
Marketing Accountability Standards

MMAP Marketing Metrics Catalogue

September, 2012

Allan Kuse

Meg Blair



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Objective

Create a Catalogue of Marketing Metrics that provides detailed documentation regarding the psychometric properties of the measures and specific information with respect to reliability, validity, range of use, sensitivity . . . particularly in terms of validity and sensitivity with respect to financial criteria.

MMAP: Marketing Metric Audit Protocol

While marketing does not lack measures, it lacks standard metrics explicitly linked to financial performance in predictable ways

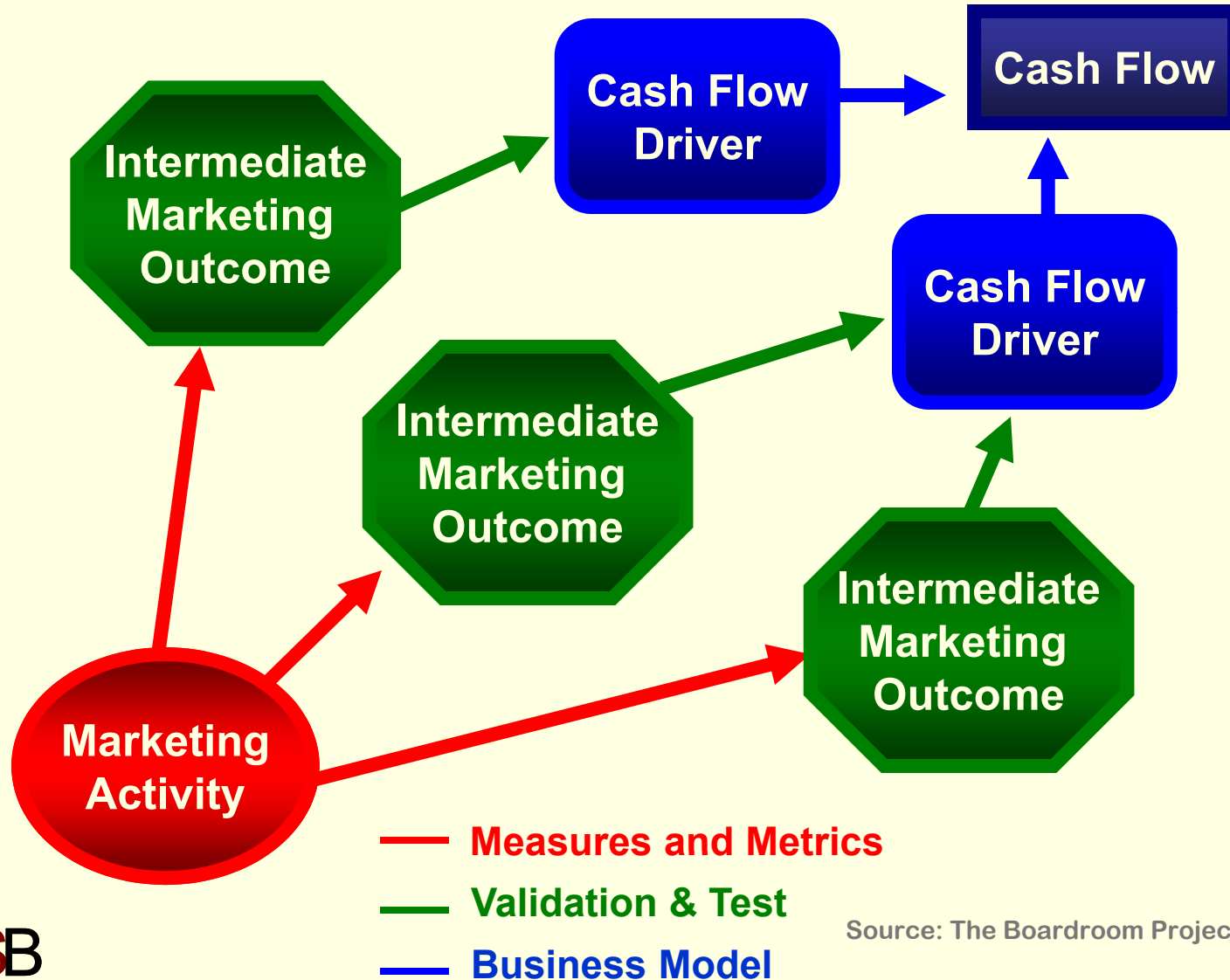
Cash flow both short-term and over time is the ultimate metric to which every business activity, including marketing, should be causally linked through the validation of intermediate marketing metrics

The process of validating the intermediate outcome metrics against short-term and/or long-term cash flow drivers is necessary to facilitate forecasting and improvement in return

The Marketing Metric Audit Protocol (MMAP) is a formal process for connecting marketing activities to the financial performance of the firm

The process includes the conceptual linking of marketing activities to intermediate marketing outcome metrics to cash flow drivers of the business, as well as the validation and causality characteristics of an ideal metric

MMAP: Marketing Metric Audit Protocol



The MMAP Audit

Dimensions audited

Provider

Definition

Source Data

How Derived

How Used/Activities

Strengths

Limitations

Relationship to Financial Metrics

How Does It Meet 10 MMAP Characteristics of an Ideal Metric?

How Does It Fit Guidelines for Marketing Productivity Measures?

Source Documents

MMAP: 10 Characteristics of an Ideal Metric

- 1. Relevant...addresses specific (pending) action**
- 2. Predictive...accurately predicts outcome of (pending) action**
- 3. Objective...not subject to personal interpretation**
- 4. Calibrated...means the same across conditions & cultures**
- 5. Reliable...dependable & stable over time**
- 6. Sensitive...identifies meaningful differences in outcomes**
- 7. Simple...uncomplicated meaning & implications clear**
- 8. Causal...course of action leads to improvement**
- 9. Transparent...subject to independent audit**
- 10. Quality Assured...formal/on-going processes to assure 1-9**

Source: The Boardroom Project 2006

Status

- **APM Facts (Brand Preference/Choice metric) profiled & published to Catalogue (8/10)**
- **CoreBrand metrics profiled and published to Catalogue (10/11)**
- **CLV for CPG Project pilot metrics profiled and will be published to Catalogue (9/12)**



Thank-you!



**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**