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# **MASB Standards Project**

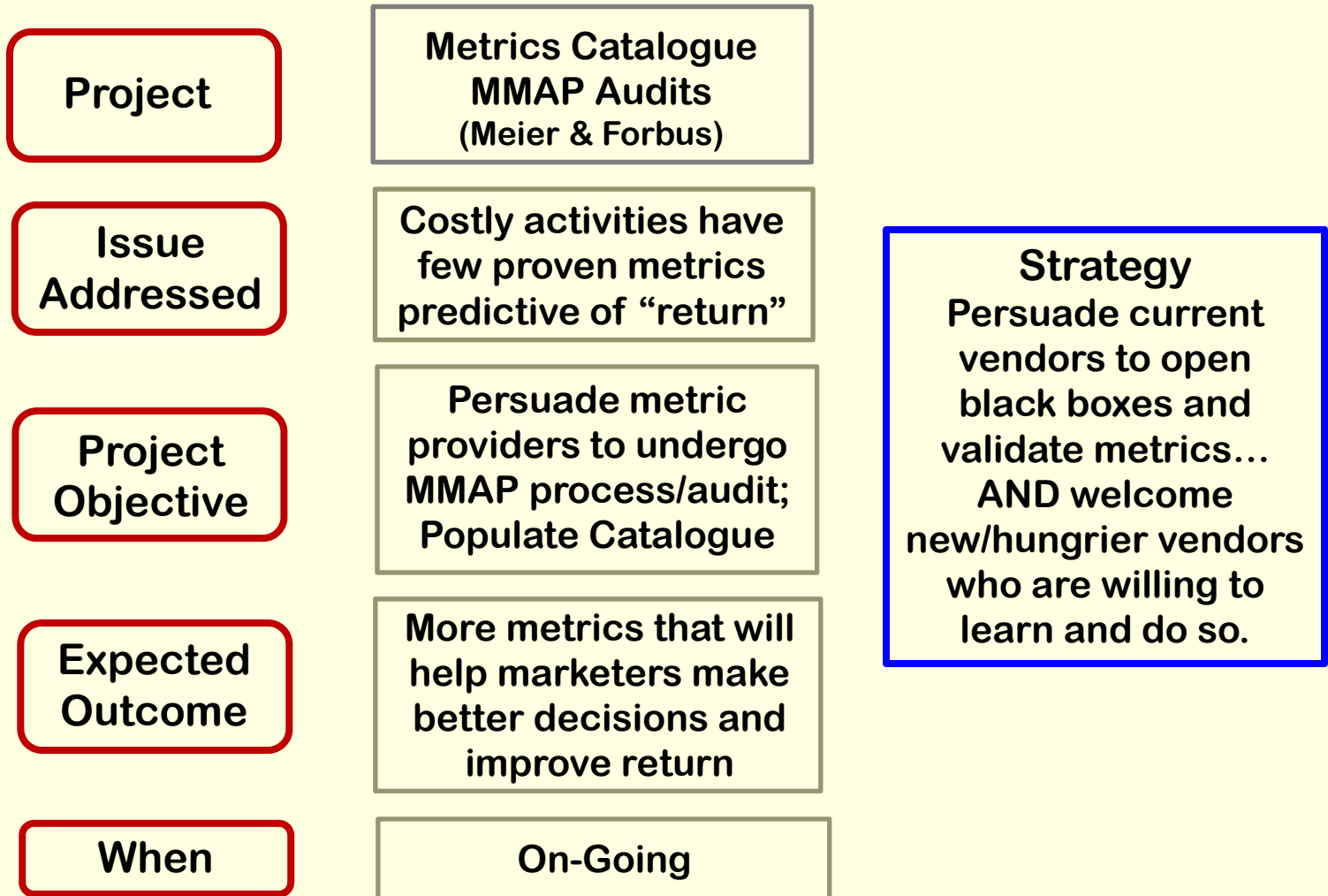
## **MMAP Metrics Catalogue Project Review & Status**

**Karen Ebben  
General Motors  
MASB Director  
MMAP Catalogue Team  
August 2015  
Chicago**



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

# MMAP Metrics Catalogue



# MMAP Catalogue Description

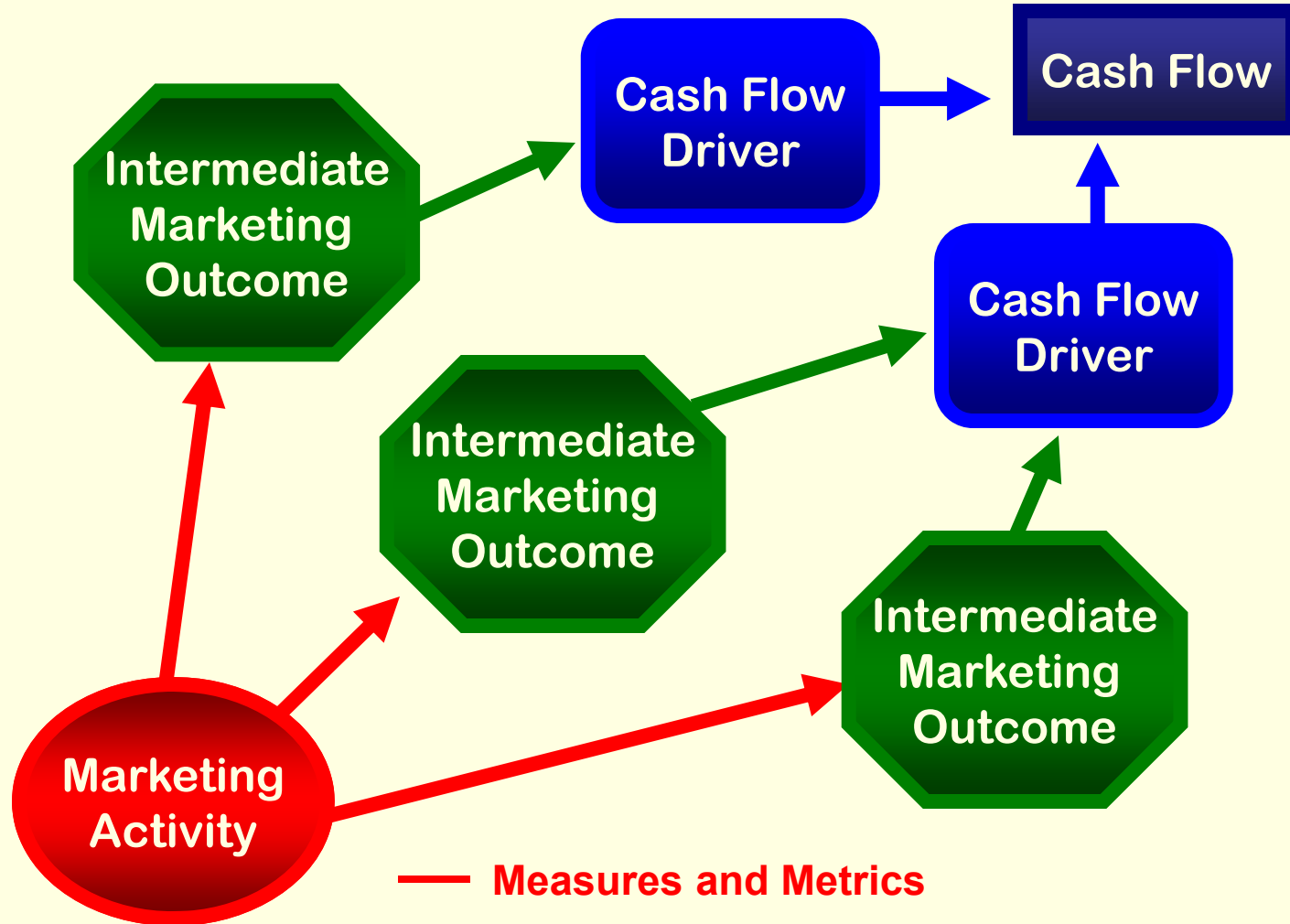
- While marketing does not lack measures, it lacks standard metrics explicitly linked to financial return in predictable ways.
- The Marketing Metric Audit Protocol (MMAP) is a formal process for connecting marketing activities to financial performance of the firm.
- It includes the conceptual linking of marketing activities to intermediate marketing outcome metrics to cash flow drivers of the business
- As well as an audit as to how the metrics meet the validation & causality characteristics of an ideal metric.

# **MMAP: 10 Characteristics of an Ideal Metric**

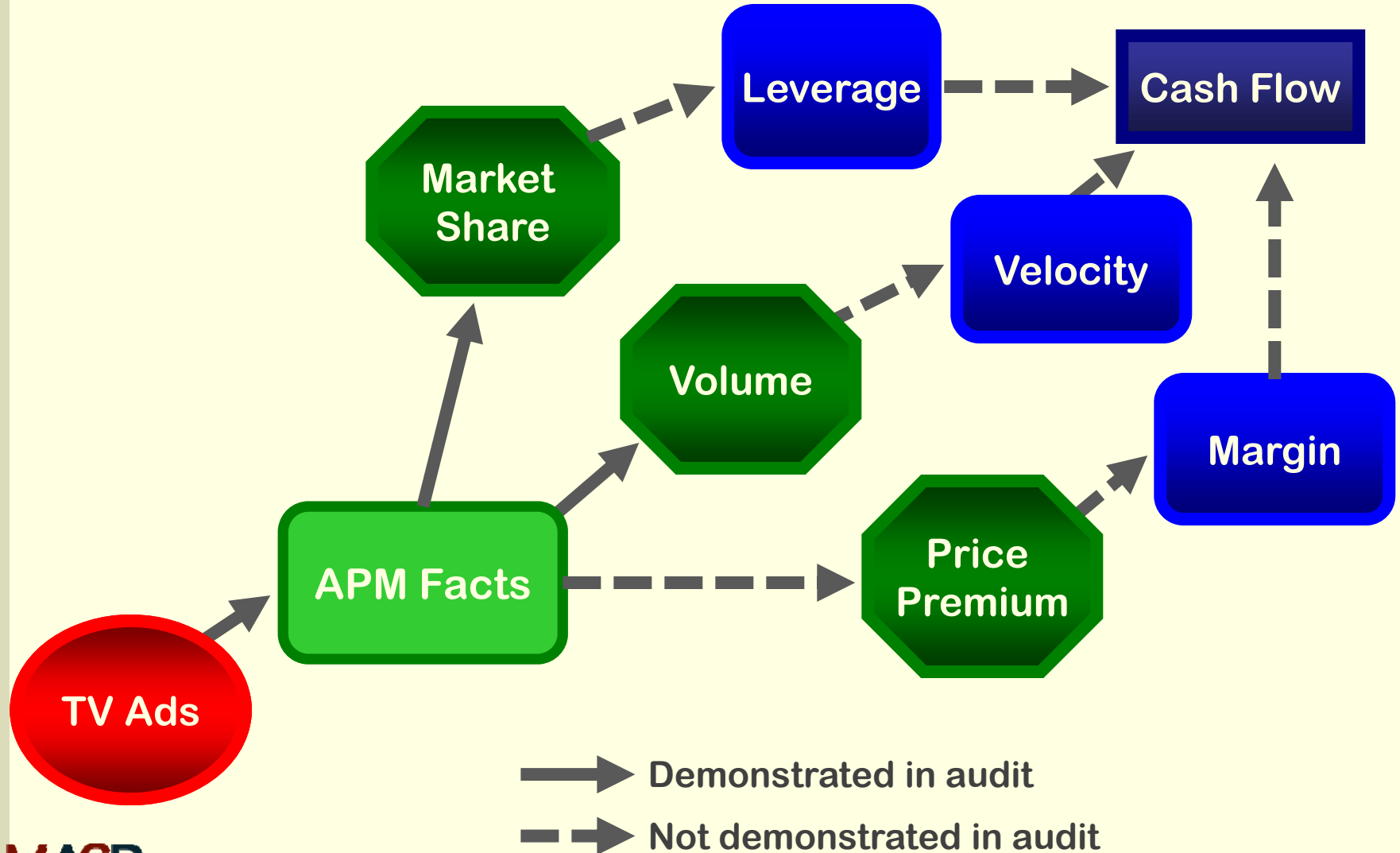
- 1. Relevant...addresses specific (pending) action**
- 2. Predictive...accurately predicts outcome of (pending) action**
- 3. Objective...not subject to personal interpretation**
- 4. Calibrated...means the same across conditions & cultures**
- 5. Reliable...dependable & stable over time**
- 6. Sensitive...identifies 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

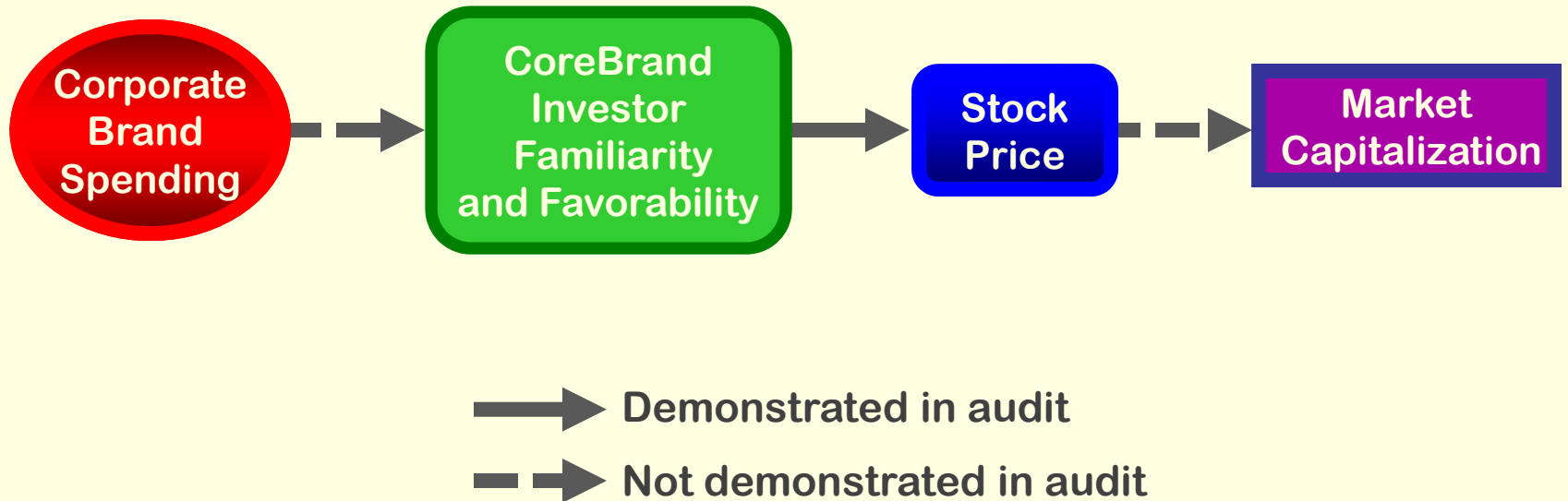
# MMAP: Conceptual Linking



# MMAP Example from Metrics Catalogue: APM Facts



# Another Example from Metrics Catalogue: CoreBrand Familiarity & Favorability



Source: MASB website

# Expected Results

**A Catalogue of marketing metrics profiled according to MMAP and the 10 Characteristics of an “ideal metric” will help marketers select those that will help them make better business decisions and improve financial return short-term and over time.**

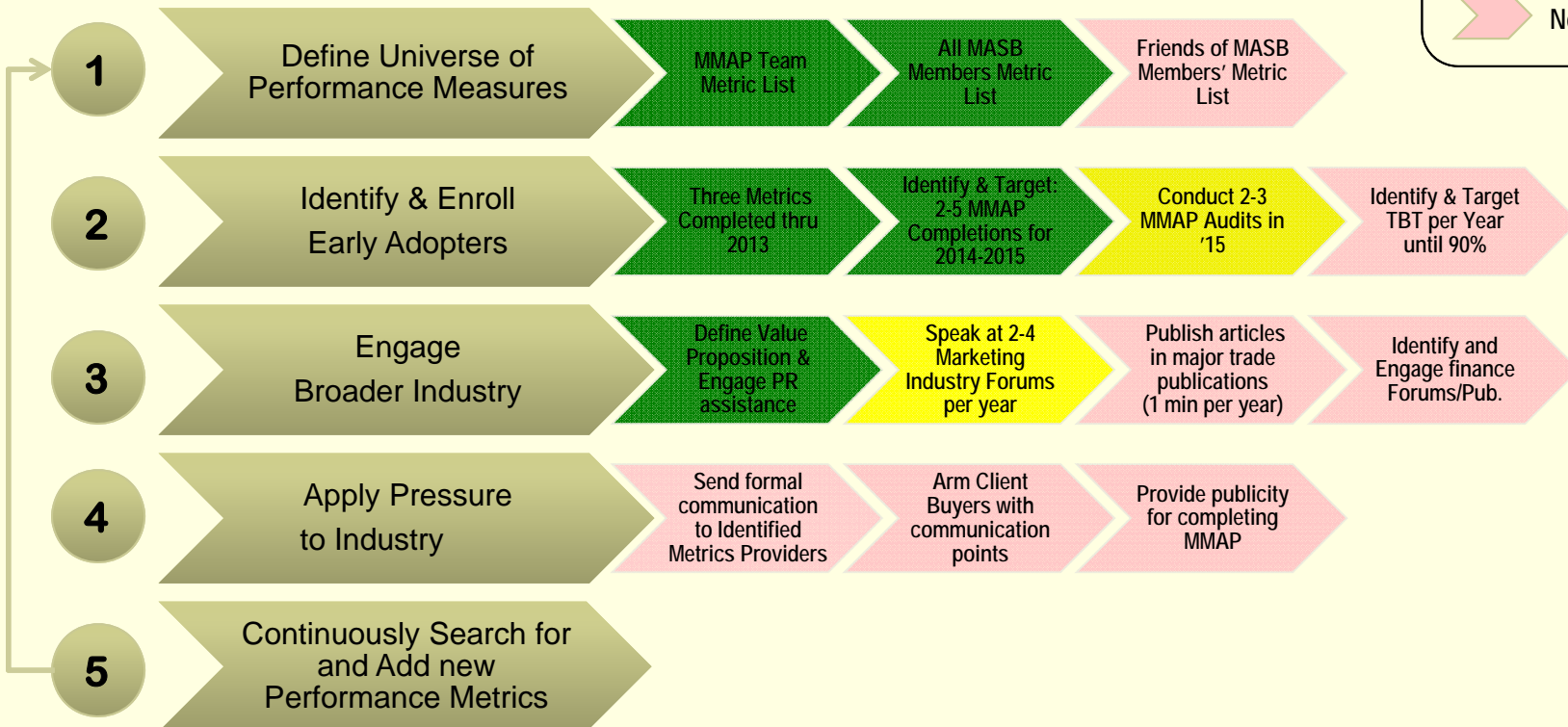
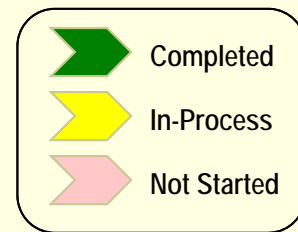
**It will also drive the development of more “ideal metrics”.**



# MMAP Catalog Team Objectives and Plan

**Objective: To complete the MMAP process on 90% of purchased marketing performance metrics identified by MASB members (and friends of MASB members).**

## Roll Out Plan and Progress:



# Metrics Catalogue Milestones (through 8/14)



APM Facts 2009

F&F 2011

CE/CLV 2012

EI Frame-Up 3/13

Leaders & Plan 5/13

Member Inventory 8/13 +

Action Plan 1/14 +

ARF Podium 3/14

MSI 4/14

ANA AFM Podium 5/14

Two Targets Identified 7/14

# Milestones (Since February Meeting)



BASES Agrees to Audit (9/14)

AMA Podium 10/14

2 Others Agree (12/14)

USP III (12/14)

Finished Member Inventory 3/15

NCP CLV begun 7/15

BASES begins 8/15

# Unique Selling Proposition for *Metric Vendors (Draft III)*

## *What will participating in the MMAP Audit do for you?*

1. Third party, objective validation and industry credibility
2. Immediate awareness among MASB members (then word of mouth)
  - Top Tier Marketers
  - Industry Associations (ANA, AMA, ARF, MSI, 4As, IAB, MRC)
  - Top Business Schools (Marketing Science)
3. Good fodder for PR & use in selling situations
4. Identification of strengths & recommendations for improvement
  - Audit confidential if desirable (will show audit still in process)
5. Leading edge opportunity to co-develop or partner w/audited vendors

# Metrics Catalogue Next Steps (8/15)

- **Conduct 3 MMAP Audits in 2015**
  - **CLV Single Source (underway)**
  - **BASES 8/15 start (used by majority of members)**
  - **MB Link (2015)**
- **MSW•ARS Brand Preference Tracking (2015/2016)**
- **Millward Brown Equity Measures audit (2015/2016)**

# Metrics Catalogue Team

## Team Leaders



Jim Meier  
MillerCoors



Pam Forbus  
Frito Lay

## Team Heroes



Karen Ebben  
GM



Dave Stewart  
LMU

Others TBD  
by Team

## Admin



Meg Blair  
MAF/MASB



Allan Kuse  
MMAF Center

Team Meets: 2<sup>nd</sup> Thursday, 4PM ET

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# Thank-you!



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