
MASB
Standards Project

Marketing Metrics Catalogue

Status Report
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of the Marketing Accountability Foundation

Marketing Metrics Catalogue

Objectives

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 Metrics Catalogue 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 specific measures they offer. Most of the publicly available information provided by research firms focuses on integrated suites of products and services with little technical information or reference to characteristics of specific measures that would allow evaluation with MMAP.

Alternative Solutions

Use the MMAP Training and Advisory Services to populate the Metrics Catalogue . When providers of metrics have the alignment of their offerings profiled to MMAP characteristics, the profiles will be added to the Metrics Catalogue.

Marketing Metrics Catalogue

Convergence Possibilities

Metrics profiled in the MASB Catalogue will be linked from those listed in the Wikipedia encyclopedia of AMA/MASB definitions of marketing activities and metrics (Common Language Project). The Catalogue will be held in a “member only” and/or “pay for” section of the MASB website and will provide the basis for selecting marketing metrics that relate to financial metrics and inform decisions regarding resource allocation and improvement in performance.

Cooperative Opportunities

Users of metrics will employ the Catalogue to understand alignment of metrics to the MMAP Standards and will encourage suppliers to add their metrics to the Catalogue.

Catalogue: Metric Dimensions

- **Definition**
- **Source Data**
- **How Derived**
- **How Used**
- **Strengths**
- **Limitations**
- **Relationship to Financial Metrics**
- **How Does it Meet MMAP Characteristics of an Ideal Metric (1–10)**
 - **(Validation and Causality Test)**
- **How Does it Meet Guidelines for Measures of Productivity (A–L)**

Next Steps (Catalogue)

- Chair & Pres align Catalogue Dimensions & MMAP Characteristics (Done 5/08)
- MASB Board Members review Index and select Top 20 metrics based on expertise and needs (Done 6/08)
- Interns work on priority metrics (Done 7–9/08)
- Discuss challenges & future at Next Summit (August 2009)
- **Design template for web publishing (April–May 2010)**
- **Publish APM Facts to Catalogue (June 2010)**
- **Add BAV to Catalogue (August 2010)**
- **Revisit Integration BES and/or Net Promoter analyses for inclusion (September 2010)**
- **Include other Metrics as they are profiled to MMAP (2010+)**



Thank you!



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