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Standards Project

MASB Metrics Catalogue

Allan Kuse, Chief Advisor
MMAP Center
Charter Director of MASB
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Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Issue

There are numerous metrics in the marketing literature and even more measures in practice.

Measures of the same or similar name quite often differ from one another in their construction, collection and sensitivity in measuring the intended marketing activity.

 They are also poorly documented in this regard.

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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, etc…

. . . particularly in terms of validity and sensitivity with respect to financial criteria.

Solution

Summer interns engaged in the initial stages of this project encountered problems finding marketing measures to profile from provider websites or by direct contact:

- little detail offered about their measures
- focused on integrated suites of products and services
- no technical information or measurement characteristics
- **Few answers when asked about reliability & validity**

Thus, MMAP profiling of metrics could not be done.

Solution: use MMAP Training & Advisory Services to populate the Metrics Catalogue as providers have their offerings audited and profiled.

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Status

- **APM Facts profiled & published to <u>Catalogue</u> & <u>Wikipedia</u> (8/10)**

- **CoreBrand metrics profiled (8/11)**

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The CoreBrand MMAP Audit

Audit conducted via–
- ➢ phone conferences
- ➢ emails
- ➢ site visit to New York offices

Audit utilized the same MMAP dimensions used for APM Facts

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The CoreBrand MMAP Audit

Dimensions audited

Provider

Definition

Source Data

How Derived

How Used/Activities

Strengths

Limitations

Relationship to Financial Metrics

How Does It Meet 10 MMAP Characteristics of an Ideal Metric?

How Does It Fit Guidelines for Marketing Productivity Measures?

Source Documents

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MMAP: 10 Characteristics of an Ideal Metric

1. Relevant…addresses specific (pending) action

2. Predictive…accurately predicts outcome of (pending) action

3. Objective…not subject to personal interpretation

4. Calibrated…means the same across conditions & cultures

5. Reliable…dependable & stable over time

6. Sensitive…identifies meaningful differences in outcomes

7. Simple…uncomplicated meaning & implications clear

8. Causal…course of action leads to improvement

9. Transparent…subject to independent audit

10. Quality Assured…formal/on-going processes to assure 1-9

Source: The Boardroom Project 2006

The CoreBrand MMAP Audit

Specifically, audit focused on:

- **CoreBrand Familiarity and Favorability metrics**

- **7 source documents**

1. Gregory, "See the whole picture: Everything you need to know about brand accountability." The Advertiser February, 2008, pp. 46-47.

2. Gregory, Driving brand equity and accountability, Association of National Advertisers, 2005.

3. Gregory and Sexton, "Hidden Wealth in B2B Brands." Harvard Business Review March, 2007, pp. 23.

4. Gregory, "The Impact of Advertising on Stock Performance." New York: AAAA, 1997.

5. "Metrics that Matter: An overview of CoreBrand's measurement tools." CoreBrand, 2011.

6. "Directory of Brand Equity, 1Q 2011." CoreBrand internal document.

7. CoreBrand internal reliability document, August 2011.

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The CoreBrand MMAP Audit

- The output of the audit will be posted on the MASB website under the "MMAP Profiles" tab

Tim Robinson is here to tell us about
the CoreBrand system and metrics.

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Thank-you!

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