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# MASB Standards Project

## Measuring & Improving Return from Interactive Advertising

Status Report  
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Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

# The Interactive Project

## Background & Issue

Online marketing is diverse, encompassing consumer to information, brand to consumer, consumer to consumer and brand to brand. As an emerging technology, numerous real time and delayed measurements are available for online media. There is no standardized approach adopted by the industry for measuring the impact of online marketing.

## Alternative Solutions

Several metrics took center stage for measuring Internet marketing impact starting with hits, impressions, Pageviews, and click-throughs. None of these measures have generally accepted standards nor have they been linked to financial performance in predictable ways (particularly off-line sales).

# 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

## Hypotheses

An increase in online ad impressions (reach, frequency) generates an increase in returns

One of the measures will meet more of the MMAP Characteristics for quantifying the impact of the media (not impact of the ads).

# The Interactive Project

## Description

### Acquire datasets \*

Cases involving brands that are advertised heavily online and largely purchased online

Cases involving brands that are advertised heavily online and largely purchased offline

### Analytic approach

Apply a marketing mix model or test/control to estimate revenue impact and relate it to the metrics under consideration.

Relate metrics under consideration directly to Market Share Change.  
Other techniques determined by academic partners.

\* Search and display available in same dataset

# Interactive Project Team Status

- Review of Literature and documentation (Randy Bucklin 10/09+)
- Recruit data partner (Craig)
  - Met with Paul Flugel, Neil Canter, Jerome Shimizu & Larry LaTourette of Nielsen
  - Jerome will provide documentation around on-line measures
  - Larry will be data acquisition contact
- Determine resources required & Final Frame-up (TBD)
- Analytics (timing TBD)

# Interactive Project Team

**Leads:** Craig Stacey (NYU)  
Randy Bucklin (UCLA)

**Heroes:** Jerome Shimizu (Nielsen)  
Larry LaTourette (Nielsen)  
Joe Plummer (Columbia)  
Don Lehmann (Columbia)  
Rajeev Batra (U of Michigan)  
Peter Johnson (MMA)

**Admin:** Allan Kuse (MASB/MMAP Center)  
Meg Blair (MAF/MASB)

**Meet:** 1st Thursday every month (2 ET)

**Questions?**



# Thank-you!



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