
MASB Standards Project

Measuring & Improving Return from Interactive Advertising

**E. Craig Stacey
Stern Center for Measurable Marketing
NYU
Director of the MASB
February 2013
Las Vegas**



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

MASB Projects

Project	Measuring On-Line (Interactive) Marketing (Measuring)
Issue Addressed	No standard approach for measuring impact of online marketing
Project Objective	Identify metric(s) that quantify links btw Internet marketing & financial return
Expected Outcome	Marketing & measuring on-line still moving quickly...monitoring <i>knowledge</i> at Summits
When	TBD

Measuring Return from Interactive Advertising

Sherrill Mane

SVP, Research, Analytics, and Measurement

Interactive Advertising Bureau

Founding MASB Advisor

MASB Summer Board Meeting and Summit

August, 2012

Chicago

Return from Interactive

- Fundamentals still being defined
- Massive amounts of unused data
- Data quality and interpretation debatable
- Lexicon surrounding both transactions and consumer experiences still evolving

3MS: Who Is Involved?



Facilitators:

BAIN & COMPANY

MEDIALINK LLC

Supporters:



- **50 industry executives** served on steering committee and working teams.
- **Over 150 others** across the ecosystem participated.

3MS: The Objectives

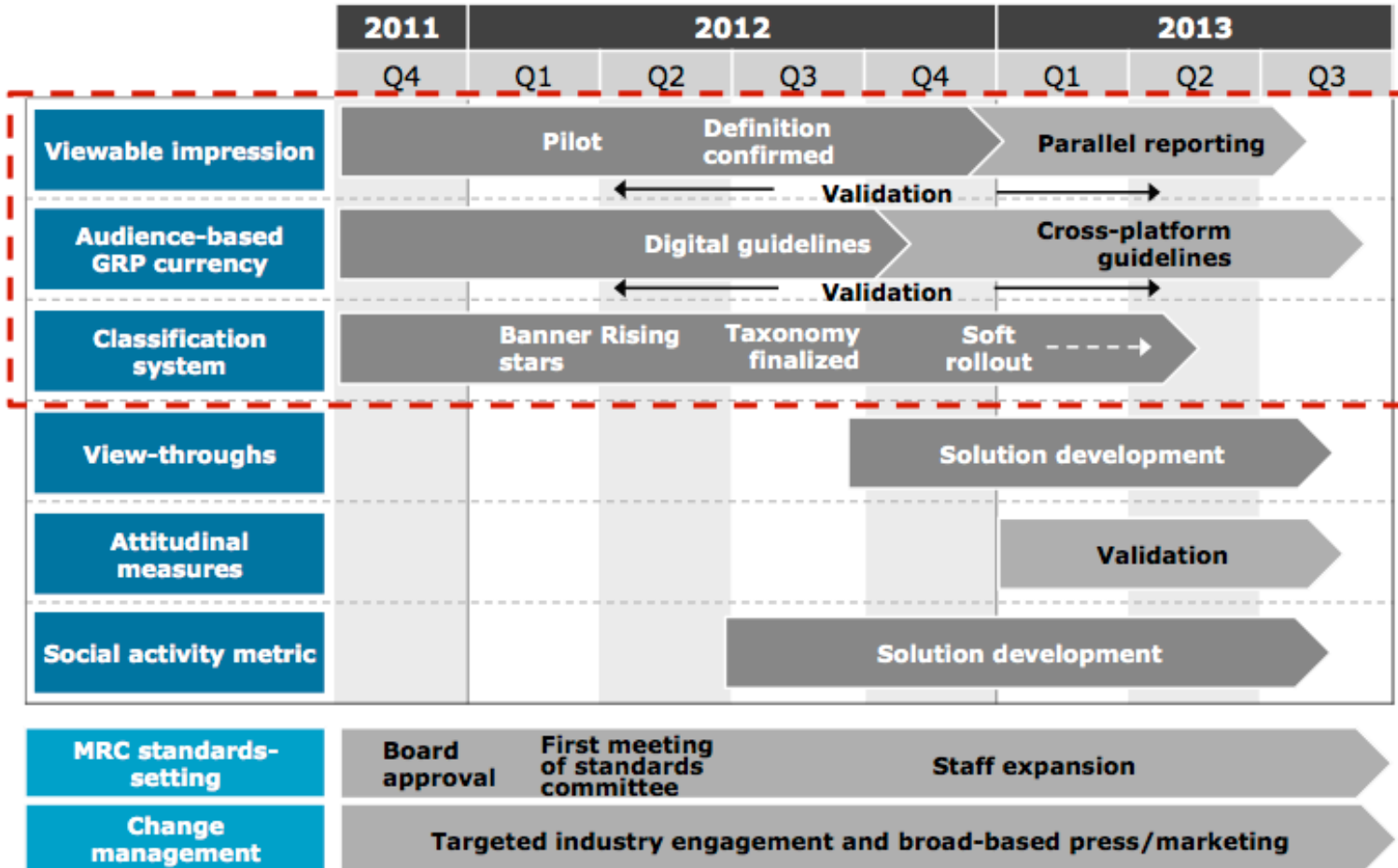
- Create the right digital currency and metrics.
- Drive industry consensus around these solutions.
- Identify ongoing standards-setting body.

Update on 3MS Initiative



Mike Donahue
Executive Vice President
American Association of Advertising Agencies
(4As)
MASB Advisor

3MS Timeline



Question

Media audience metric providers are required by law/SEC to undergo (MRC) audits because so much commerce depends on it...

Why not impact metrics?

Like APM/Brand Preference and CoreBrand did with MMAP audits... there is a lot of commerce tied up in this as well.



Thank-you!



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