
MASB Standards Project

Measuring & Improving Return from Interactive Advertising

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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 (display) 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

- Is it time for a MASB Standards Project?

Bigger than “Display”

- SEM
- Video
- Mobile
- Social
- Et cetera...

Lots of Attention

- **MSI: Marketing Communications in a Digital World, October 2011**
- **NYU: Measurable Marketing in a Social World, January 2012**
- **comScore: Marketing in a Social World, January 2012**
- **WCAI: Marketing on the Move, February 2012**
- **Social Media Week: NOW**
- **Wharton FoA: What Works in the New Age of Advertising and Marketing, May 2012**

Stern CMM's MMSW (Part I)

What Should We be Measuring?

Digital Measurement in a Real-Time Physio- Digital World, Shiv Singh, *Digital Media, PepsiCo*

**Is Measuring Customer Networks Worth Your While?
Raghu Iyengar and Christophe Van den Bulte, *Wharton***

Social Media Measurement

Dan Goldstein, *Yahoo Research & LBS*, John Bess, *Colligent*, Andrew Stephen, *University of Pittsburgh*, John Jannuzzi, *Lucky Magazine*, Wayne St. Amand, *Crimson Hexagon*

Stern CMM's MMSW (Part II)

Measuring Effects and Implementing Results:

Understanding Earned Media's Importance, Michael Gutkowski, *Federated Media Publishing*

Beyond Likes and Tweets, E. Craig Stacey, *NYU Stern* & Koen Pauwels, *Özyeğin University*

Social TV: The Ins and Outs of TV's New Media, Jonathan Gibs, *NBCUniversal*

Social Media Effectiveness Measurement, Dina Mayzlin, *Yale*, Rafael Alcaraz, *Hershey*, David Godes, *University of Maryland*, Tim Perzyk, *Twitter*, David Shiffman, *MediaVest*

Interactive Project Next Steps (Feb 2012)

- Review of Literature and documentation (Randy Bucklin 10/09+)
- **Continue in what is known phase and review at Summits?**
 - **Have IAB (Sherrill Mane) present at Summer Summit**
- 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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