
MASB Standards Project

MMAP Marketing Metrics Catalogue

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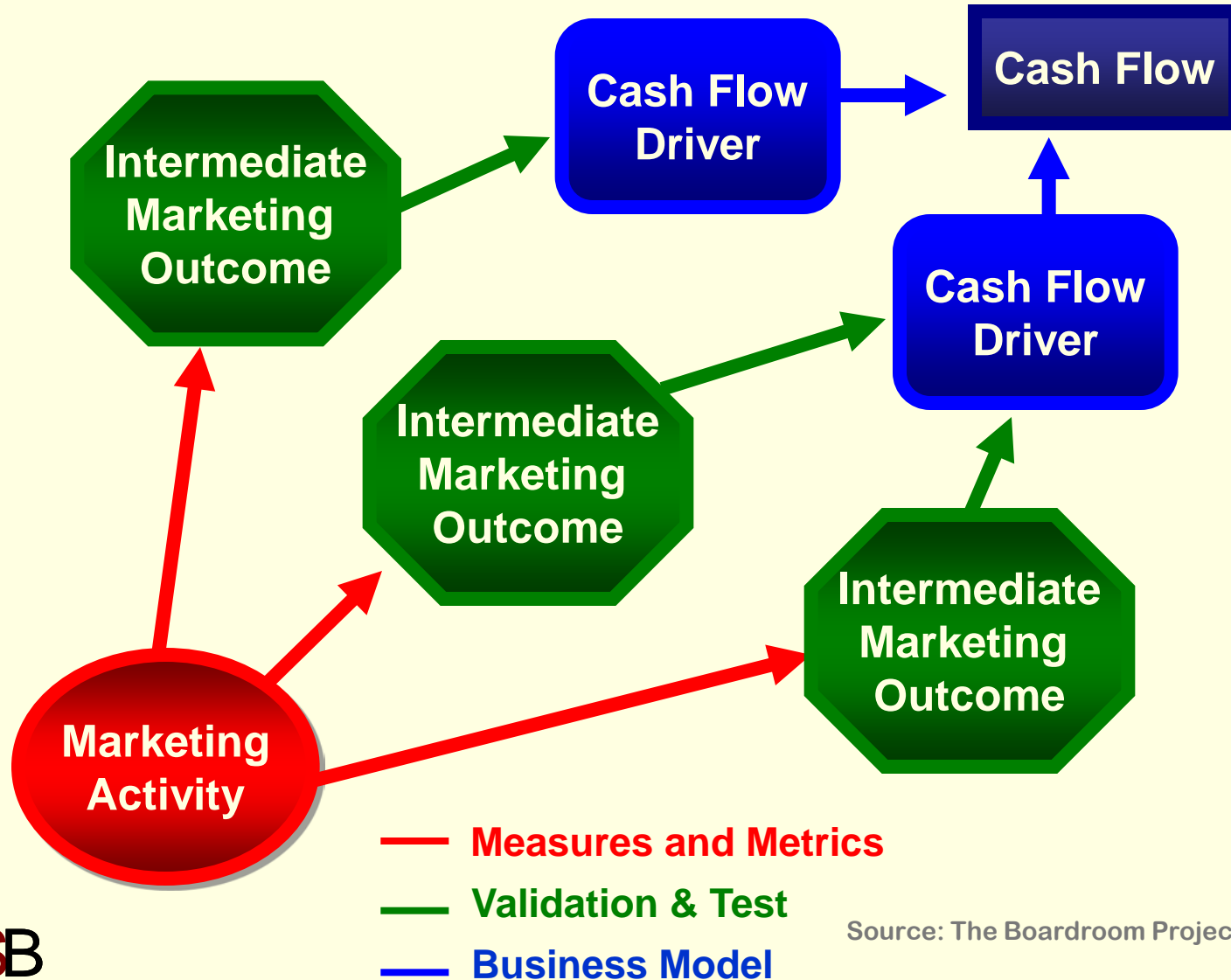


**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

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

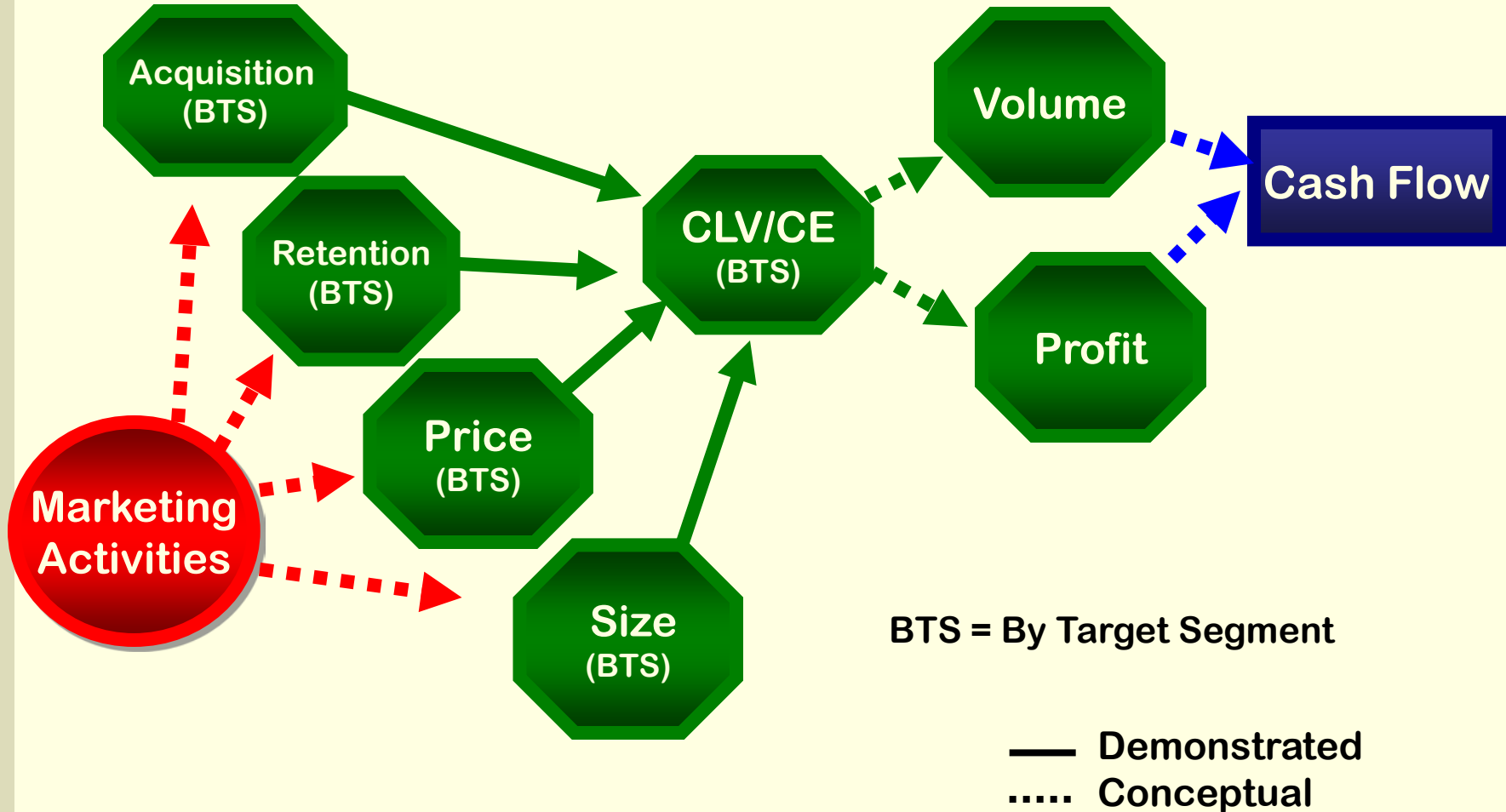
MMAP: Marketing Metric Audit Protocol



Status

- APM Facts (Brand Preference/Choice metric) profiled & published to Catalogue (8/10)
- CoreBrand metrics profiled and published to Catalogue (10/11)
- CLV for CPG Project pilot metrics profiled and will be published to Catalogue (9/12)

Target Marketing Activity & CLV/CE Links



The 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

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



Thank-you!



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