
Marketing Accountability Standards

Marketer Member Panel: Update on Accountability Initiatives

**Jamie Richardson
Kimberly-Clark
MASB Director
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**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Panel PPO

- **Purpose**

- Listen to current successes, challenges and approaches**

- **Process**

- Marketer member panel discussion**

- **Outcome**

- Input for current & future MASB work**

Member Panel



Jamie Richardson
Travis Colvin



Chris Ciccarello



Pam Forbus
Kristen Blum
Shyam Venugopal
Matt Hanlon
David Barclay



Tracey Joubert
Jane O'Keefe
Megan Lineberger



Karen Ebben
Peter Cushing



Kelly Johnson

Discussion Guide: Successes & Challenges (Past 6 Months)

The Science

- **Measurement Development (Metrics)**
 - What are the key metrics that you focus on?
 - Any emerging metrics (social, ecommerce) given an omni channel world?
 - Are they reliable and predictive of return?
- **Integrated Data Bases/Dashboards/KPIs**
 - What do you have in place and is it global?
 - Does it integrate marketing and finance data?
- **Research-on-Research (Analytics)**
 - What are the new areas you are piloting or gaps you are trying to understand?
 - Learning or principles that yield true predictions w/unvarying uniformity?
- **Better Practice (Process Management/Change)**
 - Do you have an approach to moving \$\$ from low to high performing?
 - How are you measuring improvement in return and internal acceptance?

The Governance

- Do you have cross functional leadership teams w/CI orientation?
- How do you align on a common purpose & do you have a rewards structure?
- How is funding determined (central or local budget) and impact of results shared?
- What is your current stage of Globalization?



Thank-you!



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