

Marketing Accountability Standards

Marketing & Finance Working Together Panel VI

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Foresight ROI
MASB Director
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Chicago**



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

Marketing & Finance Panel Introduction

- A Story from the CFOs perspective
 - Operations asks for \$20M to invest in laser guided vehicles that will displace say 30 workers in the plant...do the simple math...pretty objective and pretty certain...delivering a specific ROI. The CFO says it's a good idea and she can sell it to the shareholders fairly easily.
 - Now marketing steps up and asks for \$5M more in media for Nov & Dec. And what's the return on that? Nothing in Nov & Dec? How does the CFO sell that to shareholders? We're in a nebulous position. We may see correlations, but is there causality?
 - Right now, marketing lacks credibility because it's quite subjective and the answers regarding ROI vary considerably depending on who is providing the answers.
 - In the operations example, everybody knew the exact elevator speech.

Jim Meier, Director Marketing Finance
MASB Director
February 2015

Marketing & Finance Panel VI



Travis Colvin
(Finance)



David Barclay
(Finance)



Christopher Witte
(Marketing)



Kerry Welsh
(Marketing)

Accountability Discussion Guide

- How organized?
- How working together (Marketing & Finance)?
- What accomplished?
- What barriers encountered?
- What barriers overcome?
- Wish lists for further success?



Thank-you!



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