
MASB Standards Project

MMAP Metrics Catalogue Project Review & Status

Karen Ebben, General Motors
February 2017
Orlando



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

Metrics Catalogue Team

Team Leaders



Karen Ebben
GM



Jim Meier
MillerCoors

Team Heroes



Pam Forbus
PepsiCo



Dave Stewart
LMU

Staff



Allan Kuse
MASB ED
Sponsor



Meg Blair
MAF/MASB



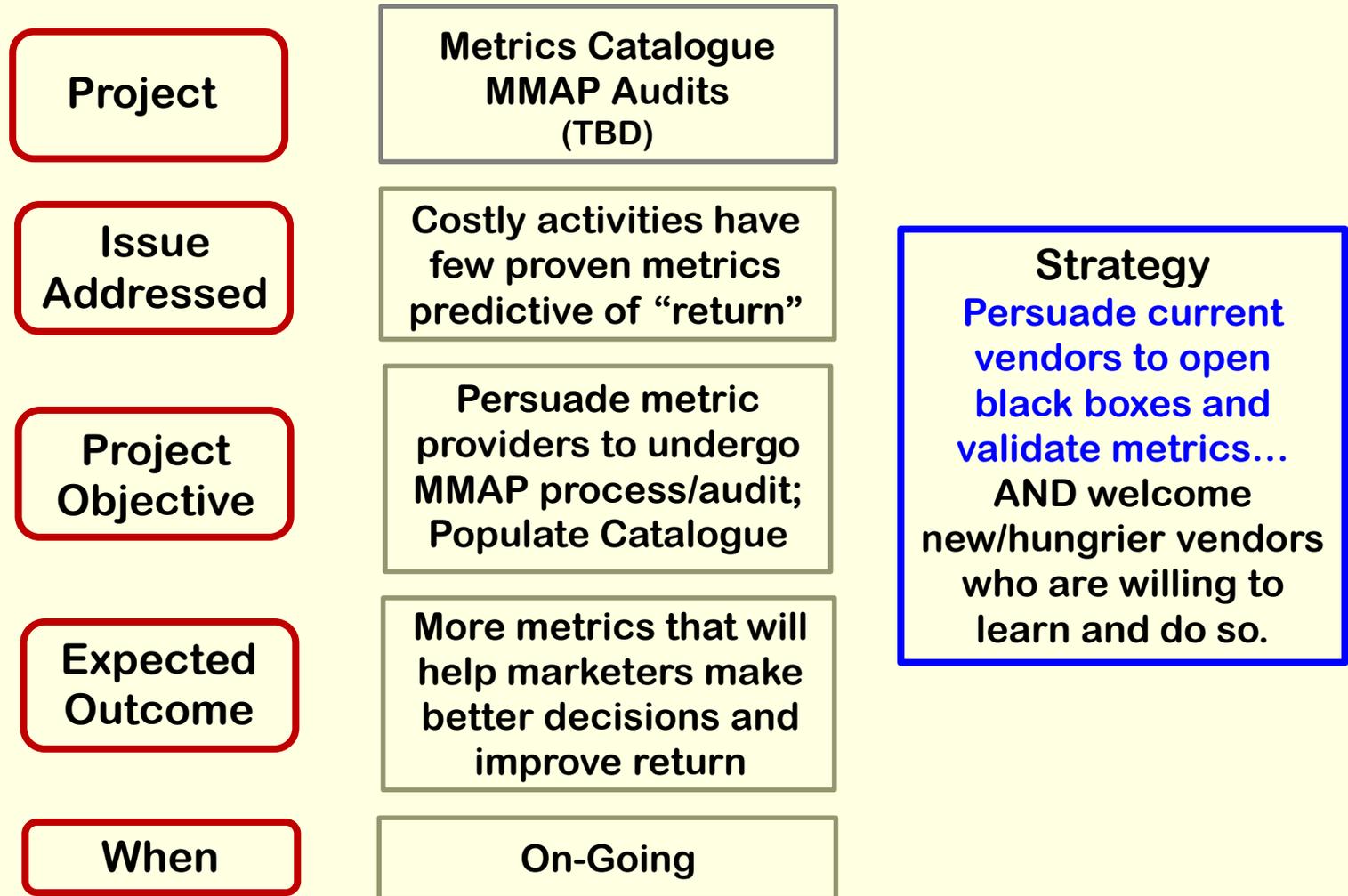
Erich Decker-Hoppen
Communication



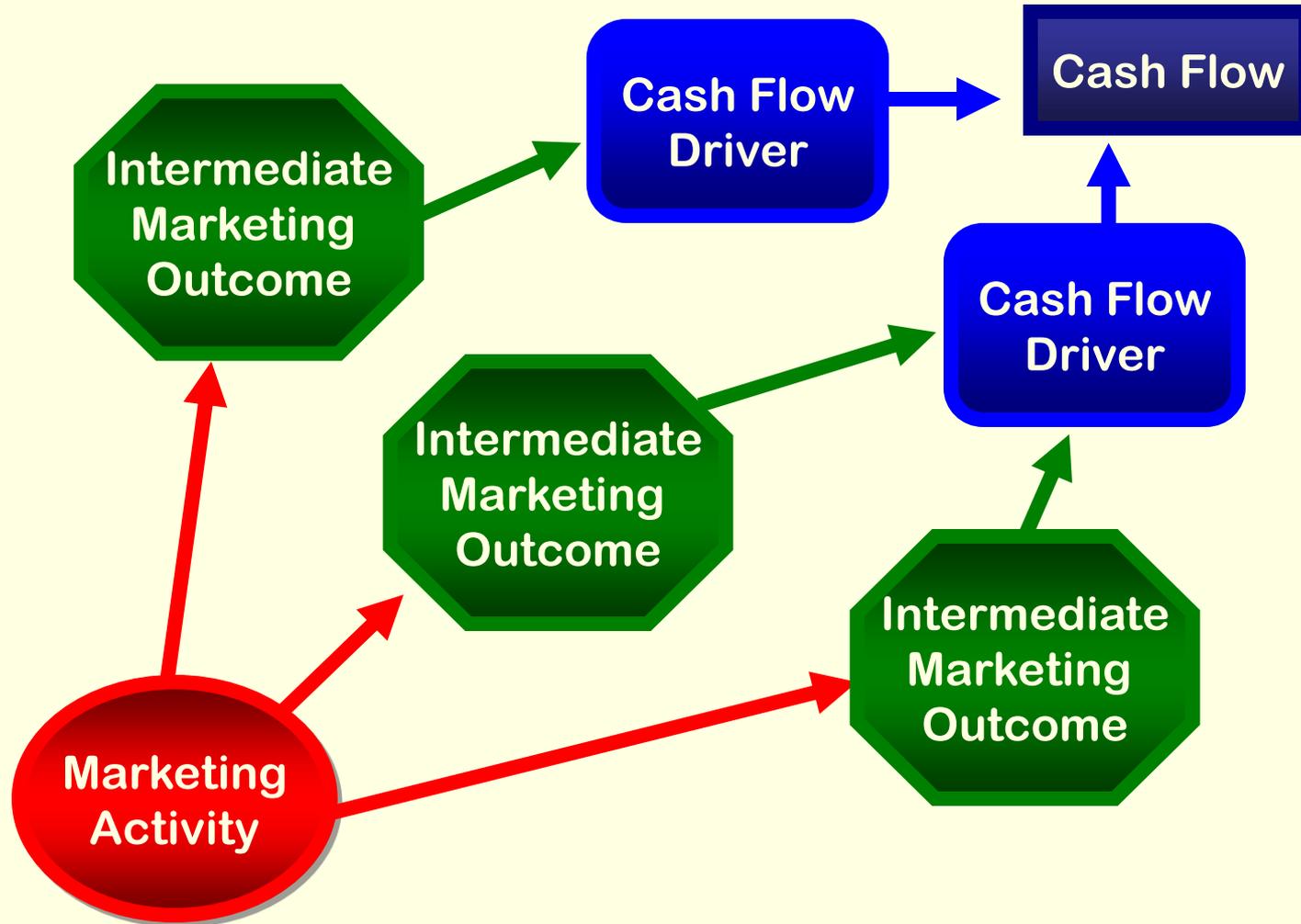
Karen Crusco
Executive Assistant
Admin

Team Meets: 2nd Thursday, 4PM ET

MMAP Metrics Catalogue



MMAP: Conceptual Linking

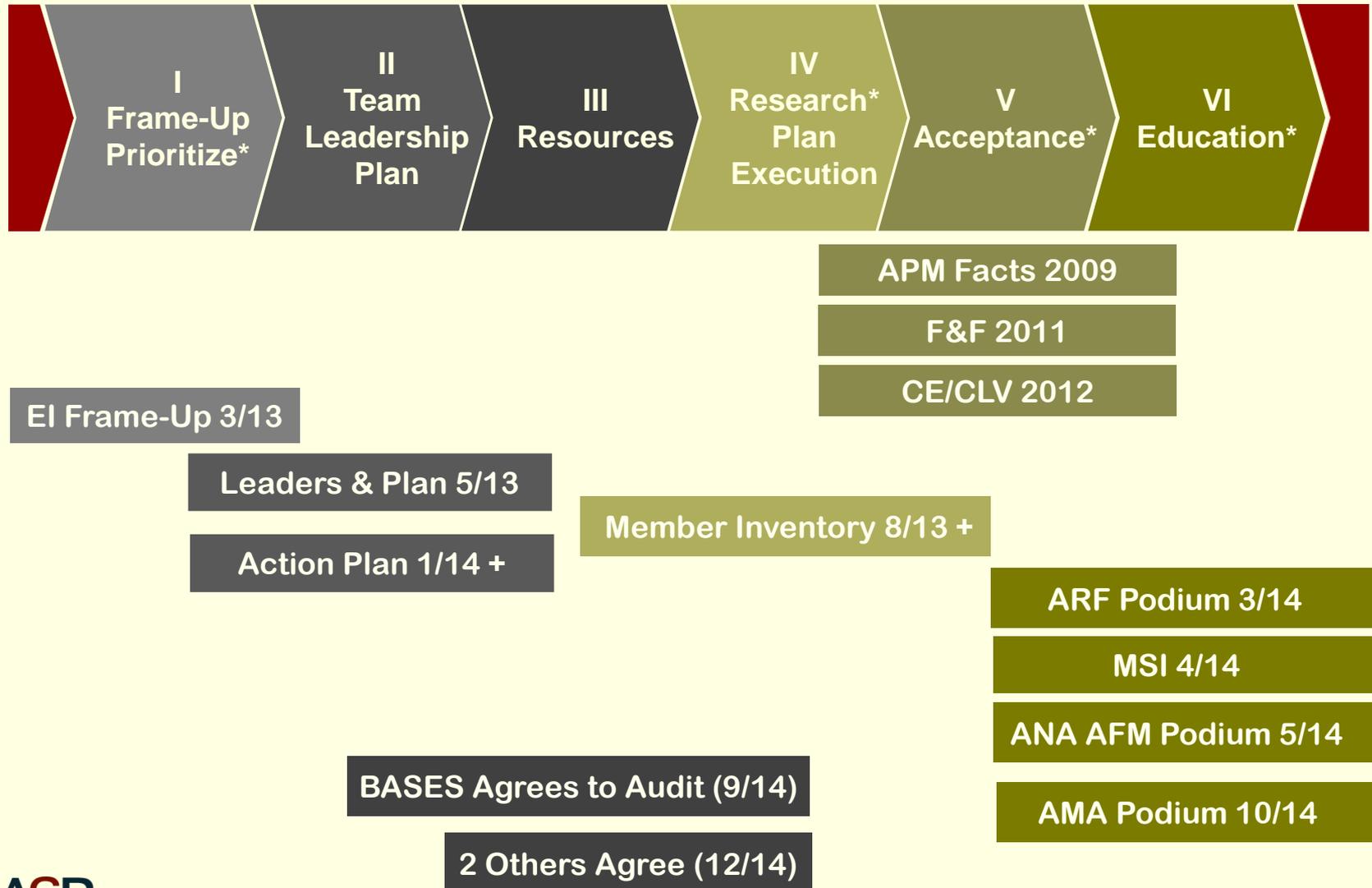


MMAP: 10 Characteristics of an Ideal Metric

- 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

Metrics Catalogue Milestones (through 2014)



Milestones (2015 to date)



Finished Member Inventory 3/15

BASES begins 8/15

MB LINK begins 10/15

MSW•ARS begins 11/15

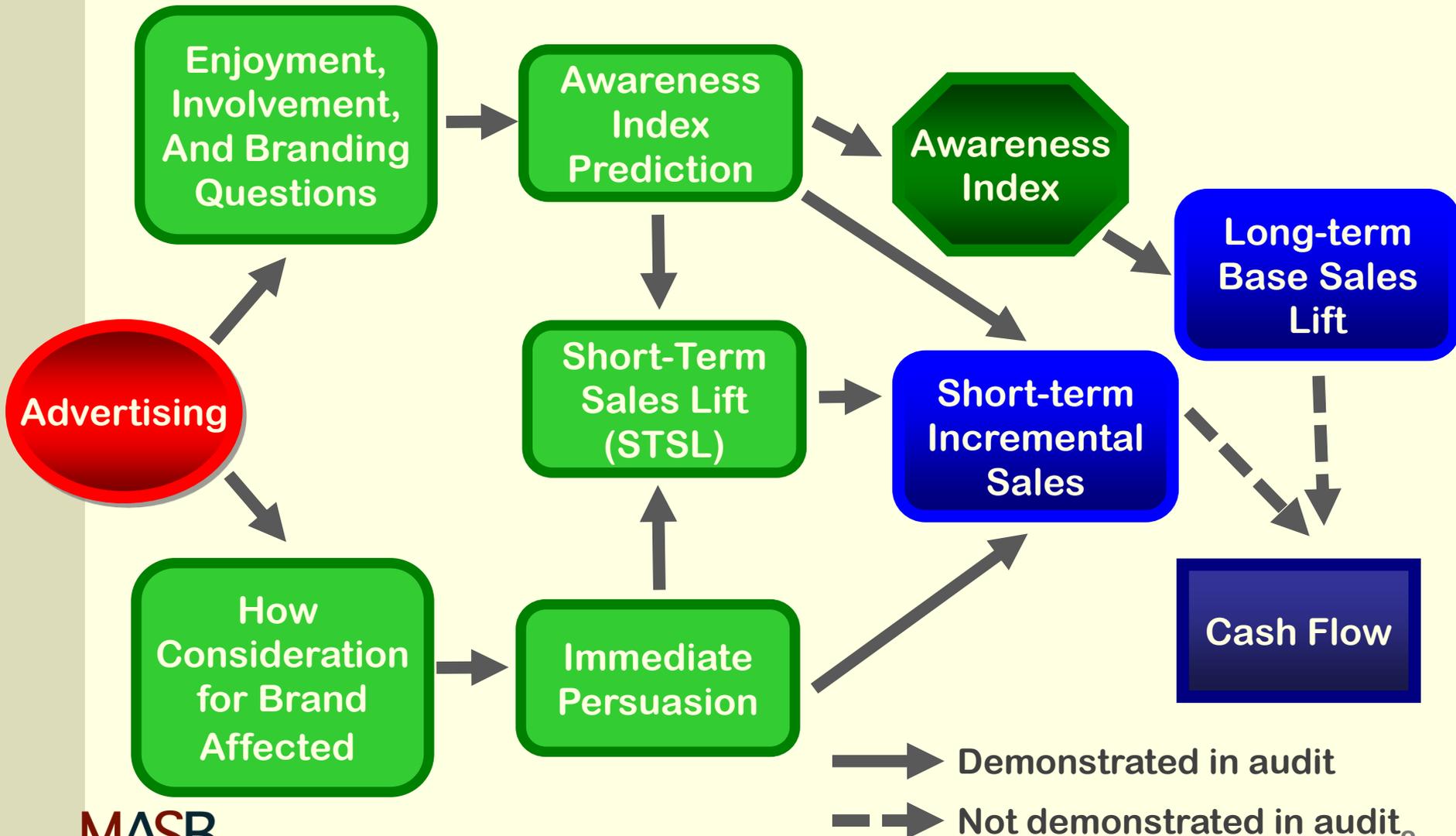
MSW•ARS 4/16

BASES 6/16

MRC Meetings 6, 9/16

KMB Link 2/17

LINK Copy Test: February 2017 Audit



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.

Metrics Catalogue Next Steps

- Complete update of MASB member metric provider inventory
- Conduct 3+ MMAP Audits in 2016/2017
 - Millward Brown Link (February 2017 - done)
 - Behavioral Science Lab MINDGUIDE (in progress)
 - Millward Brown Equity Tracking Measures (3/17?)
 - Foresight ROI Shopper Marketing Metric?
 - Nielsen Consumer Neuroscience Measure?



Thank-you!



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