
MASB
Standards Project

MASB Metrics Catalogue

Status Report
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MMAP Center



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Marketing Metrics Catalogue

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.

Issue

Two interns engaged in the initial stages of the project encountered problems finding specific measures offered by commercial providers.

This is not a problem in the academic literature, but not surprisingly, most commercial providers offer little detail about their measures.

Most of the publicly available information focuses on integrated suites of products and services with little technical information or reference to characteristics of specific measures that would allow profiling according to MMAP.

Alternative Solution

Use the MMAP Training and Advisory Services to populate the Metrics Catalogue, as metric providers have their offerings audited and profiled.

Metrics Catalogue Status

- Design template for web publishing (prototype)
- Publish APM Facts to Catalogue (prototype)
- Include other Metrics as they are profiled (2010+)



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[Main page](#)
[Contents](#)
[Featured content](#)
[Current events](#)
[Random article](#)

▶ [Interaction](#)

▶ [Toolbox](#)

▶ [Print/export](#)

▶ [Languages](#)

Article [Discussion](#)

[Read](#) [Edit](#) [View history](#)

APM Facts (marketing metric)

From Wikipedia, the free encyclopedia

APM Facts is a behavioral measure of TV advertising's impact on consumer brand preference (choice). ^(1, 2)

Contents [\[hide\]](#)

[Purpose](#)
[Construction](#)
[MMAP Profile](#)
[References](#)

Purpose

[\[edit\]](#)

1. Quantify likelihood and magnitude of TV advertising's impact on future sales volume and market share for advertised brand and brand portfolio (halos).
2. Quantify appropriate level of GRP spending for discrete executions to optimize media investments.
3. Allocate GRP spending for discrete executions within and across brands to optimize return for brand, division, company.

Construction

[\[edit\]](#)

APM Facts is calculated by subtracting the percentage of consumers choosing the advertised brand/product over competition before exposure to television material from the percent choosing the advertised product after exposure — the net effect of retention and attraction as a result of the advertising stimulus.

$$\text{APM Facts} = \begin{array}{l} \text{Percentage of consumers} \\ \text{choosing the product} \\ \text{post-exposure (\%)} \end{array} - \begin{array}{l} \text{Percentage of consumers} \\ \text{choosing the product} \\ \text{pre-exposure (\%)} \end{array}$$

For example, if 25% of the consumers chose the brand/product before exposure to advertising and 30% chose the brand/product after exposure, the APM Facts for the ad is 30 - 25 = 5.

MMAP Profile

[\[edit\]](#)

The APM Facts metric has been audited and profiled by the Marketing Accountability Standards Board ([MASB](#)) using the Marketing Metric Audit Protocol ([MMAP](#)).⁽³⁾

References

[\[edit\]](#)

- (1) Farris, Paul W.; Bendle, Neil T.; Pfeifer, Philip E.; Reibstein, David J. (forthcoming). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance. Third Edition*. Wharton School Publishing.
- (2) Marketing Accountability Standards Board (MASB) (Draft VII: April 2008). *Marketing Accountability Standards: Measuring and Improving the Return from TV Advertising Example*.
- (3) Marketing Accountability Standards Board (MASB) (February 2009). *Statement of Marketing Accountability Standards No. 1: Marketing Metric Audit Protocol (MMAP)*.

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- ABOUT MASB
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- ARTICLES & PRESENTATIONS
- NEWS
- MARKETING ACCOUNTABILITY FOUNDATION
- CHARTER MEMBERSHIP
- UPCOMING EVENTS

MMAP Metric Profiles

APM Facts

[Provider](#)

[Definition](#)

[Source Data](#)

[How Derived](#)

[How Used/Activities](#)

[Strengths](#)

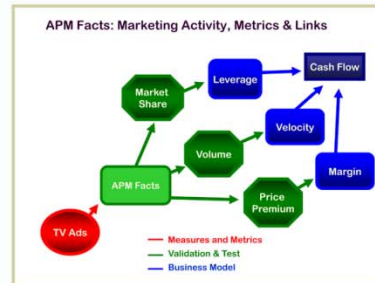
[Limitations](#)

[Relationship to Financial Metrics](#)

[How Does It Meet the MMAP Characteristics of an Ideal Metric?](#)

[How Does It Fit Overall Guidelines for Measures of Marketing Productivity?](#)

[Source Documents](#)



FEATURED CONTENT

These strategies have moved in cycles of approximately 20-25 years. At the end, there is often a recession or depression. The old tactics fail, opening up the possibility for a new group of managers to step forward and produce a new path.
[Read Year II Report >](#)

The MASB 2010 Summer Board Meeting & Summit will be held August 12-13...The Game Changers
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FOR FEEDBACK

The Marketing Metric Audit Protocol (MMAP) is a formal process for connecting marketing activities to the financial performance of the firm.
[Read MMAP >](#)

An example of how to evaluate marketing metrics according to MMAP, the learning from using an "ideal" metric over time, and how to improve return by applying to better marketing practice (process management).
[Read TV Example >](#)

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- NEWS
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- CHARTER MEMBERSHIP
- UPCOMING EVENTS

MMAP Metric Profiles

Name: **APM Facts**

Provider
 ARSgroup

Definition
 APM Facts is a behavioral measure of TV advertising's impact on consumer brand preference/choice

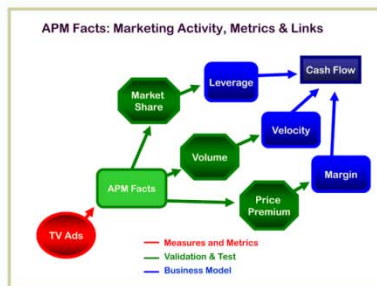
Source Data
 Using a large randomly selected sample, brand preferences/choices are collected before and after incidental, clutter exposure to TV material

How Derived
 APM Facts = % Brand Preference Post - % Brand Preference Pre

- How Used/Activities**
 APM Facts is used to:
1. Quantify likelihood and magnitude of TV advertising's impact on future sales volume and market share for advertised brand and brand portfolio (halos). For next four weeks and next business quarter.
 2. Quantify appropriate level of GRP spending for discrete executions to optimize media investments.
 3. Allocate GRP spending for discrete executions within and across brands to optimize return for brand, division, company.

Strengths
 APM Facts has withstood the test of time and been proven: Reliable, Relevant, Valid, Calibrated, Empowering, Hygiened

- Limitations**
1. Currently applicable to only TV advertising
 2. Limited validation for "new to the world" categories



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NEWS

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UPCOMING EVENTS

Welcome to MASB

where marketing and finance align on measurement...

As the era of "financial engineering" for growth winds down, marketing professionals are stepping up, beginning to master and apply the science of measurement and process management to the art of marketing. This fundamental change will usher in a new era of marketing accountability that will drive consistent growth, with improved methods for measuring, forecasting and improving the effectiveness of marketing activities and a narrowing of the gap between marketing efforts and financial outcomes.

MASB is enabling this transformation by serving as the independent, private sector, self-governing body, establishing measurement and accountability standards across industry and domain for continuous improvement in financial return... *attending to measurement* as the foundation and catalyst for advancement.

It began with [The Boardroom Project](#), a visionary initiative by industry professionals and academics who saw an opportunity to increase the contribution of the marketing function through the development of standards for measurement and processes that link marketing activities more objectively and more closely to the financial performance of the firm.

The development of generally accepted and common standards will enhance the credibility of the marketing discipline, improve the effectiveness and efficiency of marketing activities, and enable continuous improvement over time.

MASB represents an unprecedented opportunity to make a significant contribution to the marketing profession, business overall, and society at large. All are encouraged to engage with MASB and contribute to the realization of this vision.

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