtain added value by maintaining it. (Barroso-Castro and Marín-Armario, 1999). Influence marketing is a term that started to be used in the 60s by Daniel Edelman. He is the founder of the public relations multinational Edelman; the term designates the power that famous people exercise over consumers. This power has paved the way for other sectors in the digital environment.

In this regard, Sanagustin (2013) should be taken into consideration as she explains that content marketing drives digital conversion, while the more the public relates to the content the more significant the capacity to engage them is. Indeed, the value that participation among the public and contents has acquired has resulted in, as Marshall (2004) highlights, the user gaining an interactive dimension, which must be taken into account. At the same time, as Del Pino emphasizes (2009: 8): "communication develops into a context in which the emotional connection between the user and the brand become the advertisers' objective."

Therefore, this has given way to an environment in which new communicative practices prevail, and to carry them out them, new metric systems are required. In such a way that it has given rise to not only so-called sentiment metrics but also metrics based on the combination of algorithms. Martinez and Lara indicated (2014: 579) that they allow for the analysis of tendencies and facilitate "selective content strategies, evaluate economic models in the network, manage profiles that can configure extensive networks of users and improve the return on the investment in social media." In this sense, Lamas (2010: 96) notes that the same technological digital complexity "is that which introduces new and more precise possibilities of tracking".

This work is based on the hypothesis that the emergence of new metrics in the digital environment has facilitated a more considerable knowledge about the public's behaviors regarding the contents and the feelings that they provoke, as well as a previous knowledge that allows the contents to be planned before their dissemination. They are factors that contribute to the development of inbound marketing strategies and in particular inbound and content marketing.

The analysis of the importance and transcendence that these new metrics imply for the development of communicative strategies has been set as the object of study of this article, especially in the design and distribution of contents of interests that capture users' attention.

For that purpose three objectives have been set out:

1. Identify what new indicators are being used in audience metrics.

2. Identify the data that metrics provide for inbound marketing practices, especially in the case of content marketing.

3. Assess the extent to which these metrics allow us to test contents and plan them.

The study has been based on previous contributions to audience measurement that have addressed the theme from different perspectives. The input from Maldonado (2015) who examined web analysis is significant, or Medinaveitia and Merchante (2015) who addressed the difficulties and challenges that the digital environment entails in this respect. Others such as Bermejo-Acosta (2003) focus on the new communicative practices that have resulted in new measurement dynamics. In this sense, we must also highlight Aguado-Guadalupe's (2017: 145) reflection when she explains that "the digital environ-

ment debate and investigation into audience metrics is focused on the type of knowledge to be able to assess the publics' reaction to contents and quantify them and capitalize on them."

The impact of users on metrics has received a great deal of attention. This impact has led to Papi and Escandell (2014) to reflect on the precision that is required for cataloging the public. Thus, the sociodemographic features are no longer prioritized to focus on behavior, in a way that "it only impacts on the users that have carried out a concrete activity online" (Papí and Escandell, 2014: 61).

The changes that have come about in the digital environment have even led to calling the concept of the audience into question, as well as the required knowledge about them to develop content strategies. In this sense, Huertas (2006: 201) has stated "the correct question would not be is it possible to know the audience, but what type of knowledge is possible and necessary?" This concept of the audience was reflected on by Garay-Cruz (2006:9) who highlighted "the impossibility that the misnamed mass can uniformly react when it is composed of a diverse group of people and subjects with individual psychological differences."

Moreover, new aspects of audience measurement have been considered, such as social networks, which Echegaray and Peñafiel (2013) have examined. It has also been observed that "the main character of this digital and interactive stage is somebody that has an opinion, is committed and masters the language of marketing and advertising on most occasions" (Del Pino and Galán, 2010: 56). All of this occurs in an environment in which the "messages are being substituted by contexts of communication around brands, by which they must attract and interest a new type of consumer that is more critical and educated in media and content, someone who participates interactively and proactively" (Martín-Parreño, 2006: 6). In this respect Aparici and Osuna (2013: 139) state that "while interactivity is a feature that technology provides, participation is a characteristic that the culture provides."

This environment has given way to the measurement of the so-called social audience, which has been addressed by authors such as Quintas-Froufe and González-Neira (2014). These authors have reflected on the elements that contribute to the success or failure of programs with the same format regarding social audience, which is understood as "fragmentation of the real audience according to its interactivity on the network (Quintas-Froufe and González-Neira, 2014: 83). Congosto: Deltell; Claes; Florencia and Osteso (2013: 78) contemplated this aspect, they have concluded that "while Twitter cannot substitute audiometric systems then it will complement them."

In the social audience analysis, influencers have acquired particular relevance (Hornos, 2015). Their identification is a challenge, as well as the measurement of their impact. The importance of the tools that evaluate this influence has been equally considered (Serrano-Puche, 2012). This has deserved reflections such as that published by Adit Aunit (2009) and studies such as Max Planck's Institute for Sofware Systems in the framework of Twitter Projects (Chat; Haddadi; Benevenuto and Gummadi, Krishnap, 2010). They go as far as to refute myths about the isolated role that they play in influence, and variables such as popularity or the number of followers. The need to combine several factors to measure it is also highlighted. In this way, we must emphasize the input from Launchmetrics (2017) with the *Report about the status of influencers' marketing*.

These new considered aspects in metrics enable the application of non-intrusive marketing techniques to obtain more followers, clients and prescribers thus adding value (Pintado-Blanco and Sánchez-Herrera, 2014). All of this is achieved in an

environment where aggressiveness and intrusiveness have been set aside and are substituted by permission (Godin, 1999). We are actually, as Meerman Scott (2007) highlights before a result in the evolution of marketing in the ecosystem that the 2.0 tools have created on the Internet, where emotional marketing is acquiring a predominant role (Cadavid-Gómez, 2004).

2. Methodology

A qualitative and descriptive methodology has been applied to carry out this work. Based on the analysis of audience measurement tools such as Social Mention, SWB Social Agora Pulse, Google Analytics, Twitter Analytics, Brandwatch Analytics and Brandwatch Audiences. At the same time, ComsCore services were monitored. These tools have been selected while the data that they provide brings us closer to knowing more about the publics' behavior regarding contents, as well as tracking the average yield of each publication, the number of visits, the shared audience and the engagement.

Some companies' input and progress in the field of sentiment metrics have been analyzed for this work. The practices developed by entities such as Sociograph and Neuromarketing Labs were monitored for that purpose. In both cases, techniques have been observed, which are used to monitor feelings that were evoked by the contents. Study designs have also been analyzed, as well as the variables that they measure and the types of tests that are carried out.

Through the analysis of different tools and methodologies, main audience metrics were identified regarding behavior and the public's feelings and that which influences the development of inbound marketing strategies and in particular content marketing strategies.

3. Results

3.1. Behaviour metrics and the influence to the service of Inbound Marketing

There are different services and measurement tools for learning about the public's behavior in the digital environment regarding contents, which in some cases enable the monitoring of contents and brands in real time, performance measurement, tracking feelings, the frequency of contact, the distribution of traffic, engagement and influence. Such is the case of:

a. Social Mention can track whoever mentions a content or brand in real time, where and when, taking into account four parameters: 1) strength: possibility that a content or brand is spoken about; 2) sentiment measures the influence of the positive comments as opposed to the negative ones; 3) passion: probability that a unique user speaks about a content or brand; and 4) reach: level of influence of the content or brand. For that purpose it provides data such as a) positive feelings, negative ones and neutral ones; b) which keywords have more impact on the search and mentions; c) users that carry out the most mentions: d) the primary hashtags the content or brand is associated with in the mentions; and e) the primary sources of the mentions.

b. SWB Social, of Infotec, enables feelings to be monitored in real time on practically all the social networks. It can identify when a comment is positive, negative or neutral. These comments are integrated into a dictionary of terms and expressions prevalent on the network, which include emoticons so that the application identifies feelings, influence, geolocation, and language.

c. Agora Pulse enables us to see the average performance of each publication, by valuing the average reach and the number of interactions. Moreover, Agora Pulse barometer allows us to find out whether a page performs appropriately by using indicators such as fans reached, engagement, negative feedback, viral reach, organic reach, and click through rate.

d. Google Analytics, offers content analysis determining the frequency at which each page is visited, the time of the visit and frequency of the conversions. It measures conversations observing the sales, downloads, video plays and the return.

e. ComScore, provides information about the audience percentage that is shared with other websites in the same sector apart from other indicators. It also indicates websites that users have visited before and after surfing a website and allows for the assessment of how the traffic is distributed between different sections of a website.

f. Twitter Analytics, facilitates the measurement of engagement through the ratio of interaction, the clicks on the link, retweets, favorites, and responses.

g. Brandwatch Analytics and Brandwatch Audiences, provide influence metrics by considering indicators such as likes, shares, comments, persons reached and engagement. It also makes positioning possible, identifying the place where a searched term is being talked about and the analysis of feelings, separating negative words from praise.

h. Demographic: Insights, which enable the analysis of the type of account, gender, profession, and interests.

3.2. Sentiment metrics based on neuromarketing

According to the report by GlobalwebIndex (2017), the profile of the highest number of blockers is between 25 and 34 years old in the United States, although only 15% have it on their mobile as opposed to 22% who have it on their computer or laptop. In earlier ages, advertising blockers are more present on mobile telephones. Thus, brands seek strategies to connect with people. At the same time, technological intermediaries are being introduced, they are more direct and emotional, for instance, intelligent assistants (Siri, Cortana, Alex, etc.) look for a more direct relationship with the individual.

Johnston and McQuivey (2017) state the importance of creating a context and a conversation that generates an emotional story with the client in order to foster loyalty. According to a study about loyalty *The loyalty Report 2017* developed by Bond Brand in association with Visa, four consumers out of five use the brands if they are attracted to them, while two-thirds of them modify their investment in other brands to maximize loyalty advantages. Three-quarters of the surveyed stated that they would recommend brands with good loyalty programs. According to Manovich (2017:60), this is because we are facing the first opportunity to describe, shape and simulate the full cultural universe, and to reconsider fundamental concepts in the new relationship between brands and consumers.

Manovich (2017) considers that we are facing the possibility of working with predictive patterns based on captured and stored data. For this reason, metrics provide final assessments that lead to the result by tendencies and not by behavior according to traditional measurements. This measurement system based on probabilities gathers aspects such as attention and emotion which have traditionally been overlooked in the most direct assessment of conductive measurement systems. In this sense, emotion is a factor that alters the way in which strategic intentions are rewritten because every prediction needs a previous approach which in turn calls for a simulation.

The users' integration system on a network of data arising from not only their interaction within social networks but also any instrument with the capability to connect to the Internet. The system transform data analysis into a dramatic tool

where the practical aspects (geolocation, hours, times of consumption), coalesce with the emotional aspects of the inter-action. The data ceases to be linear and scalable and migrates to an action map, interaction, and representation (Gil de Zúñiga; García-Perdomo; McGregor, 2015).

Nevertheless, Felt (2016) states that researchers should understand the limitations of data analysis, at the same time there are limitations to gathering that information. Mayer (2016) reiterates this point explaining that during the last thirty years, media reception has looked for workers, homemakers, and adolescents, understanding how the groups comprehend media texts and also interpreting the audience's response to measuring techniques.

However, some authors indicate that we must quantify the response to the text (Wood, 2009), or the reflections that the public articulates regarding consumed content (Sender, 2012) to reach another dimension that quantifies the experience more than the habit. This dimension is known as the social audience. This results in qualitative aspects that influence the group's perception regarding the object of measurement.

Thus, attention and emotion gain a fundamental role in the return on investment in the contents that are constructed through the Internet, which has to be measured and converted into data to analyze it and later transfer it into information. Therefore neuromarketing or emotional marketing is essential to optimizing new metrics in digital audiovisual contents.

In this sense the input from entities such as Sociograph and Neuromarketing Labs is essential. In the case of Sociograph, groups' attention and the impact of stimuli is assessed, through the continued method of a constant streaming, from which it is possible to measure and quantitatively gauge group activity. The technology consists in registering the electrodermic activity simultaneously (EDA) of some subjects. The number of subjects could reach up to one hundred and twenty-eight, the signs are transmitted wirelessly, with a device in hand, and the information is analyzed in a central unit in a synchro-nized way once they are received.

After this, the data is analyzed and processed mathematically within an analysis methodology time series through the ap-plication of specific algorithms. The variables that are measured are the EDL (electrodermal level), tonic activity associated with attention, and the EDR (electrodermal response), with which the phase activity related to emotion is calculated. These are variables that enable a calculation of effectivity of the contents in three concrete instances, before being launched, in this pilot phase and once it is launched. Nevertheless, there is a test previous to this which is carried out in a focus group whose activity is also registered in two ways: a content analysis based on the technique of the method and the electroder-mic activity register by applying Sociograph.

In this sense, any study is designed according to three work phases that enable efficient results regarding sentiment met-rics. Thus, the first phase is called NeuroDesign, the effectivity of each element is quantified to determine the efficiency of each one. The second phase constitutes the NeuroPretest, in which the effectivity of the communication is verified once it has been designed, but it has not been launched, to be able to include modifications that improve the results. The last work phase is known as NeuroMetrics, which allows for the quantification of the impact and the audience's reaction to any communication.

Ultimately, for the technique known as Sociograph, the optimal result or the ideal index performance in the presence of stimuli is that which can grab the user's attention and form a strong emotional bond with them.

Neuromarketing Labs is another example of a company dedicated to sentiment metrics analysis based on the neuroscientific investigation. The research is based on self-created algorithms that enable highly accurate predictions about consumers. Thus, techniques such as electroencephalograms (EGG) are used, enabling the measurement of brain activity in a precise way and within a millisecond, and magnetic imaging (fMRI) which can accurately locate brain activity. Both techniques combined allow us to understand the users' behavior reliably, even though on some occasions studies using techniques such as eye-tracking, biometrics or psychological measurements complement it.

Concerning the EGG, the immediate impact a stimulus provokes in the brain is measured according to the activity being done, it is a noninvasive technique that can also be filmed and recreated. The fMRI (Functional Magnetic Resonance Imaging) is a method applied to measure emotions, its effectivity is superior to traditional surveys, according to authors such as Berns and Moore (2011)

Regarding the technique of eye-tracking, the cornea is stimulated to follow the direction a person is looking, in this way, a person's particular interest and attention to a particular image can be measured. Moreover, a color codification is provided for the zones of greater and lesser interest within the image. Biometric techniques are used as a standard measurement tool for health-related apps. They serve to measure aspects such as electrodermal (EDA) activity, breathing rate, heart rate, muscular activity on an electromyogram (EMG), etc., which are variables that are directly influenced by emotions and whose results help to gauge the effects of content in real time.

Moreover, all these variables can be related to psychophysical analysis methods which complement the study of factors such as the reaction time in the presence of stimuli, attention or decision making factors, etc. The objective is to help understand a consumer's behavior in the presence of emotional stimuli in different campaigns. The three variables that are measured are attention, emotion, and memory.

To measure attention techniques that have been previously cited, it is necessary to obtain values about the consumer's attention in the presence of a product by identifying specific aspects related to it. Concerning emotion, this company analyses the information with a dual perspective: that which is related to the recall of positive and negative aspects (EGG) and those that relate emotion to aspects such as happiness, desire, trust, mistrust, familiarity, fear, trepidation, or disgust (fMRI). Concerning memory, it is divided into two types according to its influence on consumers' buying behavior: explicit memory and implicit memory. The first involves facts that are consciously retrievable (slogan, addresses, web, etc.), while implicit memory entails unconscious retention, in other words, the way in which the product is related to the consumer's environment.

The work process that Neuromarketing Labs follow starts with an initial phase in which the target group of a product or specific service is defined. A group of specific subjects is recruited, encompassing the principles of the study. The company's self-developed algorithms facilitate an exhaustive data analysis which enables specific proceedings to be recommended to the client and an action plan. The common integrating element is specific study techniques of the brain and the behavior associated with the consumption of the images. This new way of understanding the study of emotions in marketing is resulting in a new quantitative method- based on data analysis- which draws on qualitative factors such as sentiments

or emotions. It also employs qualitative variables, which were difficult to quantify with previous methodologies and were adapted to the creatives' intuition and campaign strategies.

Therefore, the most prominent advance is the quantification of qualitative insights implicit in any content. This principle of numerical determinism implies a higher capability of analyzing in increasingly shorter times. On the one hand, it isolates external variables (such as memory, which is the primary validity factor regarding the survey model and has been traditionally used in audience methodologies) as well as constraints in the final result regarding the measurement of efficiency. On the other hand, it does not deal with particular variables such as emotion and attention that viewing in real time involves.

On the other hand, the use of these indicators facilitates new possibilities related to the automation and agility in the processes, thus obtaining more reliable and optimized results to satisfy individual interests. All the data must be scaled since it requires users' attention, and should be focused on direct and accurate results. Data analysis offers alternatives in real time that allows for a direct and automatic interaction through stimuli that spark the individual's interest and emotion.

Sentiment metrics must be considered as not only constructed upon specific data about consumption but as also introducing other indicators such as text, images and users' videos, structured data according to contacts, downloaded apps, etc. All of these are indicators that contextualize consumption preferences and the destination of them in each individual's social environment. All this collected data represented in metrics helps to create models that define algorithms that highlight the behavior of each individual.

Therefore it is necessary to establish methodological techniques that can distinguish each individual according to their behavior in the social environment of the digital universe. No one could have guessed just a few years ago that we would be so close to measuring behavior and emotion through unique measurement techniques. In parallel, it is essential to consider that they are applied in the analysis and decision making in real time in a personalized way for each active individual at any given time in the campaign. These decisions, which are mathematically created and affect the interrelationship of the consumer with the product and vice-versa, force customers to establish emotional bonds with the brand, which should be strengthened through each action.

The relationship that is established using sentiment marketing is curious, it is achieved through the analysis of numerical data and emotion and/or attention. These last variables have always been fundamental for determining the success or failure of a marketing or advertising campaign, as well as any audiovisual content. Sentiment metrics based on neuromarketing do not measure the impact on the vast majority of the population, but the emotional influence that affects the individual. These measurements are carried out through interaction groups in the settings thought for each content (cinemas, theatres, workrooms for research through focus groups, etc.), creating vast quantities of data that is dealt with in a personalized way and is related to the group.

In this way, the real value of the study is guaranteed, and it serves to modify all those aspects that are imprecise or irrelevant to understanding the success and efficiency of the way the content is constructed.

3.3. Incidence of metrics in content supply

Steemeres (2016) specifies how digital distribution enables other users to be able to get hooked on the content at any given time and place, and how electronic devices break with the concept of space and overcome the traditional relationship between content and medium. In audiovisual contents, a more significant influence is brought about by conversational states since the logic to share and recommend is an essential and inherent quality in social networks (Groshek, 2016). Thus one of the characteristics that defines the new model of content consumption is based on users' active participation through simultaneous viewing on secondary screens. Using these personalized contents that are directed at target customers, people seek to share social experiences by interacting with the networks.

Also a new way of understanding consumption which, as Álvarez Monzoncillo (2011) states, consists in a set of aggregators, such as Netflix or Amazon Prime, turning them into virtual shops that possess a virtual intermediation environment and the ability to buy content within the cloud. These virtual shops have been consolidated as the ideal way of creating interrelationships between products, distributors, and users in any given space and time

In this sense, it is convenient to understand that the methodological base of such famous and successful algorithms which a company like Netflix supports is based on converting users' qualitative assessments into quantitative analysis. Thus, according to Hallinan's and Striphas's (2016: 120) explanation, the procedure that successful content distribution companies employ on a global scale is based on the principle of acquiring data about each product. The data is based on clients' evaluation of the content that they enjoy which is always purely emotional and based on a scale from one to five stars in which each star has an evaluation relevance in a general context. Thus, five stars are "I love it," four stars refers to "I like it a lot," three to "I like it," two stars to "I do not like it" and one star to "I hate it."

According to the quantitative value assigned to the number of stars in the assessment, a quantitative analysis that discriminates is established, in almost a personalized way and according to each client's consumption preferences.

Thus, Lotz (2007) argues that it does not make sense to speak about the audience. Instead, it is preferable to speak about a niche, a context in which the data is extrapolated from social conversations based on interests and tastes by content themes to create successful products that provide leadership in marketing campaigns. While paradigmatic examples are found in the series produced by Netflix, these are a reflection of what users consume systematized by age brackets, social, economic status, etc. besides the interactions in social networks which lead to consumption and specific interest based on themes.

Another particular case is the Banco Santander campaign "*Cuenta." Mas allá del dinero".* The objective was to appeal to millennials who are characterized by prioritizing social life experiences. It is set in a futuristic world where experiences are converted into numerical codes that can be sold or bought; this is a paradigmatic example of the use of emotion as quantified data that enhances the users' capability to become attached to the digital universe.

It is interesting to verify how the viewers' experience is associated with the technological view of the niche, which the campaign aims to emphasize. Moreover, the name of the short film coincides with the bank account that is the object of the advertising, reiterating the group profile that it is directed at with elements such as a clean and elegant urban setting, the ideal economic status, the philosophy of life, etc. These are aspects that are studied based on the metrics generated in

the interactions on social networks and that which Banco Santander accesses due to their stake in university funding with *Universaria.*

In this line, the Mediaset group has used Sociograph to carry out sentiment metrics for in-house production series such as *El Principe and B&b.* The efficiency of different advertising campaigns has been measured, as well as films or studies in the Film Festival of the Seminic of Valladolid. These are examples of the continued stake in the emotional message that the moving image transmits, it is so relevant that it has been turned into the brand image of any company, product or content.

The company Neuromarketing Lab has provided metrics services in fiction series such as *Breaking Bad* and others from the channel Fox. However, there are also essential company clients such as Bayer, Volkswagen, Audi, Roche, Hussel, and Pepsico which demand efficiency and success in their communication campaigns due to the significant figures that they manage.

Therefore, efficiency now depends on a rigorous predictive analysis based on factors and variables conditioned by specific characteristics of digital consumption. This is the interaction that should be measured based on physical variables (social networks, geolocation, times of consumption, etc.) as well as emotional aspects that appear to be entirely integrated into new metrics. We find ourselves before what is known as, according to Serrano-Puche (2017: 79) "the 'attention economy' where content producers (and in general, all those that want to communicate something) compete to grab peoples' attention seeking to occupy their free time." This new setting should be quantified in a way that is adapted to the variables that define and shape it.

In this context, audiences have become a mass made up of individuals with specific characteristics. These characteristics can be quantified into both attention to particular variables (geolocation contacts, use of networks, etc.) and dispersed variables (based on aspects related to the way each individual is, and their relationships in their surrounding environment). In this new universe characteristic of the digital era, tendencies are constructed based on emotions and the capability of generating attention. These are aspects that brands are starting to dominate and consider as differential variables and strengtheners of success against the rest.

3.4. Conversion Measurement, social reach and monitoring of users' behavior

Based on the fact that Inbound Marketing is composed of three elements: 1) contents of interest, 2) marketing strategies to attract traffic to pages and 3) capacity to educate the user so that they are receptive to the offer. It could be said that in the development of strategies for inbound marketing it is not only important to generate traffic through added value contents, but also to measure the conversion, in other words, the rate of visits from lead and from lead to clients. Indeed it is equally important to know the social reach, given that it provides additional traffic and indicates whether the content is being shared. For this purpose, it is necessary to be able to assess the quality of each user monitoring their behavior regarding the content.

It has been observed that in different metric services and tools used for monitoring and tracking, indicators acquire particular relevance such as:

a) Interactions (mentions, comments, times that the content is shared).

b) Consumption (visits to the page, sessions, time per page, pages per session, rebounds, video views, return on the reading, frequency of visits in a period, open emails, clicks in emails, CTR).

c) Conversion (request for the demo, content download, subscriptions, surveys).

d) Channels (depending on how one arrives at the content: through search engines, directly through the URL, clicking on a link that has been shared on networks, from other pages that do not have search engines, through advertisements or emails that have been received.

e) Ranking of keywords

f) Inbound links (that measure the effectiveness of getting people to talk about you).

g) Engagement (orientated towards the ratio of the viral phenomenon, geared to measuring the rate of likes and orientated towards conversion).

h) Influence (number of conversations about a theme, comments on the content by the influencer, the total number of influencers that publish content or a brand, traffic referred coming from an influencers' contents, and conversions attributed to the influencers' publications).

So-called sentiment metrics are added to all of this, which provide the possibility of measuring emotions quantitatively, translating it into relevant and objective data, this is fundamental for successfully dealing with the efficiency of the advertising. Advertising and emotions have always been intimately linked depending on different variables such as culture, sex, etc., which have defined the required public profile. Deza (2012: 10) explains that:

> "emotions do not emerge, but are a part of an automated system that allows us to react in the world, in an immediate way and without needing to think, we are already equipped with it from birth. Emotions form part of this complex machinery in which rewards and punishments intervene, stimuli and emotion…and all of this is what makes us want to eat, drink, have sex… Emotions are part of the process of regulating a live body, and they are presented in different shapes and flavors".

There are primary and pure emotions such as fear, anger, happiness unhappiness. There are social emotions that are more involved, such as compassion, contempt, admiration, pride…". Consequently, emotions are as set out by Guiterrez (2005), "a response to the sensation that one can be aware or unaware that in any event, it can be stimulated and measured because it has a physical nature. These two variables are determining a different way of articulating metrics around measurable physical effects that influence the results of the return on campaigns and that inexorably condition the ways of constructing discourse based on action and emotion. Herein lies the point of progress in the digital era regarding previous periods, through this the interaction is defined as an essential part of the message, The user behaves and gets emotional, and the creator measures this and makes decisions accordingly.

The consideration of these new variables in metrics is promoted by the way in which recent generations –mainly millennials– are relating to the media, radically modifying their relationship with it, converting advertising into actions that can foster loyalty through vital aspects such as emotions. Giving rise to a setting where it is necessary to converge towards work dynamics in which the variable is converted into another indicator in the campaign, even leading to the evaluation of the construction of the message as a constraint.

Table 1: Tools, metrics, and indicators for Inbound Marketing

Tools	Type of metric	Indicators about Inbound Marketing
Social Mention	Behavior Feelings	– Fans – Consumption – Interaction – Reach – Rankingsof keywords – Engagement
SWB Social	Behavior Feelings	– Feelings – Influence – Geolocation – Language – Consumption – Interaction – Engagement
Com Score	Behavior	– Consumption – Sequence of consumption – Distribution of traffic by sections – Influence
Google Analytics	Behavior	– Consumption – Interaction – Engagement – Influence – Conversion
Twitter Analytics	Behavior	– Consumption – Interaction – Engagement – Influence
Brandwatch Analytics and Brandwatch Audience	Behavior Feelings	– Consumption – Interaction – Engagement – Influence – Location – Identification of words
Demographic Insight	Behavior	– Consumption – Audience rating – Account – Demographic data – Conversion
Agora Pulse	Behavior	– Consumption – Interaction – Influence – Engagement – Conversion – Inbound Links
Sociograph	Sentiments: Emotion (EDL) Attention (EDR)	– Electrodermal Activity (EDA) – Phase activity – Content Analysis – Focus Group, NeuroDesign, NeuroPretest, NeuroMetrics – Index of performance and attention – Creation of strong emotional bond

Neuromarketing Lab	Behavior Sentiments	– Electroencephalogram (EGG), Magnetic Resonance (fMRI) – Eye tracking: biometric measurements and psychological – Reaction time in the presence of the stimulus – Attention – Decision factors – Quantification of qualitative insights – Emotional influence

Source: Own development

4. Conclusions

As opposed to the traditional quantification of audience numbers, times of consultation, and geographic and demographic aspects, as well as new audience metrics arising in the digital environment, they are substantially centered on the analysis of users' behavior and emotion. Thus, providing information about the interaction of content and data that is taken into account is carried out strictly in the process of producing the content, considering the needs detected in the feedback generated.

From the starting hypothesis, after observing the results obtained, it can be affirmed that in the digital environment metrics have become indispensable tools, which allow for the identification of the capacity to attract users, retain and foster their loyalty and satisfaction regarding content. Data analysis has become a tool in which practical aspects are gathered with emotional ones, enabling the quantification of experience and emotions beyond habit so that attention and emotion acquire an essential role in the return on investment in contents. For their part, behavioral metrics also enable us to carry out predictions, making it possible to plan contents and to adapt them to the users' requirements.

These metrics have become essential elements for the development of communicative practices of inbound marketing while making it possible to rely on essential information both for designing contents and for their distribution. Thanks to this we can not only detect market needs but also find out the trajectory or user's traceability.

The knowledge that these metrics provide us with allows for the consideration of numerous variables that should synchronize and interact with each other at the appropriate moment. Therefore, providing the possibility to generate non-intrusive content, which grants solutions and answers in many cases, achieving the three objectives of all actions of inbound marketing: attract, retain, and make the public loyal.

Thus in this new quantitative paradigm, it will be essential to establish unique and personalized criteria adapted to the content and spectator. For this purpose, both behavior and sentiment metrics will become a crucial benchmark, since they allow us to understand the way in which each individual faces and reacts to a message.

Therefore, new metrics should focus on finding analysis methods that coalesce in a new setting where fundamental aspects are insights based on data that allows us to establish personalized measurement protocols. At the same time, they are shaped to enable decision making for the development and distribution of contents adapted to personalities, necessities, desires and individuals' circumstances and where aspects such as attention, emotion, memory, and interaction will be considered.

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