### **MASB Standards Project**

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

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Marketing Accountability Standards Board of the Marketing Accountability Foundation

### **MMAP Metrics Catalogue**

**Project** 

Metrics Catalogue MMAP Audits (Meier & Forbus)

Issue Addressed Costly activities have few proven metrics predictive of "return"

Project Objective Persuade metric providers to undergo MMAP process/audit; Populate Catalogue

**Expected Outcome** 

More metrics that will help marketers make better decisions and improve return

When

**On-Going** 

Strategy
Persuade current
vendors to open
black boxes and
validate metrics...
AND welcome
new/hungrier vendors
who are willing to
learn and do so.



## **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.

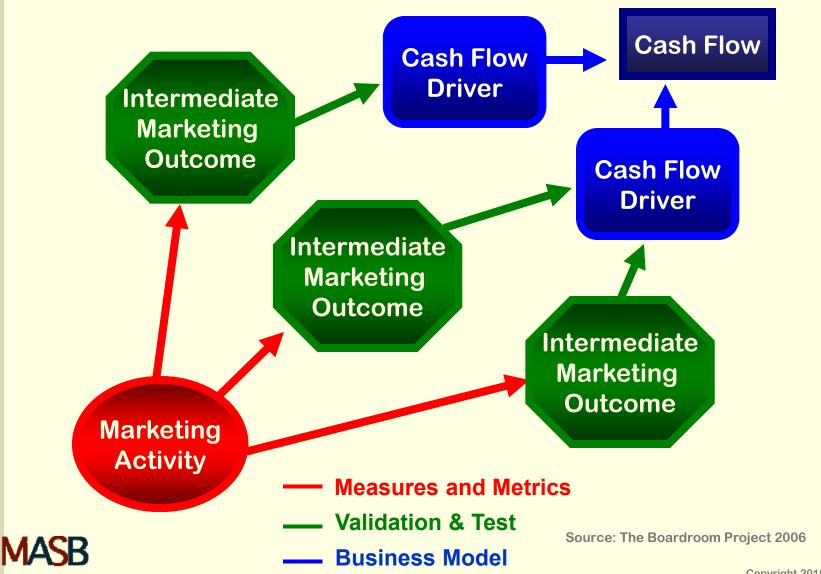


#### MMAP: 10 Characteristics of an Ideal Metric

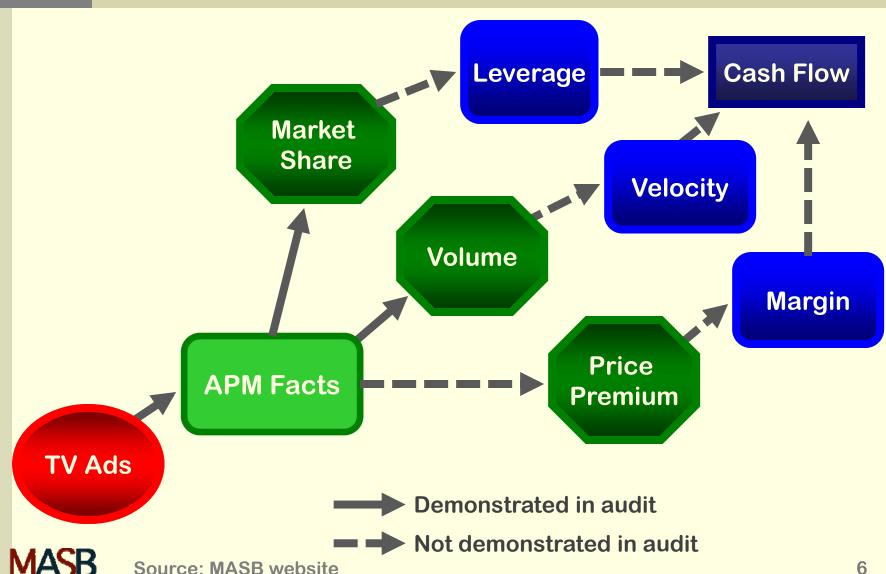
- 1. Relevant...addresses specific (pending) action
- 2. Predictive...accurately predicts outcome of (pending) action
- 3. Objective...not subject to personal interpretation
- 4. Calibrated...means the same across conditions & cultures
- 5. Reliable...dependable & stable over time
- 6. Sensitive...identifies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



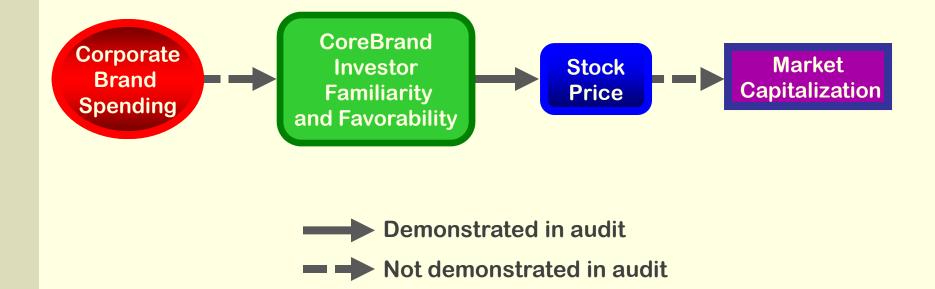
### **MMAP:** Conceptual Linking



#### MMAP Example from Metrics Catalogue: <u>APM Facts</u>



# 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:** In-Process **Not Started** All MASB Friends of MASB Define Universe of **MMAP Team** Members Metric Members' Metric Performance Measures Metric List List List Identify & Target: Identify & Enroll Three Metrics Conduct 2-3 **Identify & Target** 2-5 MMAP Completed thru MMAP Audits in TBT per Year Completions for Early Adopters 2013 '15 until 90% 2014-2015 Define Value Speak at 2-4 **Publish articles** Engage Identify and Proposition & Marketing in major trade Engage finance 3 Engage PR **Industry Forums** publications **Broader Industry** Forums/Pub. assistance per year (1 min per year) Arm Client Send formal **Apply Pressure** Provide publicity communication **Buyers** with 4 for completing to Identified communication to Industry MMAP **Metrics Providers** points Continuously Search for and Add new 5 **Performance Metrics**

Completed

### Metrics Catalogue Milestones (through 8/14)





**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
- 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 MMAP Center

**MASB** 

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

# Thank-you!

