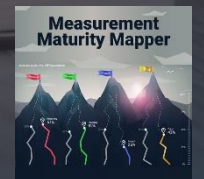


7 CHANGE ACTIONS: MEASURE AND DELIVER VALUE THROUGH THE POWER OF DATA

PCMA AUGUST 24TH 2021



BARCELONA
PRINCIPLES
3.0



PRESENTER



Johna Burke,
AMEC
Email: johna@amecorg.com
Linkedin: Johna Burke
Twitter: @GoJhnaB

POTENTIAL BONUS
PRESENTER



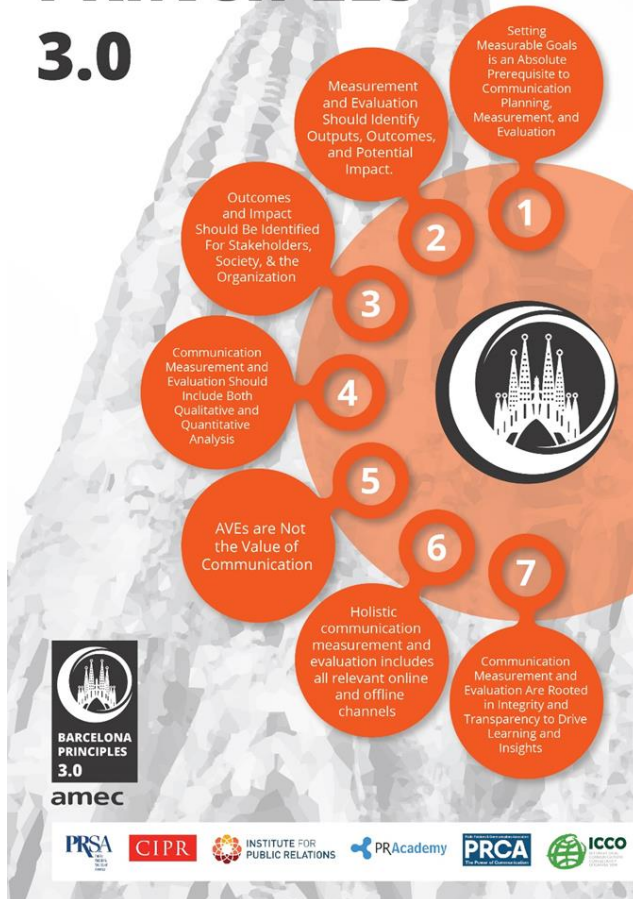
DOES DATA
SCARE YOU?



THIS IS ELM STREET!

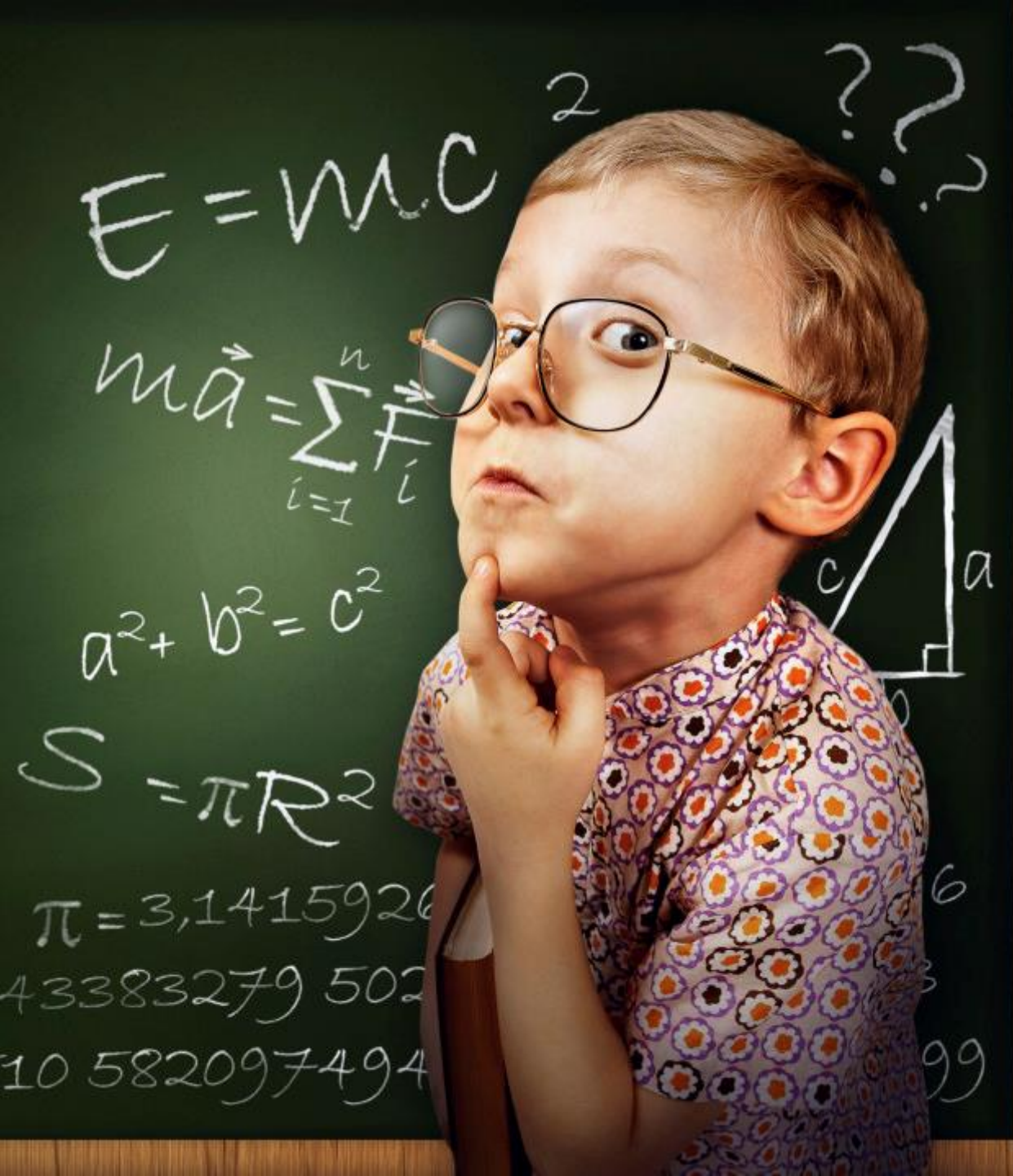


BARCELONA PRINCIPLES 3.0



- Setting measurable goals is an absolute prerequisite to communication planning, measurement, and evaluation
- Measurement and evaluation should identify outputs, outcomes, and potential impact
- Outcomes and Impact should be identified for stakeholders, society, and the organization
- Communication measurement and evaluation should include both qualitative and quantitative analysis
- AVEs are not the value of communication
- Holistic communication measurement and evaluation includes all relevant online and offline channels
- Communication measurement and evaluation are rooted in integrity and transparency to drive learning and insights

<http://bit.ly/BPSUPPORT>



START WITH A MEASURABLE GOAL:

Do you know
your Business
Goal?



VISION

- Guides and inspires, tells what the future could be like

BUSINESS GOAL(S)

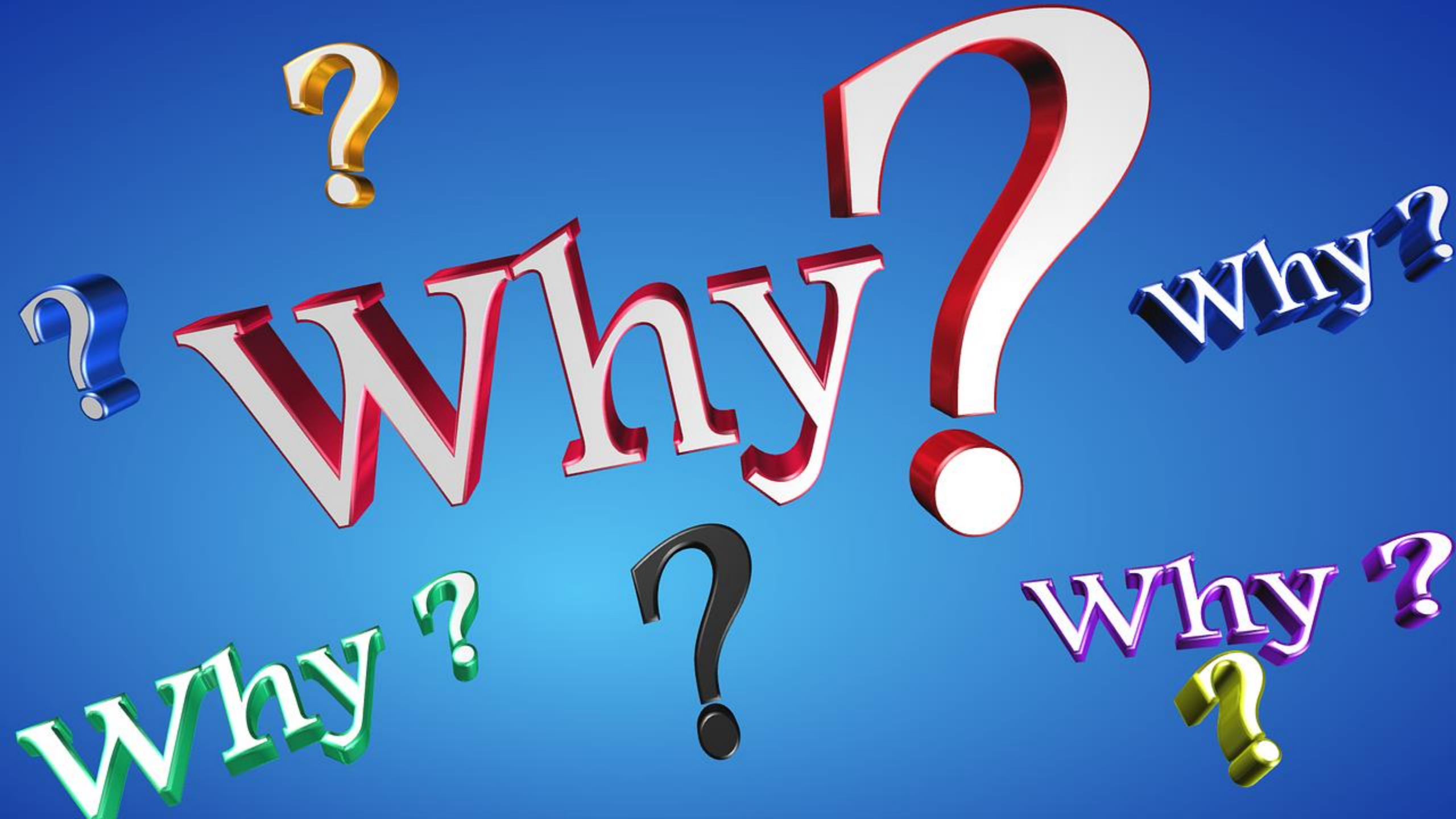
- The overall goal of the organisation – usually transforming or evolving from situation A to situation B

OPERATIONAL OBJECTIVES

- Breaks down the business goal into manageable tasks by outlining which steps we need to take to get from A to B

STRATEGY

- How we plan to achieve our operational objectives





PROBLEM OR
OPPORTUNITY

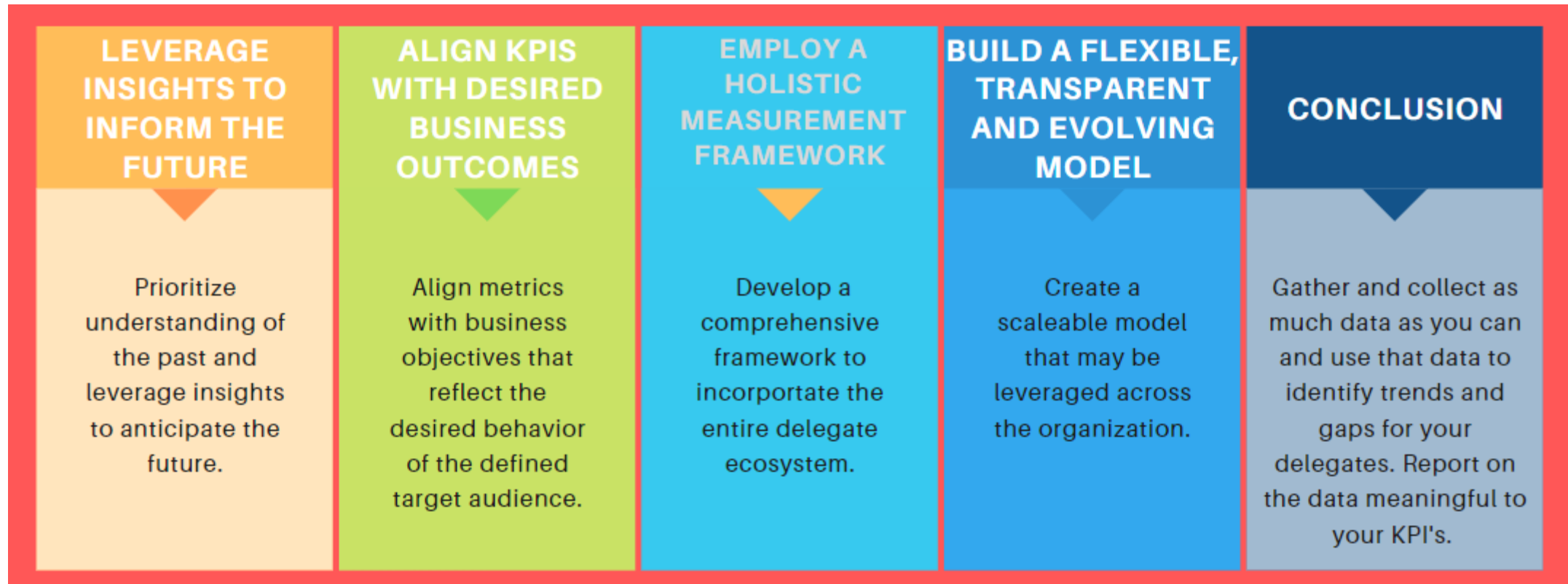


SOLUTION



BENEFIT





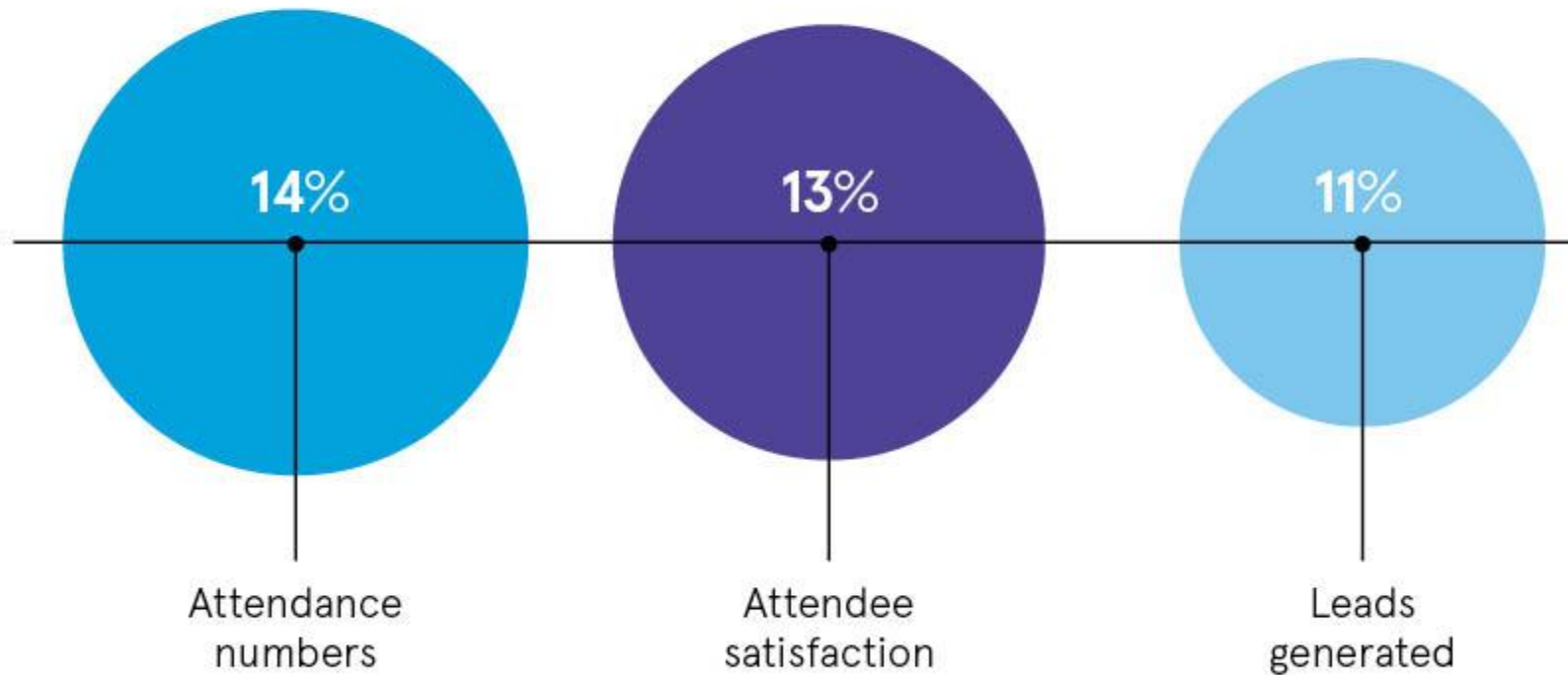


pcma RETURN ON EVENTS

<https://www.pcma.org/beyond-roi-roe-return-on-events-measuring-impact-business-events>

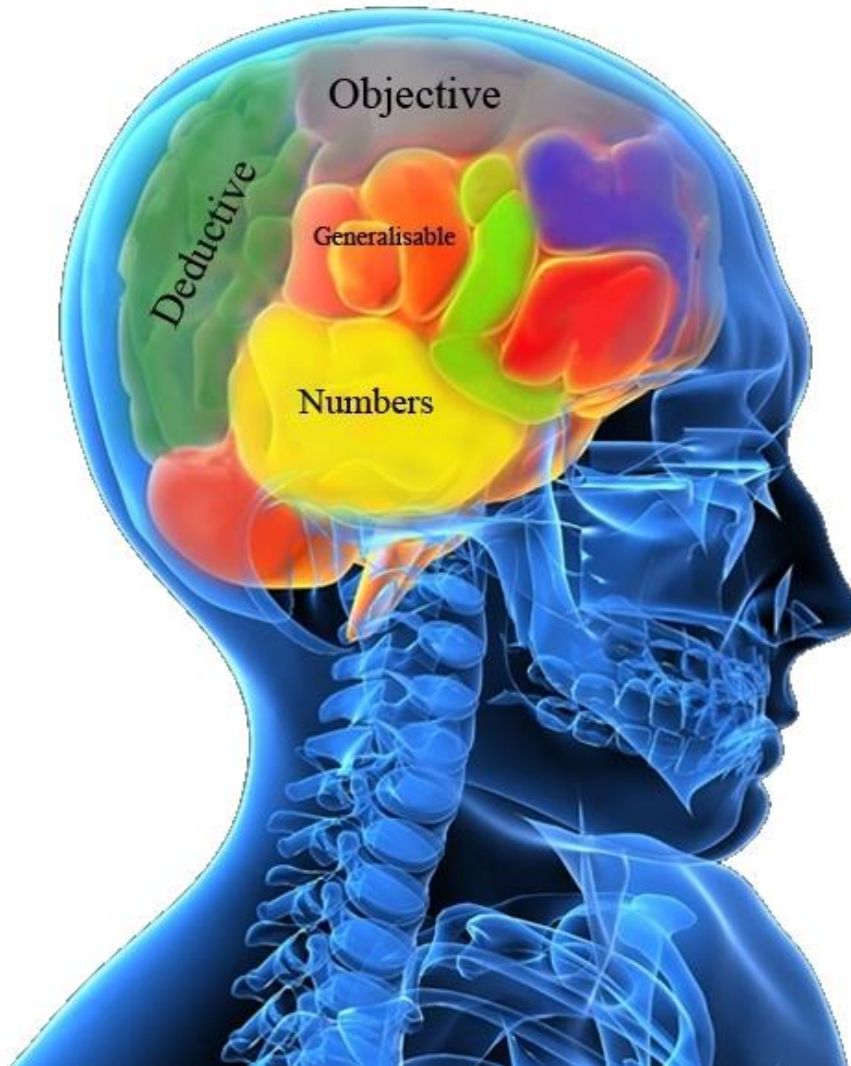


TOP THREE FACTORS TO MEASURE EVENT RETURN ON INVESTMENT, ACCORDING TO EXECUTIVES

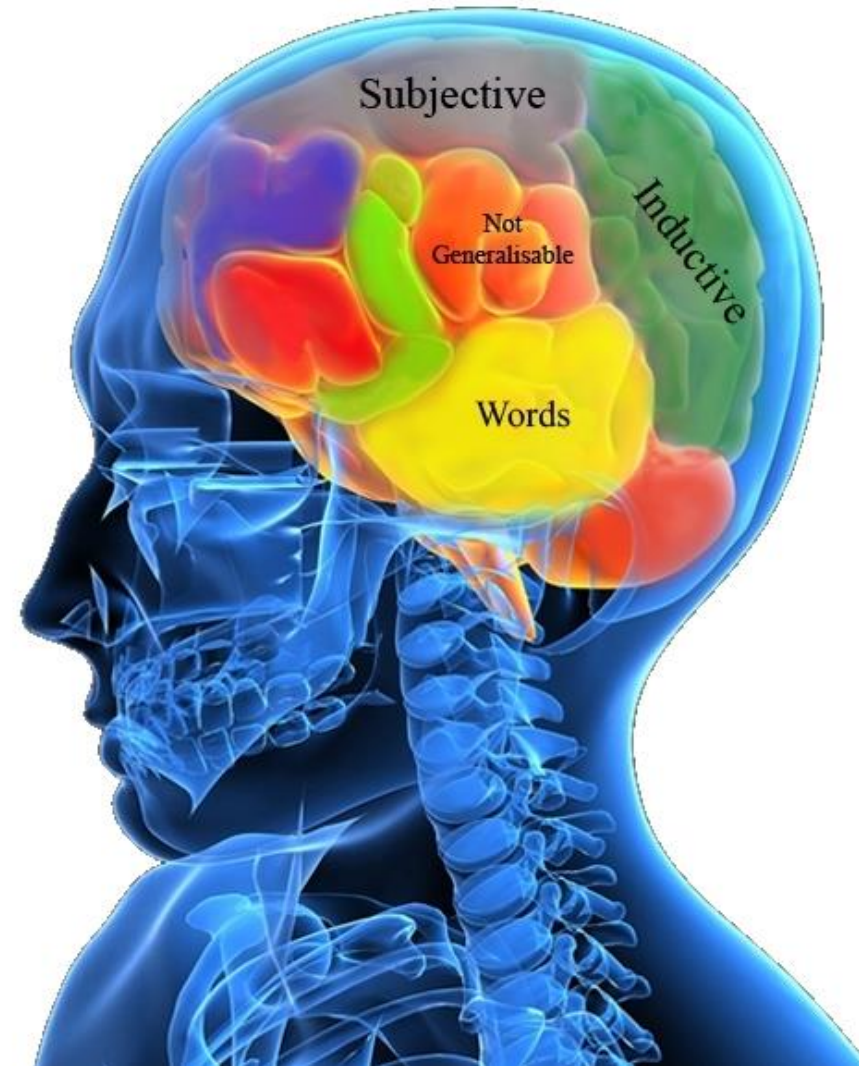


Cvent 2018

Quantitative

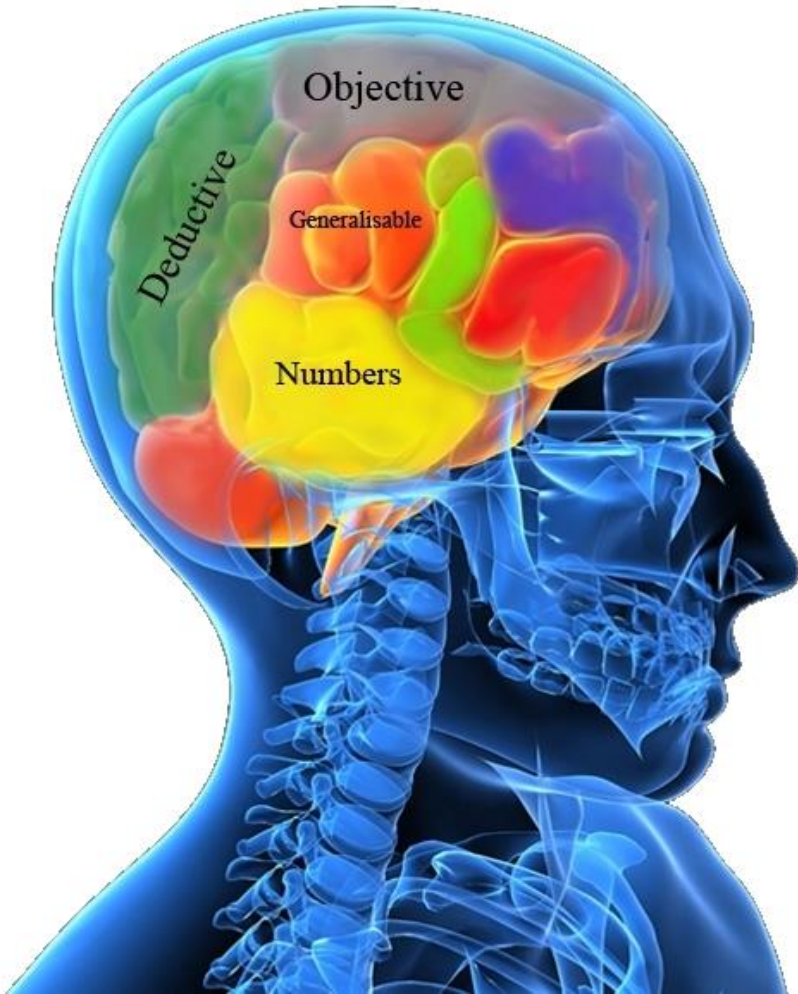


Qualitative



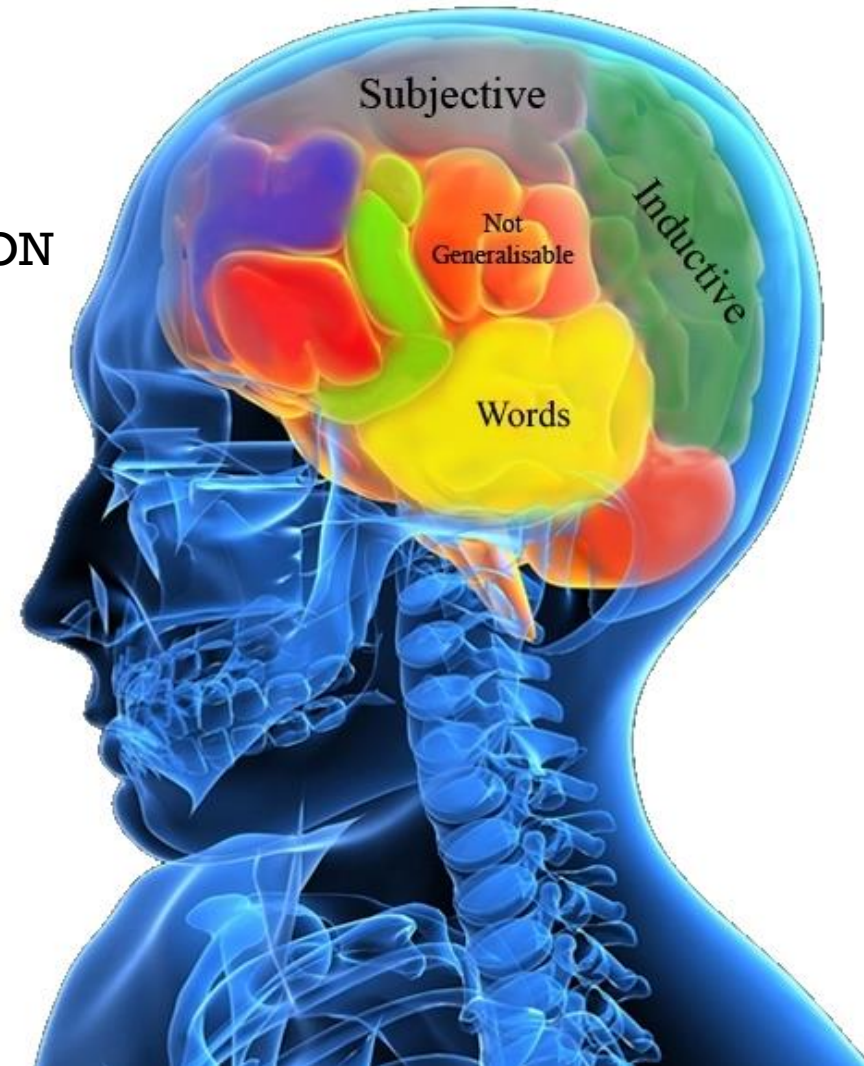
Quantitative

- WE HAVE 100% INCREASE IN REGISTRATIONS THIS MONTH



- 27% OF ATTENDEES ARE REPEAT REGISTRANTS
- WEBSITE VISITORS SPEND LESS THAN 45 SECONDS ON OUR INFORMATION PAGE
- WE HAVE NO FULL PAID REGISTRATIONS
- WE HAVE NO ORGANIC TRAFFIC

Qualitative



VANITY METRICS

Vanity Metrics

- **Basic quantitative numbers, reflecting non-time bound activities**
- **Metrics are not actionable and are loosely tied to key activities, or not at all**
- **Can be used in reports, but does not say anything about the success accomplished from the activities**
- **Does not measure performance change over time**

	VANITY METRICS	ACTIONABLE METRICS
CAUSE-EFFECT	They are NOT good for learning because they are not necessarily a sign of a stronger Product Market Fit	They are good for learning because they are a clear sign of having stronger Product Market Fit
REPRESENTATIVE OF...	The “size” of the business	Individual behaviour
TYPES OF METRICS	Gross quantities	Ratios and unit economics
EXAMPLES	Followers Visitors Leads Apps download Total Customers Acquired Total revenues ...	Conversion rate Activation rate Cost per Acquisition CLTV Repeat rate Churn Rate NPS ...
WHEN	When you want to scale	Before Product Market Fit

MEASURABLE KPIs

Key Performance Indicators (KPIs)

- **Clearly defined metrics that influence organization success and help decision making**
- **Show performance change over time**
- **Tied closely to organizational goals**
- **Shows progress made towards desired goals**
- **Measures accomplishments, not just work done**
- **ALWAYS expressed as a percentage, ratio, or average**

UNDERSTAND YOUR AUDIENCE AND METHODOLOGY:



© Statista 2021





<https://www.pcma.org/beyond-roi-roe-return-on-events-measuring-impact-business-events/>

The Benchmarking Questions:

Return on Operations/ROO:

Did we deliver on logistics, organization, planning, forecasting, and budgeting goals?



Return on Participation/ROP:

How did our event correlate to customer engagement and feelings about the brand?



Return on Investment/ROI:

Did our event impact the revenue of the company, organization, and/or brand?



Return on Experience/ROX:

Why did we put on our event, and why did people attend our event? Did it help our participants grow as humans, and create change in the world? And in return, did human growth and change experiences at our event then grow our company's revenue and brand?

Return on Event/ROE:

What was the result of our event? Did it leave behind lasting social, economic, organizational, and/or personal transformation?



Measurement Metrics

Equal consideration results in a true understanding of our event's impact, or ROE: Return on Events

Quantitative:

- Direct Revenue
- Attributed Sales Pipeline
- Attributed Revenue
- Membership Retention
- Market Share
- Membership Recruitment
- Social Impressions/Sentiment
- User Generated Content, Hashtags
- Distribute Samples/Mail to Home
- Test-market Products/Mail to Home
- Press Coverage
- Customer Meetings
- Book Follow-up Appointments

Qualitative:

- Personal/Professional Value
- Knowledge Exchange
- Meeting of the Minds
- Skill Sharing
- Develop Competitive Insight
- New Solutions to Old Problems
- Team Building
- Inspiration
- Fun/Play/Adventure
- Community
- Relationships
- Personal Enrichment
- Mind Shift



The Formula

$$\mathbf{ROO} + \mathbf{ROI} + \mathbf{ROP} + \mathbf{ROX} = \mathbf{ROE}$$

The 'RO' Framework is the aggregate of **ROO**, **ROI**, **ROP** and **ROX**. The total of the **RO's** is... **ROE**!



+



+



+



=



(Return on Operations/**ROO**)

Focus: Event

(Return on Investment/**ROI**)

Focus: Event Impacting Business

(Return on Participation/**ROP**)

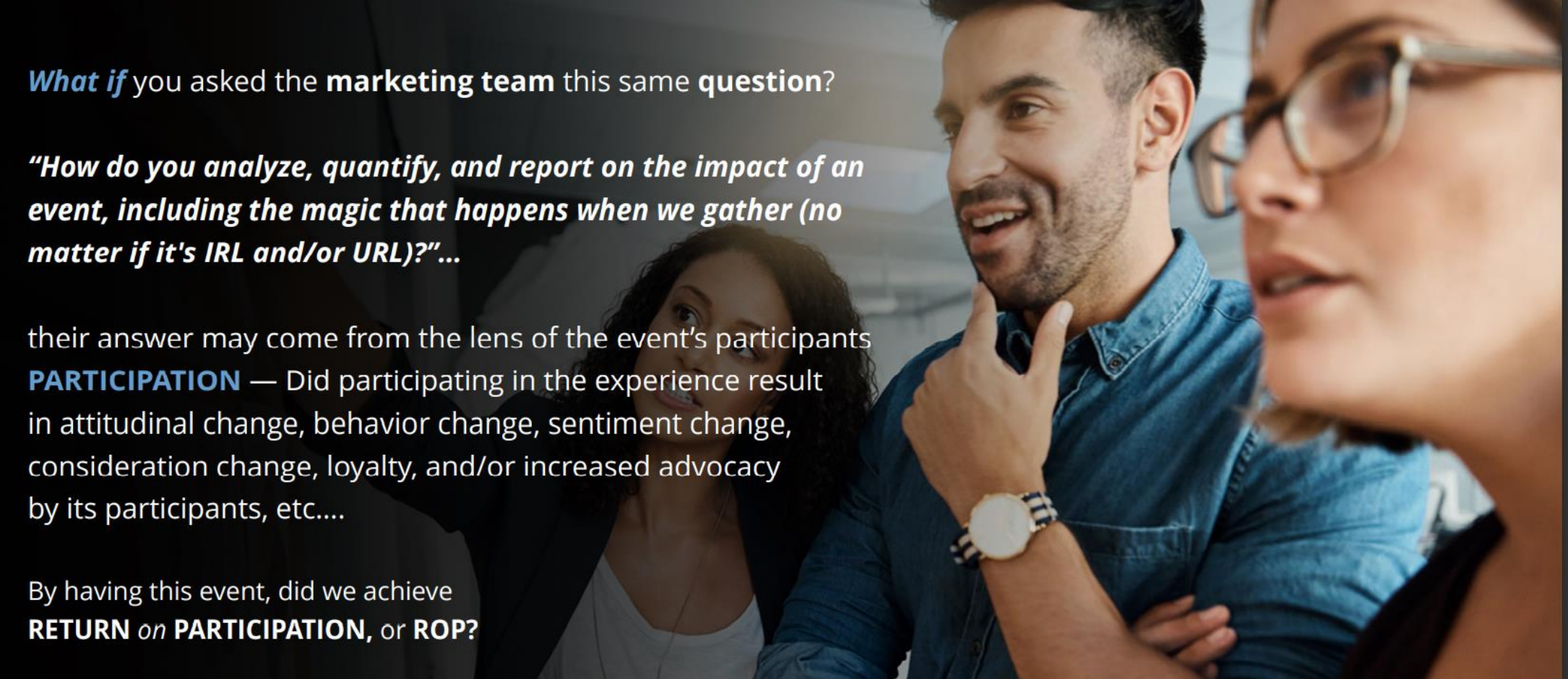
Focus: People Impacting Business

(Return on Experience/**ROX**)

Focus: Event Impacting People

(Return on Event/**ROE**)

Focus: Event, Business, People, World

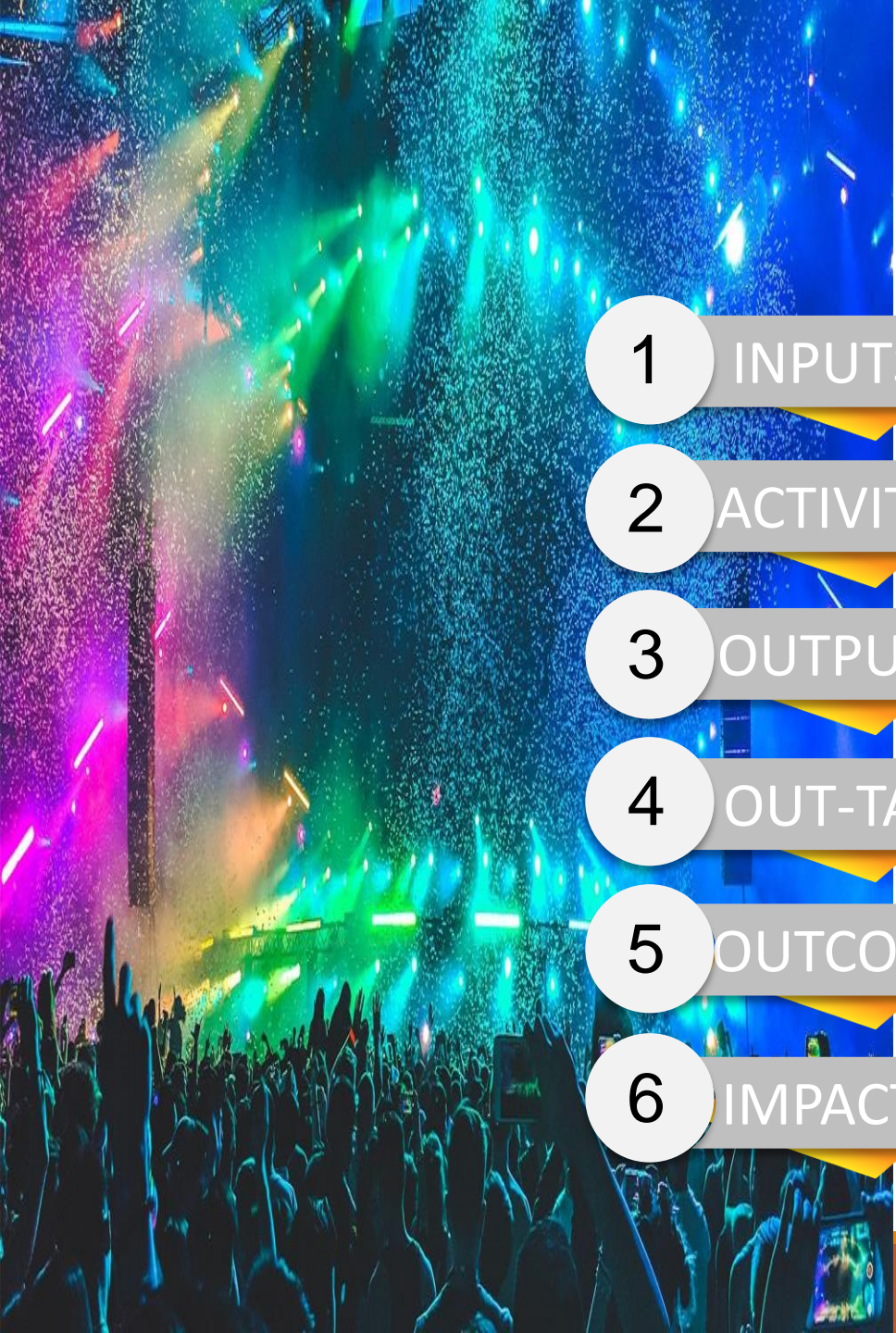


What if you asked the **marketing team** this same **question**?

“How do you analyze, quantify, and report on the impact of an event, including the magic that happens when we gather (no matter if it's IRL and/or URL)?”...

their answer may come from the lens of the event's participants
PARTICIPATION — Did participating in the experience result in attitudinal change, behavior change, sentiment change, consideration change, loyalty, and/or increased advocacy by its participants, etc....

By having this event, did we achieve
RETURN on PARTICIPATION, or ROP?



THIS WILL HELP YOU WHEN WORKING WITH INTERNAL TEAMS AND CLIENTS

1 INPUTS

What you need in preparation for your event.

2 ACTIVITIES

Things you do to plan and produce your event.

3 OUTPUTS

What you put out that is received by your target audiences.

4 OUT-TAKES

What audiences do with and take out of your event.

5 OUTCOMES

Effects that your event has on the audiences.

6 IMPACTS

The results that are caused, in full or in part, by your event.

DEEPER INSIGHT ON PLANNING AND OBJECTIVES

- What has planning got to do with it?
- Getting started with planning
- The importance of SMART(ER) objectives
- Misguided objectives and how to avoid them





From Business...to Communications



WHO?



**HOW
MUCH?**



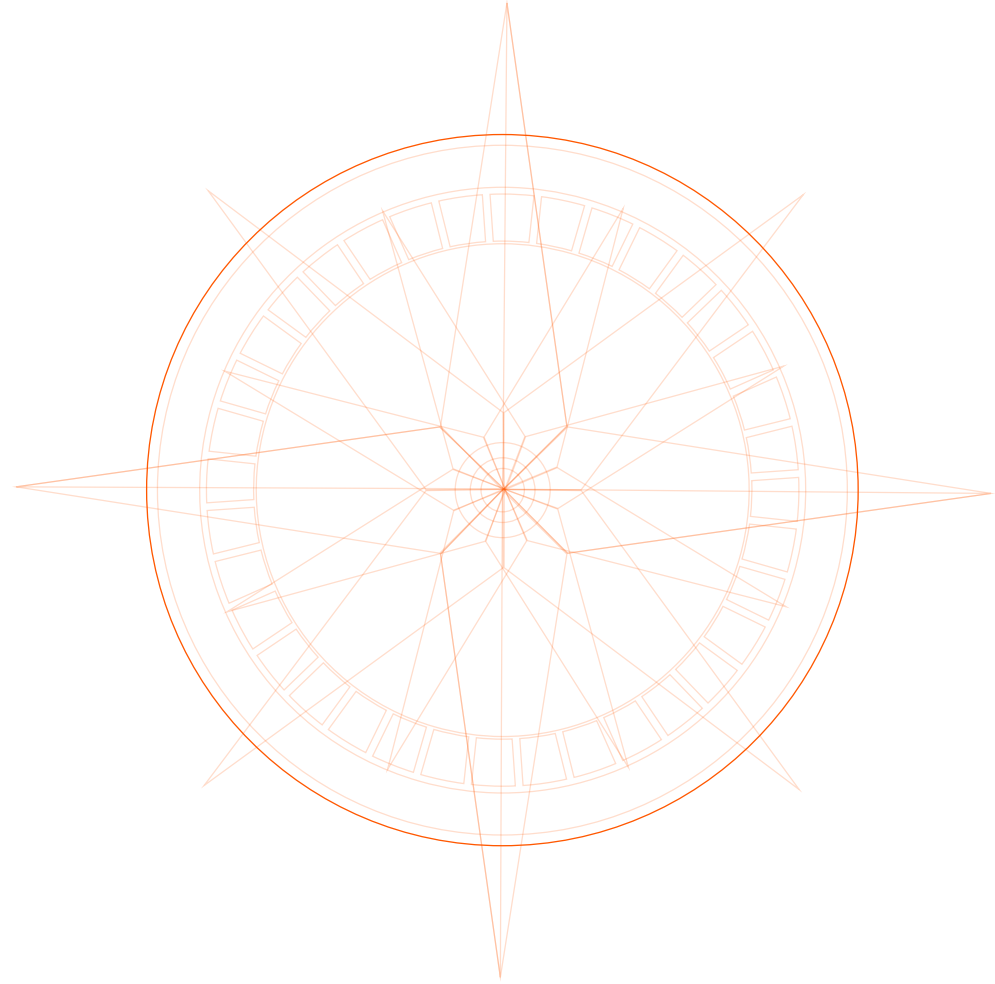
WHAT?



BY WHEN?

- **Reach** – What portion of the **target** audience do we reach, how many times?
- **Awareness** – What new message do you want them to hear/see?
- **Attitude** – What do you want the audience to believe/feel?
- **Behavior** – What actions do you want the target to partake in?

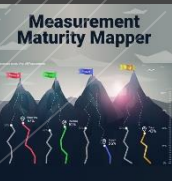
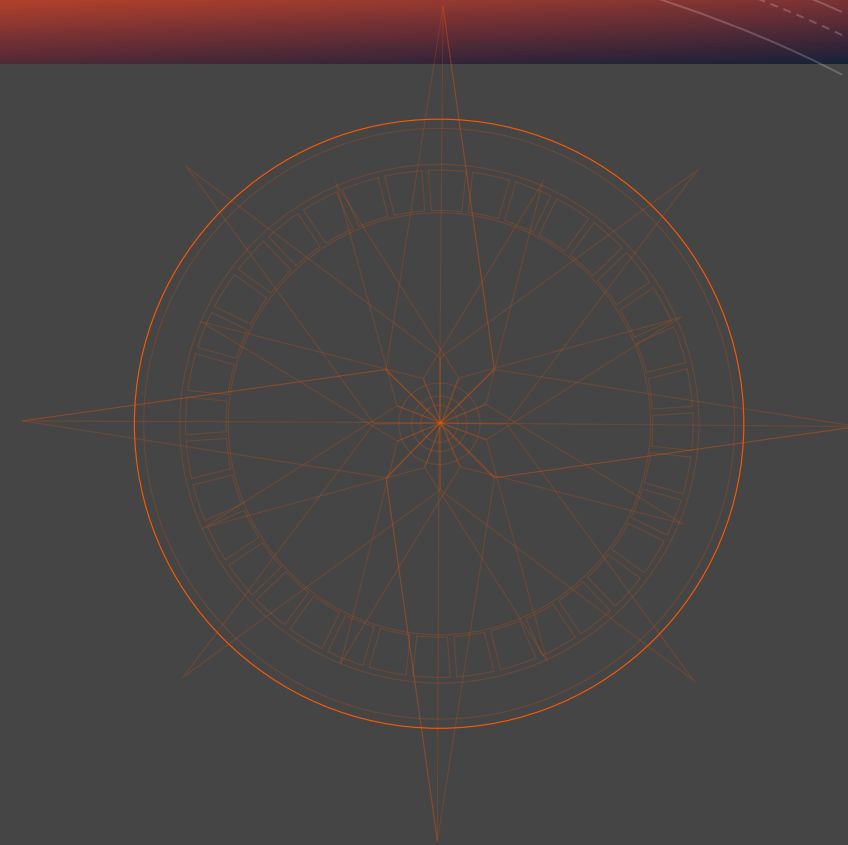
AMEC can help...



Where can I find these resources?

On AMECorg.com of course!

In the spirit of the Integrated Evaluation Framework, these materials will be available for free (including the downloadable AMEC Planning Worksheet.)



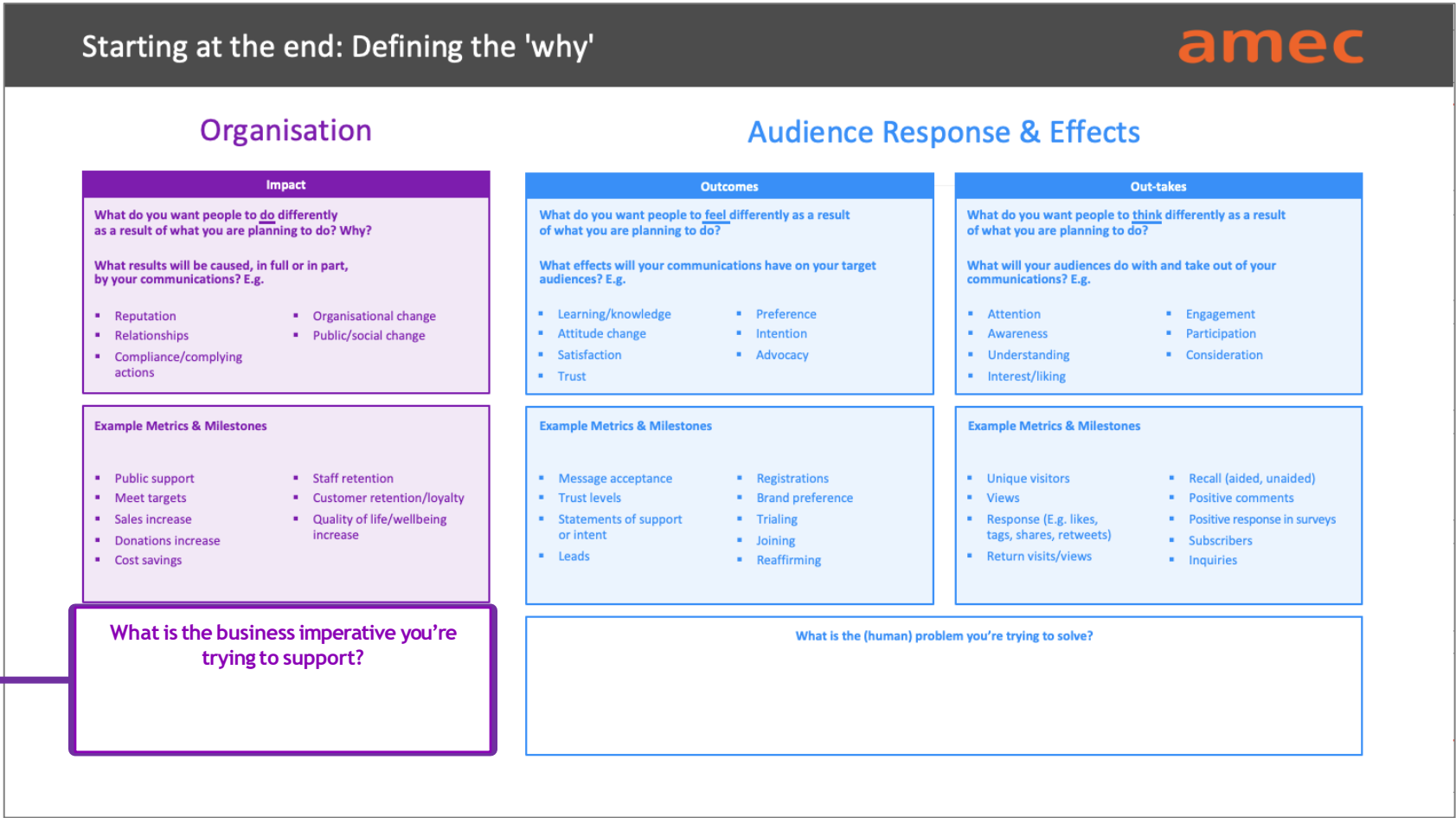
On this page we ask you to consider where you want the campaign to end; what are the desired results?

- Unique visitors
- Views
- Response (E.g. likes, tags, shares, retweets)
- Return visits/views
- Recall (aided, unaided)
- Positive comments
- Positive response in surveys
- Subscribers
- Inquiries

A quick tour: using the IEF to plan events/campaigns

Starting at the end: Defining the why

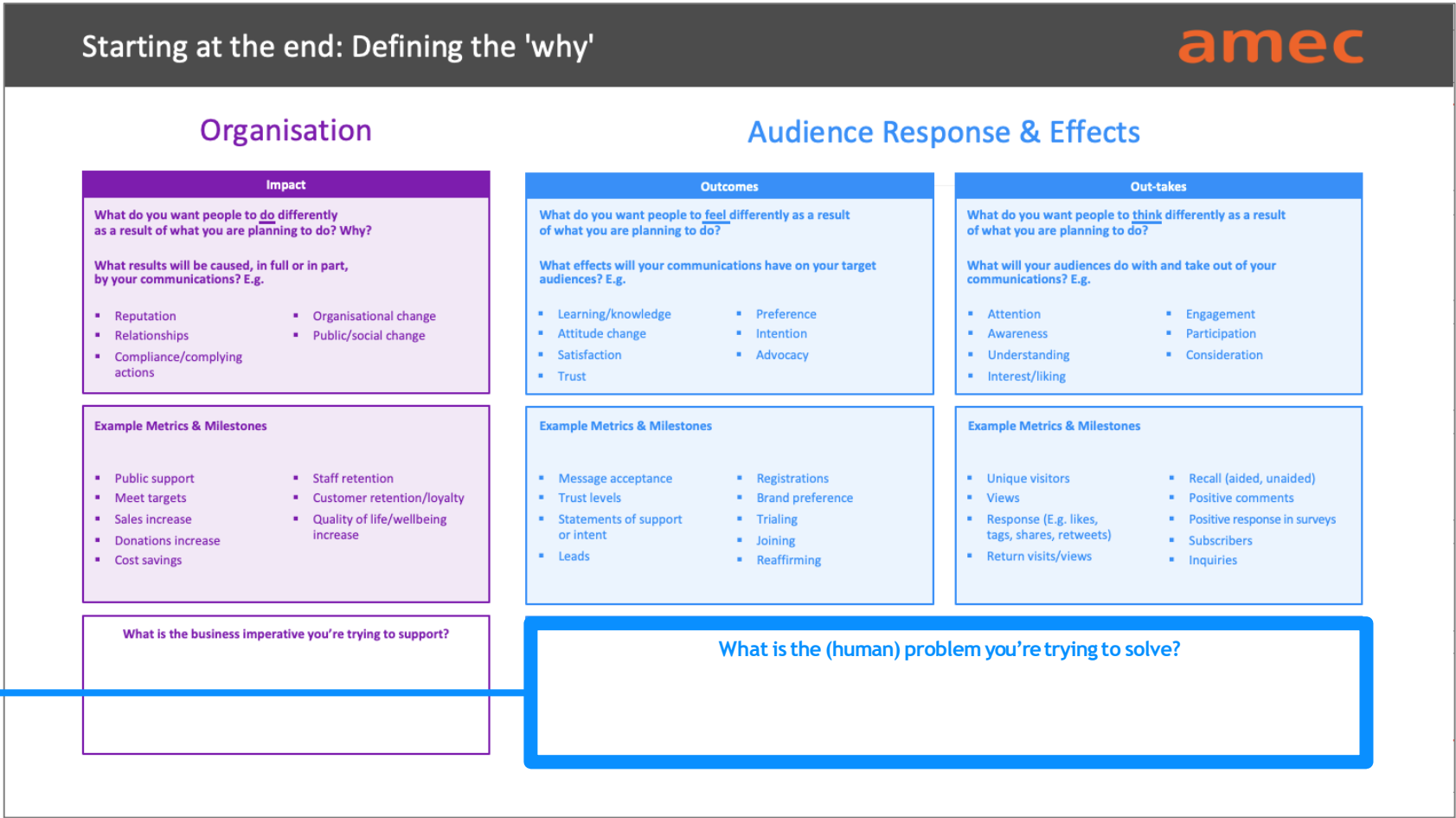
What is the business impact you're trying to achieve, and how can communications realistically contribute towards it?



A quick tour: using the IEF to plan events/campaigns

Starting at the end: Defining the why

What is the human problem you're trying to solve? Or phrased another way, why is this communication plan needed?



A quick tour: using the IEF to plan events/campaigns

Research, audience targeting and planning

On the second page, you will provide the summary of any research you've done to answer questions about your target audience, and your key insight about them. You'll then summarise your strategy using the GET/WHO/TO/BY framework.

Research, audience targeting and planning

amec

Plan, Set Targets & Other Inputs

Target Audience

Who will be your target audiences? E.g.

- Define
- Classify
- Create personas
- Identify pain points

Example Metrics & Milestones

Demographics: age, sex, income, location, occupation, level of education, marital status

Psychographics: interests, activities, attitudes and opinions

Classify: Users, initiators, influencers, buyers, gatekeepers, decision makers

Target Audience

Strategy

What are the key inputs necessary to inform and prepare your communications?

What are the human and business insights?

What is your strategy?

GET

WHO

TO

BY

A quick tour: using the IEF to plan events/campaigns

Research, audience targeting and planning

Describe your target audience. Be specific and go beyond demographics.

Research, audience targeting and planning

amec

Plan, Set Targets & Other Inputs

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Who will be your target audiences? E.g.

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▪ Classify

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GET

WHO

TO

BY

A quick tour: using the IEF to plan events/campaigns

Research, audience targeting and planning

Insights are at the heart of all planning exercises. There are two tasks for you to address here: first, understanding the insight(s) which are likely to unlock the 'why' for your audience, and second, understanding the unique position the brand or organisation plays.

Research, audience targeting and planning

amec

Plan, Set Targets & Other Inputs

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What are the human and business insights?

What is your strategy?

GET

WHO

TO

BY

A quick tour: using the IEF to plan events/campaigns

Research, audience targeting and planning

It's time to summarise the strategy. How will you use the information and insights you've gathered thus far to solve the problem in the first step? There are a few common ways to phase these statements, but perhaps the most common is:

Get [target audience] /
Who [consumer problem] /
To [desired response] /
By [one message/action]

Research, audience targeting and planning

amec

Plan, Set Targets & Other Inputs

Target Audience

Who will be your target audiences? E.g.

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- Create personas
- Identify pain points

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Example Metrics & Milestones

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Psychographics: interests, activities, attitudes and opinions

Classify: Users, initiators, influencers, buyers, gatekeepers, decision makers

What are the human and business insights?

What is your strategy?

GET

WHO

TO

BY

Finally, you will check that your campaign aligns across strategy, objectives and activities.

Aligning objectives and activities

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Align Objectives

Organisational Objectives	Communication Objectives
<p>What are the overall objectives for your organisation?</p> <p>What are the business objectives your communications will need to support?</p>	<p>With a clear understanding of your “why”, what will be your SMART/ SMARTER objectives and targets? E.g.</p> <ul style="list-style-type: none"> What: determine a desired output, outcome or impact Who: specify one or several target audiences How much: explain how much the metric should change When: decide a timeframe in which the objective is to be achieved.
<p>Example Metrics & Milestones</p> <ul style="list-style-type: none"> Review your organisation's Corporate / Strategic/ Business plan Refer to your analysis of desired impacts, outcomes and out-takes Review your organisation's Vision/Mission/Values 	<p>Output SMART objective To develop an instructive worksheet to enable use of the AMEC Integrated Evaluation Framework as a planning tool by members and communication professionals to coincide with the AMEC Virtual Summit in May 2021.</p> <p>Outcome SMART objective To build confidence among all AMEC members in their ability to use the AMEC Integrated Evaluation Framework as a planning tool by December 31, 2022.</p> <p>Out-take SMART objective To create awareness among all AMEC members of the AMEC Integrated Evaluation Framework as a planning tool by December 31, 2021.</p> <p>Impact SMART objective To enhance AMEC's reputation as the global leader in communication measurement and evaluation (as evaluated by members of AMEC) by December 31, 2022.</p>
<p>Have you checked:</p> <p><input type="checkbox"/> Are your objectives SMART(ER)?</p> <p><input type="checkbox"/> Do they tie together with the Strategy you've developed?</p>	

Measure Activity

Outputs
<p>What will you put out that is received by your target audiences?</p> <ul style="list-style-type: none"> Distribution Exposure Reception
<p>Example Metrics & Milestones</p> <ul style="list-style-type: none"> Publicity volume Impressions/opportunities to see Share of voice Tone/sentiment/favourability Messages placed Posts, tweets E-marketing volume CPM, click-throughs Event attendance
<p>Have you checked:</p> <p><input type="checkbox"/> Do your outputs + activities support the Strategy you've developed?</p>

A quick tour: using the IEF to plan events/campaigns

Aligning objectives and activities

Consider your objectives: are they SMART(ER)?
Does the strategy you've just written align with them?

Aligning objectives and activities

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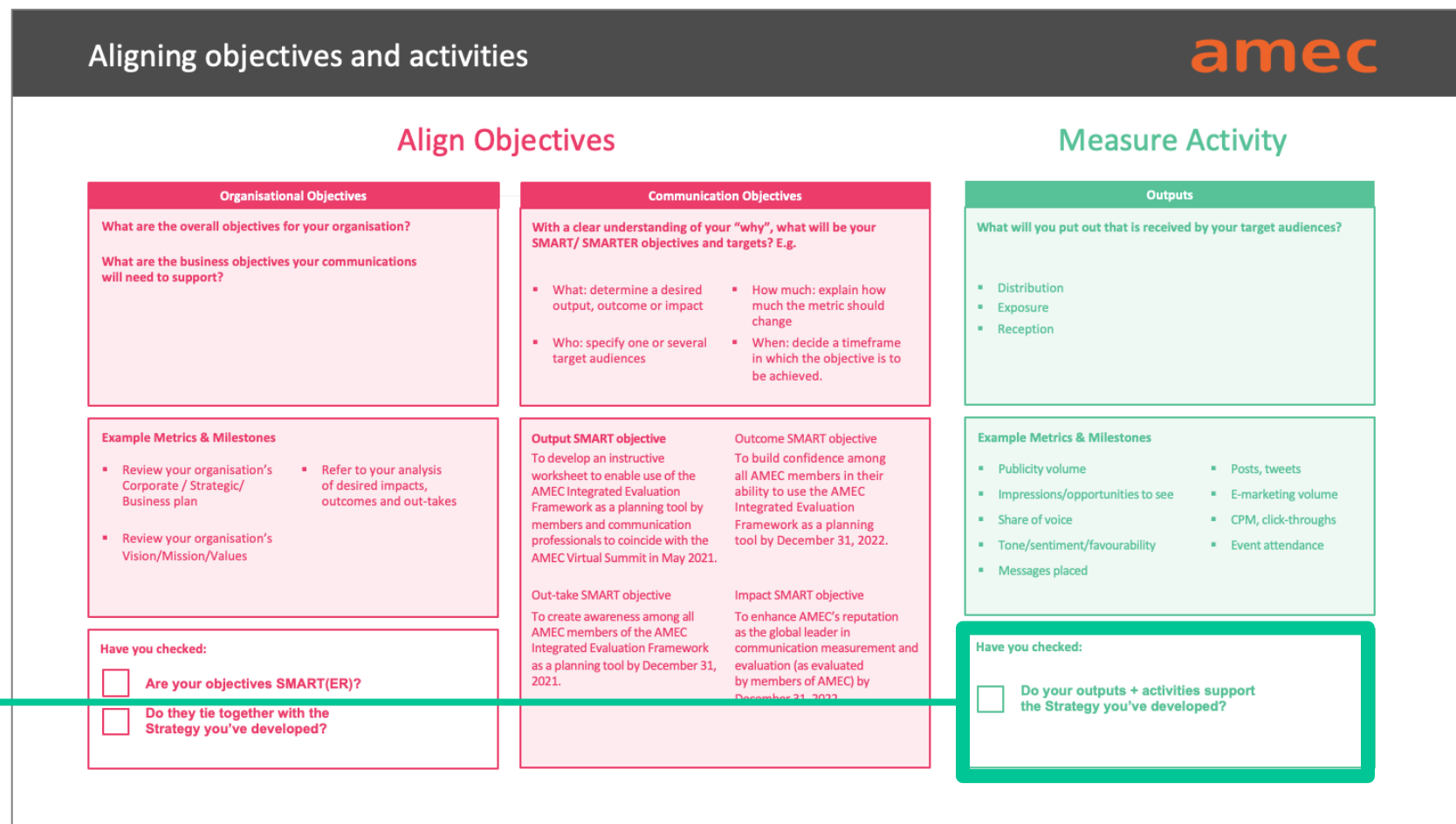
Align Objectives

Measure Activity

Organisational Objectives	Communication Objectives	Outputs
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<p>Have you checked:</p> <p><input type="checkbox"/> Are your objectives SMART(ER)?</p> <p><input type="checkbox"/> Do they tie together with the Strategy you've developed?</p>		<p>Have you checked:</p> <p><input type="checkbox"/> Do your outputs + activities support the Strategy you've developed?</p>

Aligning objectives and activities

Ensure your tactics (developed after the strategy) support both the strategy and the objective.





Welcome Johna

SAVE PROGRESS

SUBMIT

Create your first framework x

Create a new framework to save your progress.

Framework name

Description

Optionally add any notes here

CREATE

Skip for now

Activities

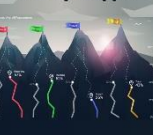
3

Outcomes

6

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

Submit





amec

HOME FRAMEWORK SUPPORTING MATERIAL RESOURCES CONTACT AMEC WEBSITE

Welcome Johna

TEST TEST TEST

SAVE PROGRESS

SUBMIT

Objectives



Organisational Objectives

What are the overall objectives for your organisation?



Communication Objectives

What are your communication objectives for this program?



Inputs

2

Activities

3

Out-takes

5

Outcomes

6

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

7

Submit





Welcome Johna

TEST TEST TEST

SAVE PROGRESS

SUBMIT

Objectives

START HERE

1

Outputs

4

Inputs

Target Audience

Define your key target audiences



1.
2.
3.
4.
5.

Strategic Inputs

List key inputs necessary to inform and prepare your communication.



Organizational Impact

7

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

Submit



Welcome Johna

TEST TEST TEST

SAVE PROGRESS

SUBMIT

Objectives

START HERE

1

Outputs

4

Organizational Impact

Activities

List all the key activities that you will undertake or have undertaken



P E S O P=Paid E=Earned S=Shared O=Owned

1.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
5.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
6.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
7.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
8.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
9.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
10.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
11.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
12.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
13.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
14.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
15.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Welcome Johna

TEST TEST TEST

SAVE PROGRESS

SUBMIT

Objectives

START HERE

1

Inputs

2

Activities

3

Outputs

List the content, materials, and activities that you distributed and to which your target audiences were exposed

i

P E S O P=Paid E=Earned S=Shared O=Owned

1.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
5.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
6.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
7.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
8.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
9.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Outcomes

6

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

Submit



amec

HOME FRAMEWORK SUPPORTING MATERIAL RESOURCES CONTACT AMEC WEBSITE

Welcome Johna

TEST TEST TEST

SAVE PROGRESS

SUBMIT

Objectives

START HERE

1

Inputs

2

Activities

3

Outputs

4

Out-takes



List here what your target audiences took out of your communication and how they reacted to it

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Outcomes

6

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

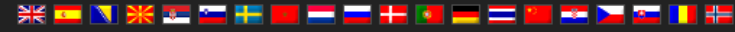
Submit



INTEGRATED
EVALUATION
FRAMEWORK

Measurement
Maturity Mapper





Welcome Johna

TEST TEST TEST

SAVE PROGRESS

SUBMIT

Objectives

START HERE

1

Inputs

2

Activities

3

Outputs

4

Out-takes

5

Outcomes



List here evidence of the effects of your communication on your target audience

-
-
-
-
-
-
-

Organizational Impact

7





Welcome Johna

TEST TEST TEST

SAVE PROGRESS **SUBMIT**

<h3>Objectives</h3> <p>START HERE 1</p>	<h3>Inputs</h3> <p>2</p>	<h3>Activities</h3> <p>3</p>
<h3>Outputs</h3> <p>4</p>	<h3>Out-takes</h3> <p>5</p>	<h3>Outcomes</h3> <p>6</p>

Organizational Impact

How has the organisation been impacted during the campaign?

1.

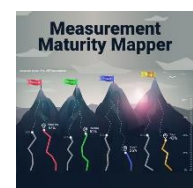
2.

3.

4.

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

Submit



TEST TEST TEST

PREPARATION

ALIGN OBJECTIVES

ORGANISATIONAL OBJECTIVES

test data test data
test data test data
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COMMUNICATION OBJECTIVES

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INFORM & PREPARE COMMUNICATION

TARGET AUDIENCE

1 test data test data
2 test data test data
3 test data test data
4 test data test data
5 test data test data

STRATEGIC INPUTS

test data test data

IMPLEMENTATION

IMPLEMENT

ACTIVITIES

P test data test data
E test data test data
S test data test data
O test data test data

MEASURE & INSIGHTS

MEASURE ACTIVITY

OUTPUTS

P test data test data
E test data test data
S test data test data
O test data test data

AUDIENCE RESPONSE & EFFECTS

OUT-TAKES

1 test data test data
2 test data test data
3 test data test data

OUTCOMES

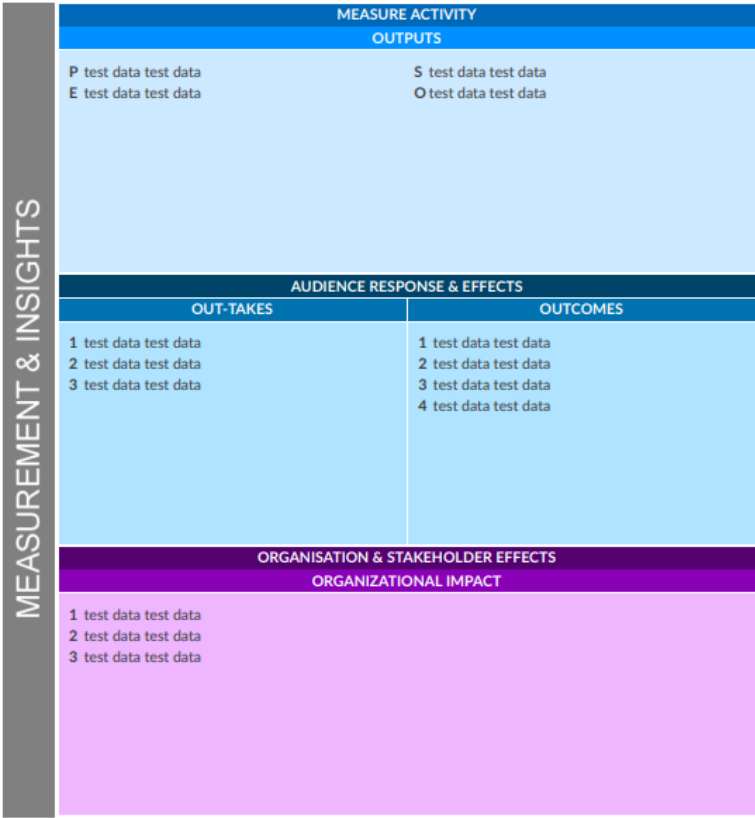
1 test data test data
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ORGANISATION & STAKEHOLDER

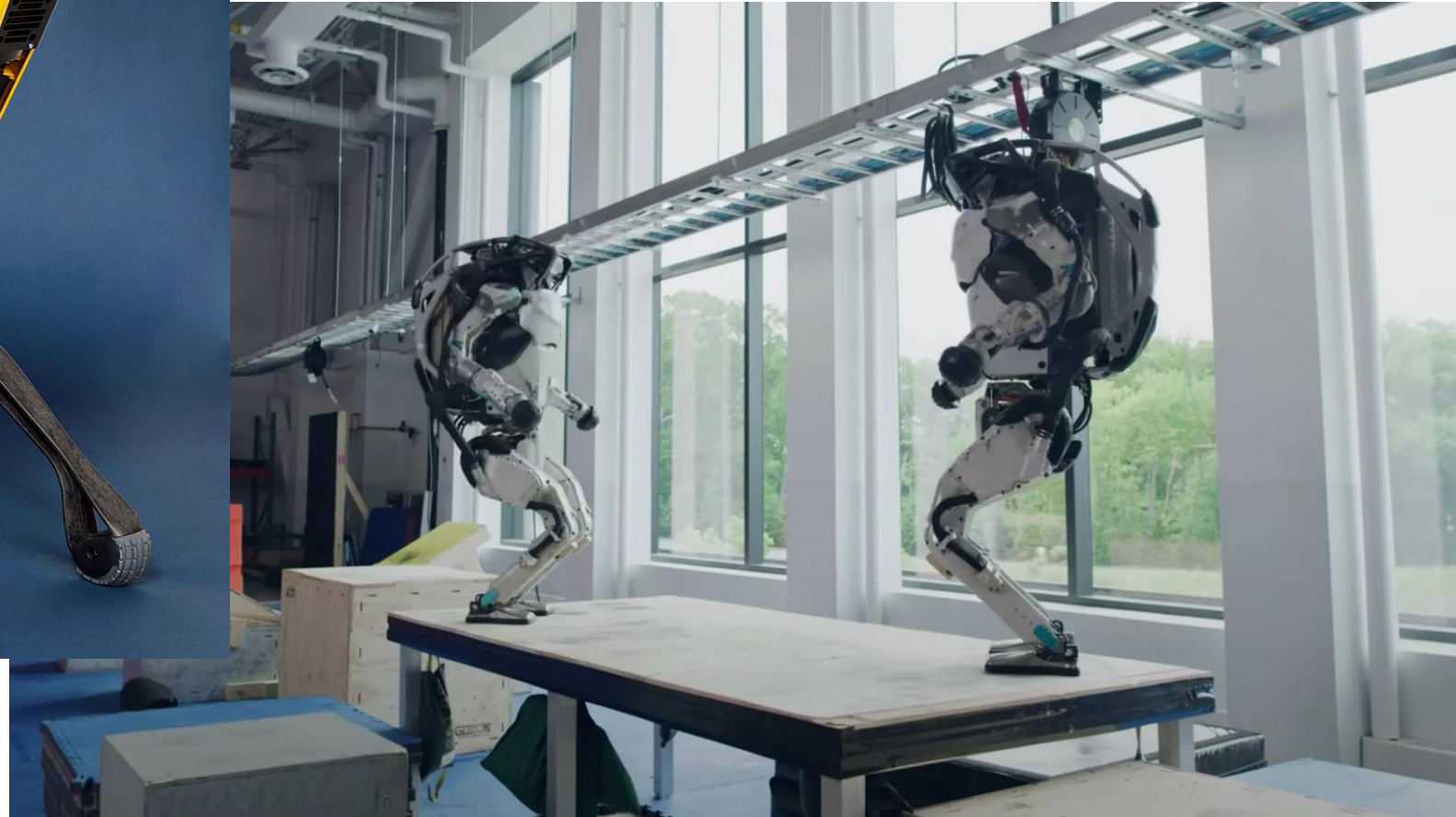
ORGANIZATIONAL IMPACT

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SAVE PROGRESS **EDIT** **DOWNLOAD PDF**



AI IS SEXY, BUT WHAT DOES IT REALLY MEAN?



CHOOSE QUANTITATIVE AND QUALITATIVE METRICS:



Achieve minimum of 85% 5-star ratings from verified buyers.



Achieve minimum of 85% 5-star ratings from verified buyers.

Customer reviews

★★★★☆ 4.3 out of 5

144 global ratings





Achieve minimum of 85% 5-star ratings from verified buyers for an average of 4.7 rating in Value, Sturdiness and Weatherproof.

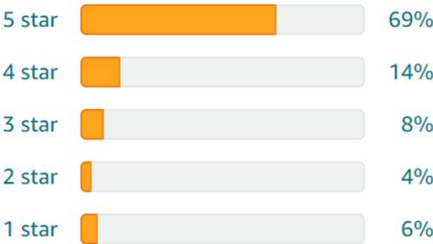


Achieve minimum of 85% 5-star ratings from verified buyers for an average of 4.7 rating in Value, Sturdiness and Weatherproof.

Customer reviews

★★★★☆ 4.3 out of 5

144 global ratings



How are ratings calculated?

By feature





Achieve minimum of 85% 5-star ratings from verified buyers for an average of 4.7 rating in Value, Sturdiness and Weatherproof and include at least one key message.

KEY MESSAGES:

Superior Durability & Protection

Anti-Pick Technology

Weather resistance

CHOOSE QUANTITATIVE AND QUALITATIVE METRICS:



Thomas (Sherri's husband)

★★★★★ I wanted an unpickable padlock.

Reviewed in the United States on April 26, 2019

Size: Single | **Verified Purchase**

Yes, the lock can be picked.....by a specialist who isn't out criminally picking locks.

I wanted a lock that would protect the latch. This lock protects the lock and the latch.

Yes, this lock is a pain to learn but after a bit of use, it's a right with the key, pull on the lock, twist the lock body 180 degrees, turn the key to the left, pull the lock body and you're open. Yes closing is the same pain, or worse. Opening is easy, closing can be difficult.

Love the lock and don't try to lock the lock when half hammered, you'll be there for a while. :)

13 people found this helpful

Helpful

Report abuse

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13 people found this helpful

Helpful

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CHOOSE QUANTITATIVE AND QUALITATIVE METRICS:



 Notso Sr.

★★★★★ **Peace of Mind!!**

Reviewed in the United States on January 18, 2021

Size: Single | **Verified Purchase**

Peace of Mind!!

Finally a lock that will give us that feeling of security! The items that are being secured are too valuable to be "trusted" with a cheap constructed lock.

I spent hours researching locks on Amazon, Google, and YouTube videos. Reading all reviews. I checked out locks from European countries and other foreign made locks. But, I wanted to buy USA Made and support small businesses. The lock is going on a storage unit, 500 miles away from us.

This lock has features not found on other locks. 10 pin tumblers, multiple turns to open, cut-proof shackle guard and a solid feeling when turning the key. No sloppy loose fitting tumbler.

I had a question, I called and the owner answered the phone. I sent an email for another question on Sunday and got a live person reply, (not an auto reply) back within 5 minuets!

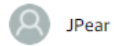
I chose the Commando Lock, Total Guard Cut Proof Padlock, High Security. Costs no more then a weeks worth of S'bucks, but will give you peace of mind! Priceless!

[^ Read less](#)

One person found this helpful

|

WHAT ELSE CAN YOU LEARN FROM DATA?:

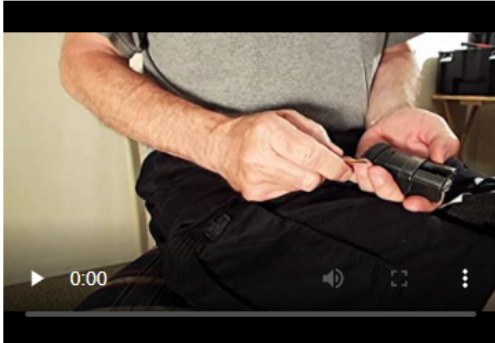


JPear

★★★★☆ It's a secure lock and a good buy.

Reviewed in the United States on May 24, 2018

Size: Single | [Verified Purchase](#)



I needed a lock to secure my bike. I bought this particular lock primarily because of a review of it by a superb lock picker on You Tube called "The LockPickingLawyer," who is clearly an informed lock guy and talented picker. He described this lock as "...the most impressive security wise laminated padlock that I've seen in a while." He also said, "...from the usability standpoint it's a bit of a pain in the butt." And I think he's right on both counts. It does strike me as a rather smart design (security wise), it's well built, and it looks pretty cool. But it can be a tad cumbersome to deal with, the lock comes

apart in 3 pieces when locking/unlocking (shackle/guard/lock body). But for someone like me who lives a slow lifestyle taking a few extra seconds to "assemble" the lock is no big deal. But if I were a guy in a hurry I might find it a bit annoying to have to deal with the few added steps--and pieces-- it takes for locking and unlocking. At first I thought, no way am I going through this every time. But after about five practices I found to be not much more effort than your typical padlock. The pay off in this arrangement is that the key has to be turned twice for unlocking (and locking), and so any picker has the added pain of having to get past this double locking action to remove the shackle and guard. And considering how easy most padlocks can be picked by a good picker this feature seemed rather important to me. Even a novice picker might get lucky and "rake" it open, but then they'd have to get lucky twice. To me this is almost like having 2 locks in one. I like the shackle guard for the protection it gives against cutting or brute forcing the shackle. I also like that the lock has rubber padding around the bottom to prevent scratching your goods.

I think this was a good buy. It seemed the optimal choice for locking my \$275.00 bike, and I reviewed dozens of padlocks in the 25-\$50 price range. No bike is ever 100% secure from theft, but at least I can feel confident I made the best security effort all things considered. And that's really all we can do, right? Rating a product is a very subjective thing. I give it four stars, only because 3 seems too few and 5 seems too many. I'm attaching a short vid of me using it. Please excuse the black and white tape. The small white tape is so I can quickly identify which side the longer shackle end goes in.

[^ Read less](#)

48 people found this helpful

Helpful

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Houston

★★★★★ **Eat pad locks around**

Reviewed in the United States on August 2, 2020

Size: 2 Pack | **Verified Purchase**

These locks are well worth the money, it takes a few try's to get the locking mechanism down but after that it's super quick and easy, they make it to where the key actually ingages and locks the lock so you have to really turn the key almost like it's going to snap off but it doesn't just make sure you figure out which way it turns before applying pressure so you don't break the key would highly recommend this lock gives me a piece of mind along with the bulldog security roller lock door isn't getting kick in or cut

2 people found this helpful

Helpful

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Amazon Customer

★★★★★ **Not a secure lock**

Reviewed in the United States on March 10, 2021

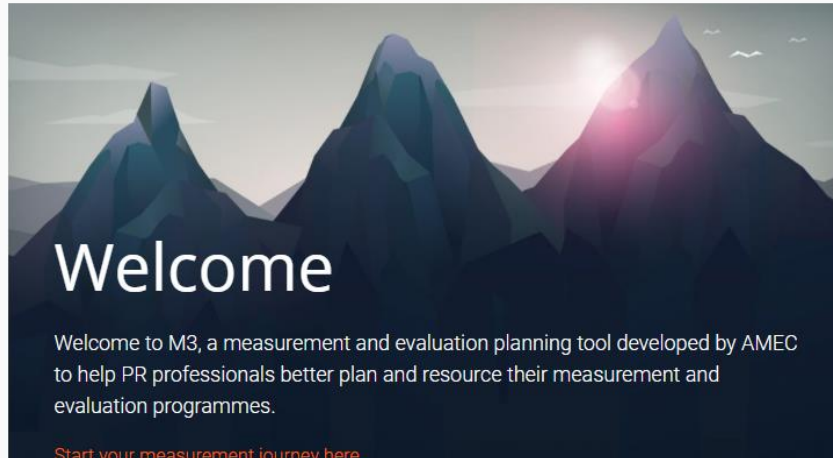
Color: Silver | **Verified Purchase**

This lock is easy enough to cut, easy to pick, easy to decode, and easy to bypass. It can be opened with a piece of a coke can faster than it can be opened with the code. I bought this lock for fun. If you want to learn how to bypass and decode locks then this is a decent one to start with.

Helpful

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Measurement Maturity Mapper



GET STARTED

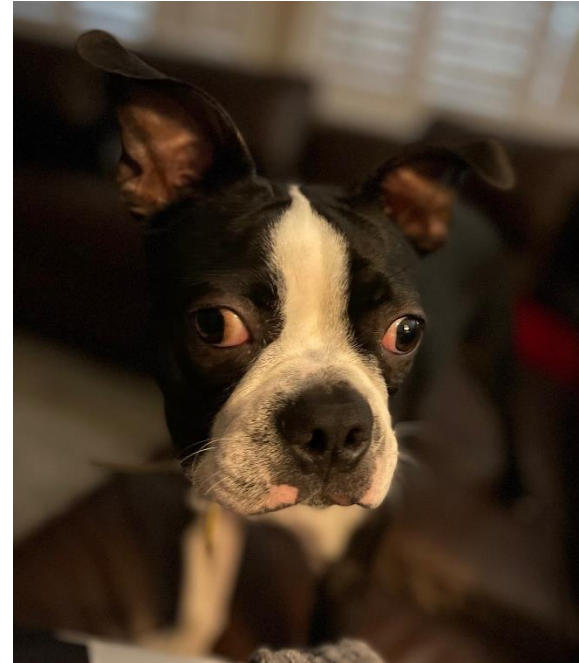
Go to the Questionnaire ➔

Where are you on your journey?

WHAT QUESTIONS CAN WE ANSWER?



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Twitter: @GoJohnab
LinkedIn: Johna Burke



Jammy
The Couch