Have you ever had a campaign that received the following number of links?

1. 1-9 links: 61% (159 Resp.)
2. 10-19 links: 55% (142 Resp.)
3. 20-39 links: 46% (119 Resp.)

@shannonMcGuirk
BUT WHY TAKE IT FROM ME?

I know who I am.
200 CAMPAIGNS RESEARCHED & OUTREACHED
OVER 2,000 LINKS & BRAND MENTIONS AND TV/RADIO COVERAGE
Finding a new data-led campaign and examining the methodology and full data set.
DATA SOURCING CAN BE FRUSTRATING
BUT THAT'S WHY WE'RE HERE
WHY DO WE NEED DATA?

avg. Coverage

Campaign with no data: 3
External Data-led campaign (index): 7
External Data-led campaign (interactive): 5
Data-led campaign with unique data: 10

Avg. Coverage
DATA-LED CAMPAIGNS HELP CUT THROUGH THE NOISE
HOW TO APPROACH CREATIVITY IN DATA SOURCING

01 Consider your client’s niche
HOW TO APPROACH CREATIVITY IN DATA SOURCING

01 Consider your client’s niche

02 Define campaign goals
HOW TO APPROACH CREATIVITY IN DATA SOURCING

01
Consider your client’s niche

02
Define campaign goals

03
Example methodology
HOW TO APPROACH CREATIVITY IN DATA SOURCING

01 Considers your client’s niche

02 Define campaign goals

03 Example methodology

04 Experiment
WHERE TO BEGIN WITH?
EXAMPLES OF FREE DATA SOURCES

- ONS (UK)
- UNData (UN countries)
- Google Dataset
- Data.gov (US)
- Data.gov.uk (UK)
- YouGov (UK)
- Google Finance
- World Bank Open Data
- EUROSTAT (EU)
- Ask EU (EU)

MORE FREE DATA SOURCES

- OECD
- Canada Open Data
- DataCatalogs (find data catalogs per country)
- U.S Census Bureau (US) [state-specific data]
WHERE CAN YOU FIND CREATIVE DATA SOURCES?
Reddit is by far the best source for constantly updated datasets, and the best part is that you have millions of users doing your job for free.

Example Reddit subreddits:
- r/dataisbeautiful
- r/datasets
- r/MapPorn
- r/InternetIsBeautiful
CREATIVE DATA SOURCING

EVERYDAY NICHE DATASETS

- Where's The Jump?
- Paranormal Database
- EV maps
- Simply Scripts
- GreenSpaceIndex
- Geotargit
- Behindthename
- Top10Netflix.com*

*Netflix UK viewing data to be available for first time through Barb monitoring
Most popular classic cars in the UK

- Define the rarest models with the help of an expert or your client depending on the niche
- Readily available government data, scraped and visualised by How Many Left
- Combine data sources with social media geotagging to reveal the areas with the most photographed supercars
- Add social sentiment data for each model if you have access to social listening tools
TREAD LIGHTLY WITH APPROVALS

WEBSITE ANALYTICS DATA

- Yelp
- Booking.com
- Google Reviews
- Airbnb
- Property portals (Rightmove, Zoopla, UK Price Index)
- Michelin Guide
- IMDb

Scousters come second in romantic city study

The cities with the most sustainable hotels revealed

Every Country’s Best Rated TV Shows (According to IMDb)

Michigan Has One of the Top Haunted Houses in the U.S. – List
Methodology

- Restaurants with Green MICHELIN stars were scraped from the MICHELIN guide website.
- The location of the nearest major city was then located and added for each restaurant.
- Alongside this, the midpoint for the price range was calculated, and currency conversion rates were noted.
- The data was then aggregated across each city using a pivot table.
THANKS FOR LISTENING