
MASB
Standards Project

**MMAP Training & Advisory Services
Status Report**

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

Training and Advisory Services

Issue

Only one measurement (Exemplar Brand Preference/Choice for TV Advertising) has been taken through the MASB Marketing Metric Audit Protocol (MMAP), a formal process for connecting marketing activities to 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.

Background

MMAP is the first “standard” approved by MASB as the process for tying marketing activities to interim outcome metrics to financial performance metrics including 10 validation & causality characteristics of an ideal metric.

While the TV example is a good one, members of MASB and results from academic work on the Catalogue Project could not come up with any other specific metric that might serve as another example.

Training and Advisory Services

Pervasiveness of the Issue

During the past several decades, the marketing community has paid little attention to measurement development, specifically the validation and causality characteristics that are necessary to reliably measure, forecast and improve performance.

To realize “accountability,” marketing metrics must meet these validation and causality characteristics.

Currently there is a large gap between measurement accountability requirements and skill-sets in the field. Thus there will be a growing demand for Training/Advising on how to meet the MMAP measurement standards.

Training and Advisory Services Project

Technical Feasibility

The BAV Advisory Project with BAC will serve as the prototype for conducting Training and Advisory engagements with others.

Objectives

To gain experience in applying the MMAP Process to other Marketing Metrics, document the MMAP Advisory process, and help BAC understand and meet the MMAP standards.

Description

Continue the Advisory engagement with BAC to teach them the MMAP Characteristics and how they might meet more of them.

Next Steps (BAC Training and Advisory)

- Engagement letter was signed in September 2009
- First advisory session was held by phone in October with Ed Lebar, Seth Traum and Emma Hrustic
- Emma was point person on project, but left BAC before significant progress was made
- Communication was effectively reestablished Feb 2010 when Anne Rivers became BAC point person
- Anticipate finishing the Advisory by August 2010



Thank you!



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