
Marketing Accountability Standards

Measuring & Improving Return
from Interactive Advertising

September, 2012

E. Craig Stacey



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

The Interactive Project

Objectives

To identify one or more established metric(s) that may quantify the relationship of (Interactive) advertising to financial performance

- For brands that are largely purchased online
- For brands that are largely purchased offline

Status

Continue in What is Known phase and review at Summits

Today's Speakers



Sherrill Mane
SVP, Research, Analytics, and Measurement
Interactive Advertising Bureau (IAB)

**“Measuring Return from Interactive Advertising”
Where We Stand**



Raphael Alcazar, PhD
Advanced Analytics, Digital Media & Strategic Foresight
The Hershey Company

**“Interim Interactive Budgeting Standards”
A Proposal**

Next Steps (August 2012)

- Review of Literature and documentation (Randy Bucklin 10/09+)
- **Continue in what is known phase and review at Summits**
- Propose Project reactivation to Board (Craig/Randy -
 - Need to recruit 3 marketers to participate
 - Need to recruit data partner(s) to participate
- Determine any other resources required (Craig/Randy -
- Final Frame-up (Craig/Randy -
 - Analytics timetable (Craig/Randy -
 - Project execution (Craig/Randy -
- Results documented (Craig/Randy -



Thank-you!



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