

MASB Standards Project

MMAP Metric Catalog (MMC)

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MASB Director

August 2017
Boston

10 Year Anniversary

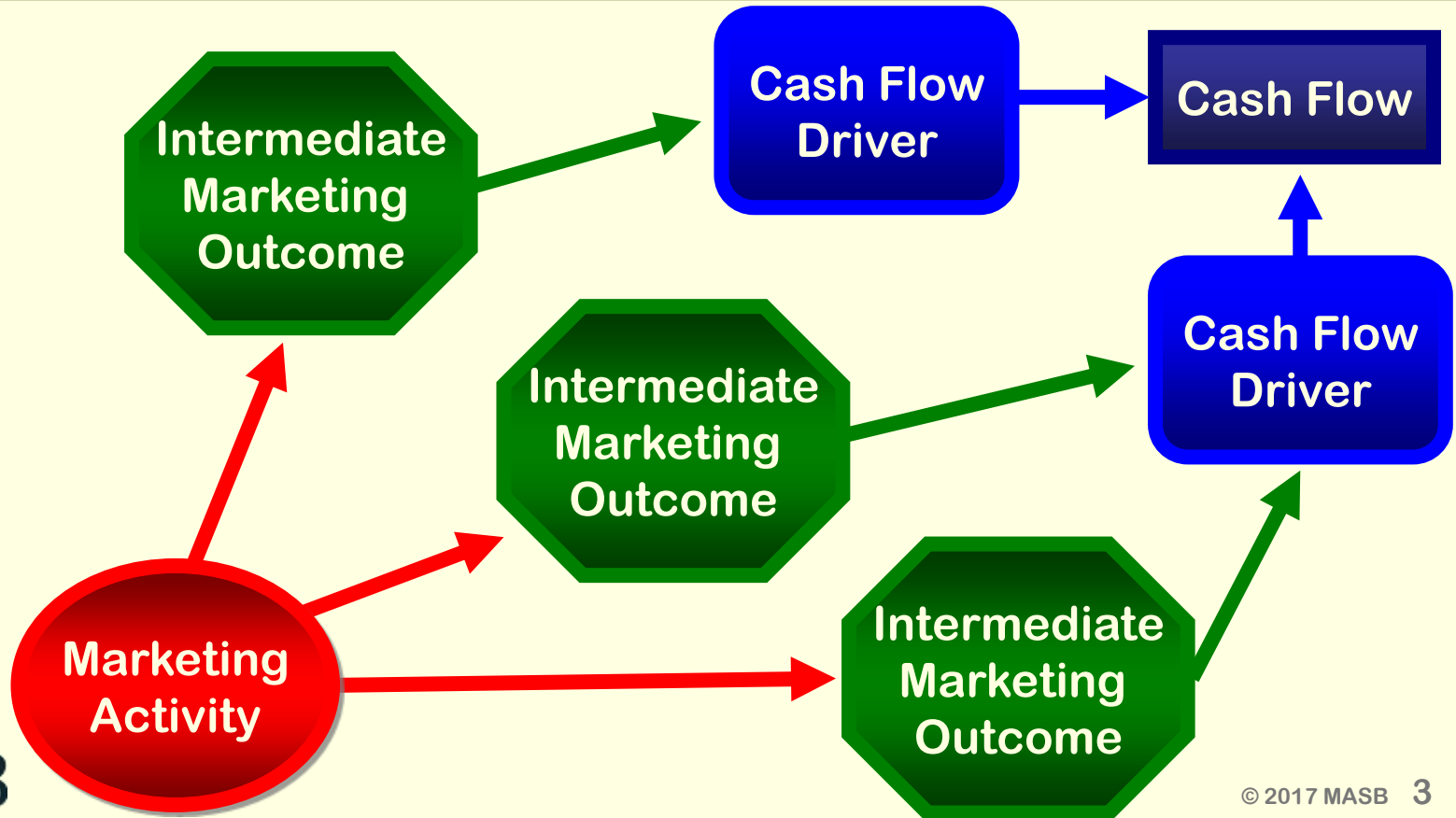


Marketing Accountability Standards Board
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MMC Project

Project	MMAP Metric Catalog (Meier, Ebben)	Strategy Persuade current vendors to open black boxes and validate metrics... AND welcome new/hungrier vendors who are willing to learn and do so. Leverage the MRC audit resources to accomplish audits starting FY 17/18.
Issue Addressed	Costly activities have few proven metrics predictive of “return”	
Project Objective	Persuade metric providers to undergo MMAP process/audit; populate Catalog	
Expected Outcome	More metrics that will help marketers make better decisions and improve return	
When	Ongoing	

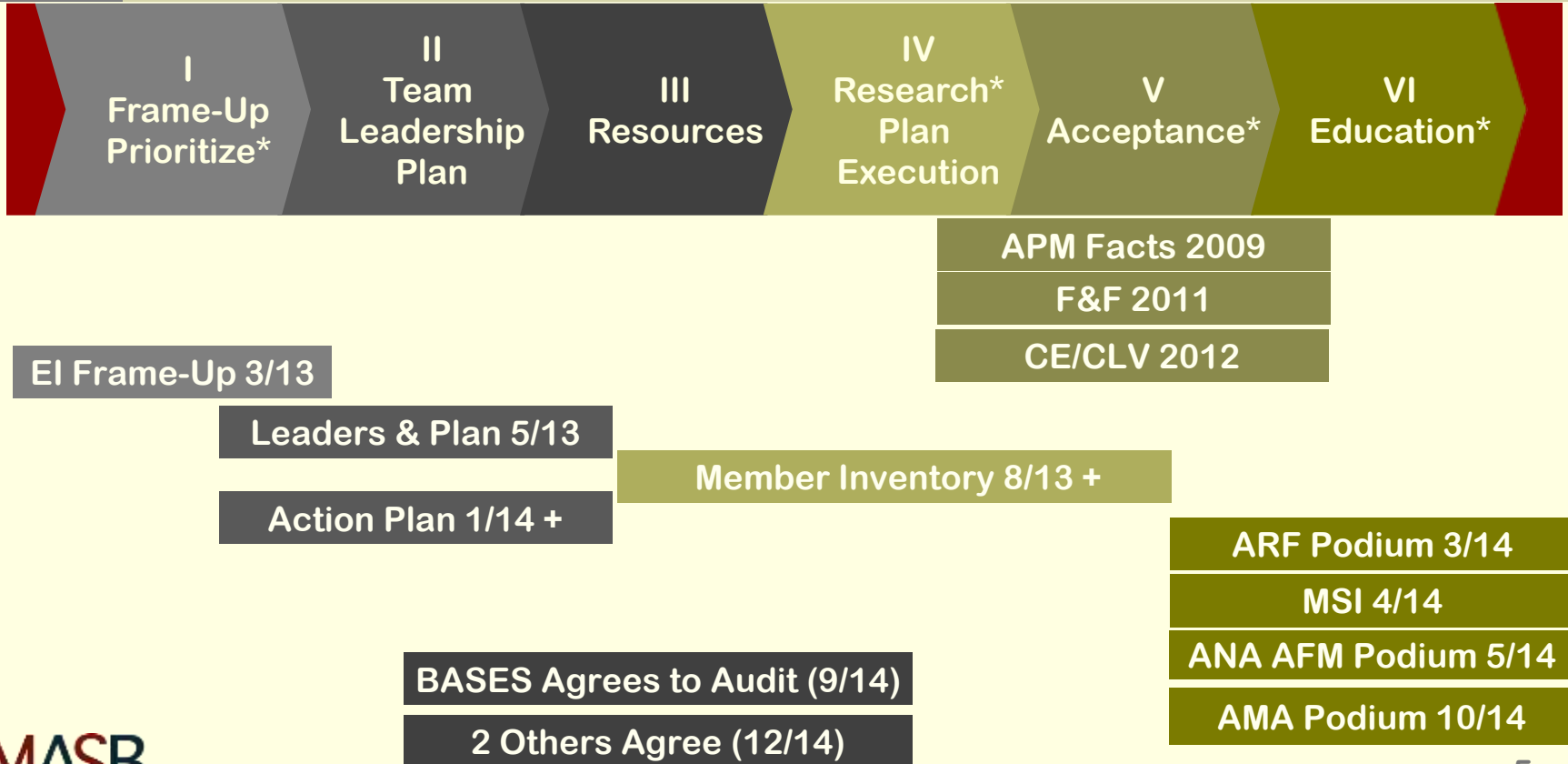
MMAP: Conceptual Linking



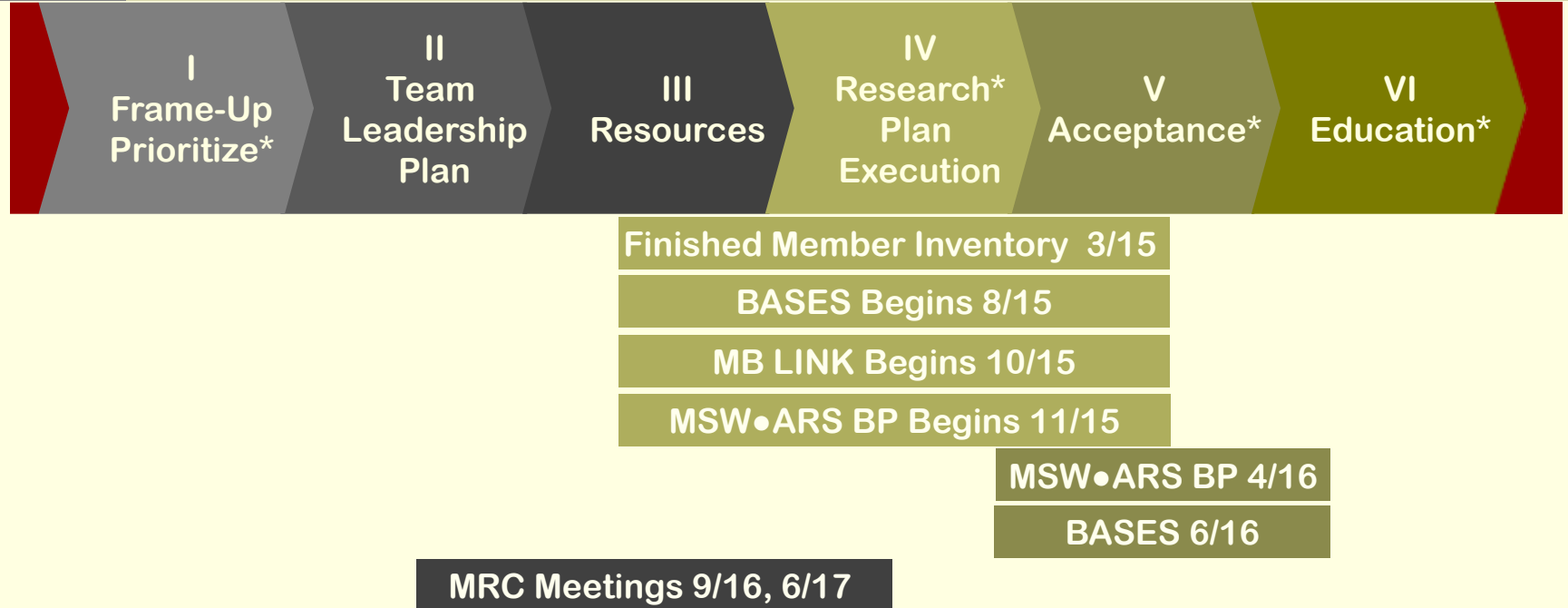
MMAP: 10 Characteristics of an Ideal Metric

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

MMC Milestones (2009 - 2014)



MMC Milestones (2015 - 2016)



MMC Milestones (2017)



KMB Link 2/17

Winter Summit 2/17

MSW•ARS TP & BSL Begin 4/17

Member Inventory Updated 6/17

Terms of Use Defined 6/17

KMB Tracking Begins 7/17

Summer Summit 8/17

MMAF Metric Catalog on theMASB.org

MASB Marketing Accountability Standards Board
of the Marketing Accountability Foundation

10 Year Anniversary

Setting the measurement and accountability standards that visionary leaders in Finance & Marketing rely on to guide investment decisions for enterprise value.



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MMAF
MARKETING METRIC
AUDIT PROTOCOL

The MASB Story

ORGANIZATION

DIRECTORS/ADVISORS

MEMBERSHIP/Join MASB

Member Roster

MMAF Metric Audit

MMAF Metric Catalog

Linking Marketing Actions to Financial Performance

MARKETING ACCOUNTABILITY means Finance and Marketing working together to link marketing actions to financial outcomes.

MARKETING ACCOUNTABILITY STANDARDS are generally accepted metrics and standards that enhance the credibility of the discipline, improve the effectiveness and efficiency of marketing activities, and enable continuous improvement in Marketing ROI over time.

MASB, the **Marketing Accountability Standards Board**, is THE independent, cross-industry forum that sets the measurement and accountability standards that visionary leaders in Finance and Marketing rely on to guide investment decisions for enterprise value.

MASB MISSION

Establish marketing measurement and accountability standards across industry and domain for continuous improvement in financial performance and for the guidance and education of business decision-makers and users of performance and financial information.

GAME-CHANGING PROJECTS



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MASB

MMAP: Terms & Conditions of Use...

- **MASB/MMAP logo must be linked to the specific product/service that was audited—not the broader set of services, firm, holding company, or business entity that acquires the audited product/service.**
- **Each proposed use of the logo must be submitted to MASB for approval prior to its use.**
 - **Each submission must include a representation of the layout and visuals**
 - **Each use will be reviewed annually by MASB for compliance**
- **Date of Successful Audit should be included in the communication along with the name of the service that was audited.**
 - **This will serve as a trigger for potential customers to ask if the data/service is the same or different from what was audited, preserving the integrity of the MMAP audit.**

MMAF: Terms & Conditions of Use...continued

- Vendor must annually provide documentation on where the logo was used along with an estimate of the potential audience reach.
 - Examples: corporate internal communications, external customer communications, websites, etc.
- Vendor will participate in an annual survey regarding any changes to the service that was audited
 - Needs to be developed, along with criteria for determining if a new audit is required (ex: Major changes in data sources, methodology, etc. such that the former audit results are not reflective of the current offering)
 - Could also become a source of future audits.

MMC Next Steps

- Complete update of MASB member metric provider inventory
- Conduct 3+ MMAP Audits in 2016/2017
 - Millward Brown Link (February 2017 - done)
 - MSW·ARS Research Touchpoint (in progress)
 - Behavioral Science Lab MINDGUIDE (in progress)
 - Kantar Millward Brown Tracking Measures (in progress)

MMC Team Members

Team Leaders



Jim Meier
MillerCoors



Karen Ebben
Global Marketing Impact

Team Heroes



Pam Forbus
PepsiCo



Dave Stewart
LMU



Allan Kuse
MMAP Center



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MRC

Staff



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Sponsor



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Communication



Karen Crusco
Executive Assistant
Admin

Thank-you!



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