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# **MASB Standards Project**

## **Measuring & Improving Return from Interactive Advertising**

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Chicago**



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

# Overview

- **The Interactive Project**
- **Highlights from “Measurable Marketing in a Digital World”, NYU (May 26, 2011)**

# 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

## Status

Continue in What is Known phase and review at Summits

# “Measurable Marketing in a Digital World”

- **Kickoff: “Fifteen Years of Online Advertising Effectiveness Measurement” by Rex Briggs (Marketing Evolution)**
- **Morning: “What Should We Be Measuring?”**
- **Keynote: “Taking Kayak.com from Online to Offline Marketing” by Robert Birge (Kayak.com)**
- **Afternoon: “Cross-Media Measurement and Implementation”**

# “What Should We Be Measuring?”

- **“Rethinking Marketing Metrics, Processes and Outcomes in a Digital Age” by Mack Turner (Bank of America)**
- **“Digital Measurement and Social Media Listening” by Frank Cotignola (Kraft)**
- **“Making Measurement Make Sense” by Sherrill Mane (IAB)**
- **Panel: “Digital Media Measurement”**
  - **Randy Bucklin (Moderator, UCLA), Josh Chasin (comScore), Andy Fisher (Starcom MediaVest), Mainak Mazumdar (Nielsen), Jerome Shimizu (InsightExpress)**

# “Cross-Media Measurement and Implementation”

- **“Media Consumption and Cross-Media Synergies”**  
by Kalyan Raman (Northwestern)
- **“USAA Case Study”** by Charles Thomas (USAA)  
and Drew Talbott (Acxiom)
- **Panel: “Cross-Media Effectiveness Measurement”**
  - Rex Briggs (Moderator, Marketing Evolution), Anindya Ghose (NYU), Jon Gibbs (Nielsen), Bill Havlena (DynamicLogic), Carl Mela (Duke), Craig Stacey (NYU)

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# Thank-you!



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