

MASB Standards Project

MMAP Metric Catalog (MMC)

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MASB Director**

**February 2018
New Orleans**

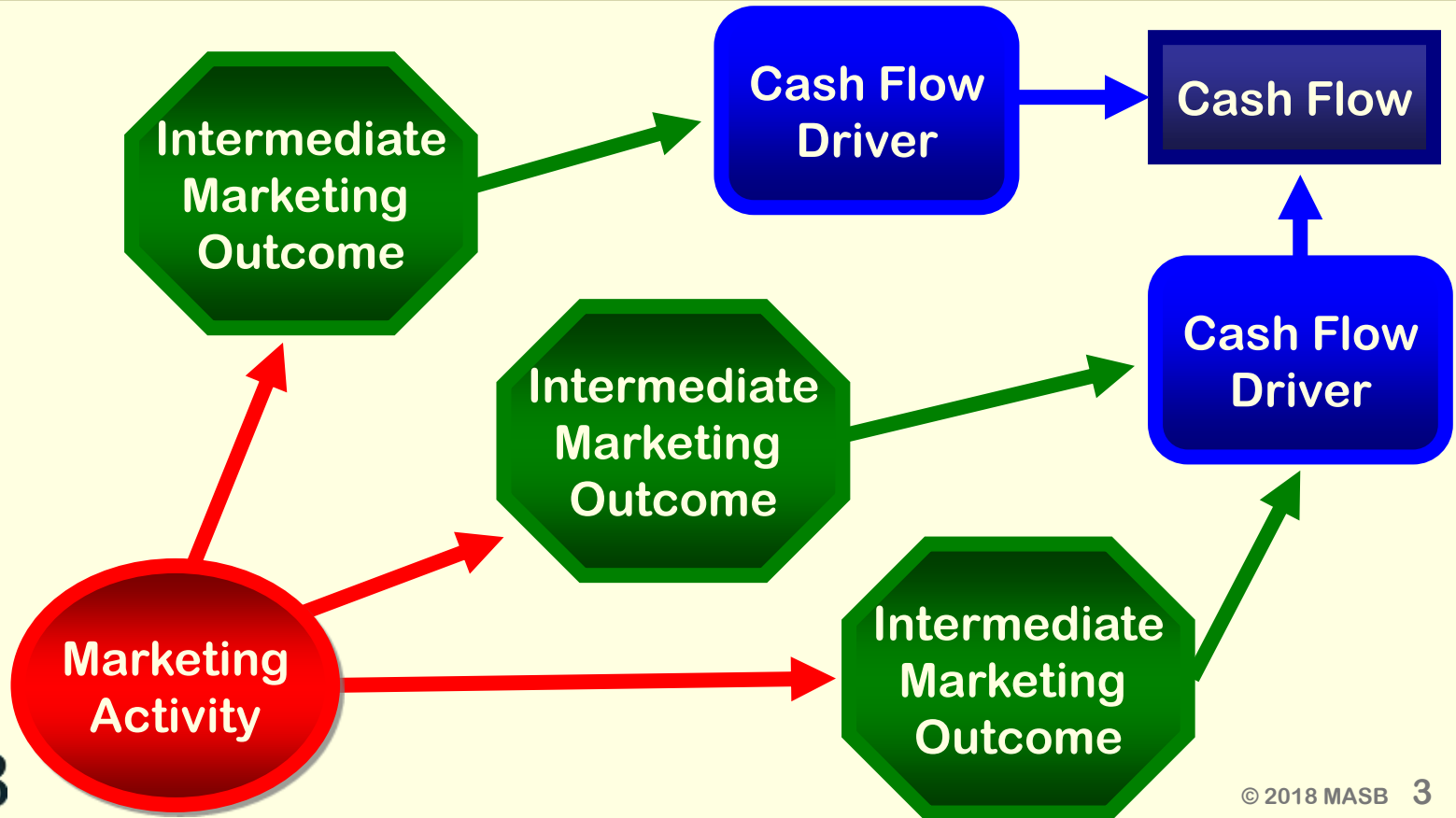


**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

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	

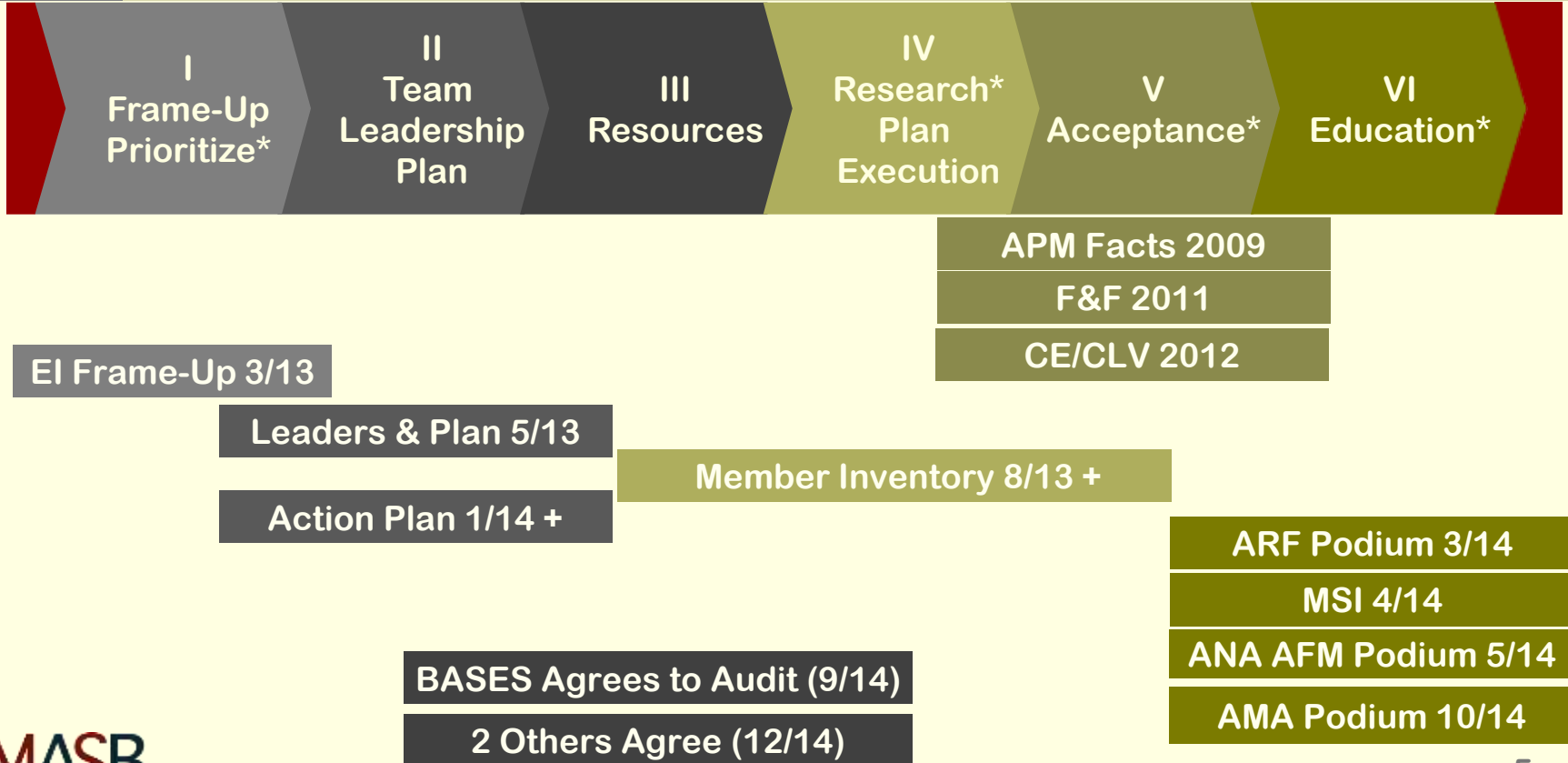
MMAP: Conceptual Linking



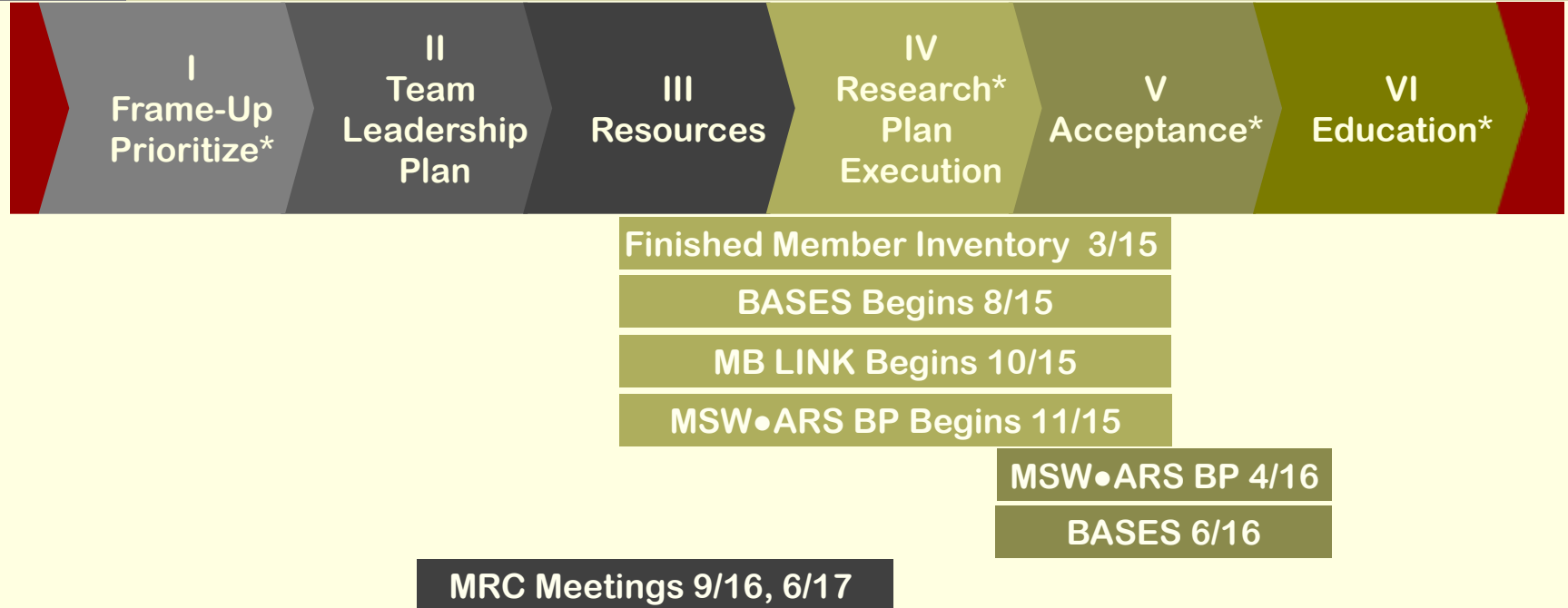
MMAP: 10 Characteristics of an Ideal Metric

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

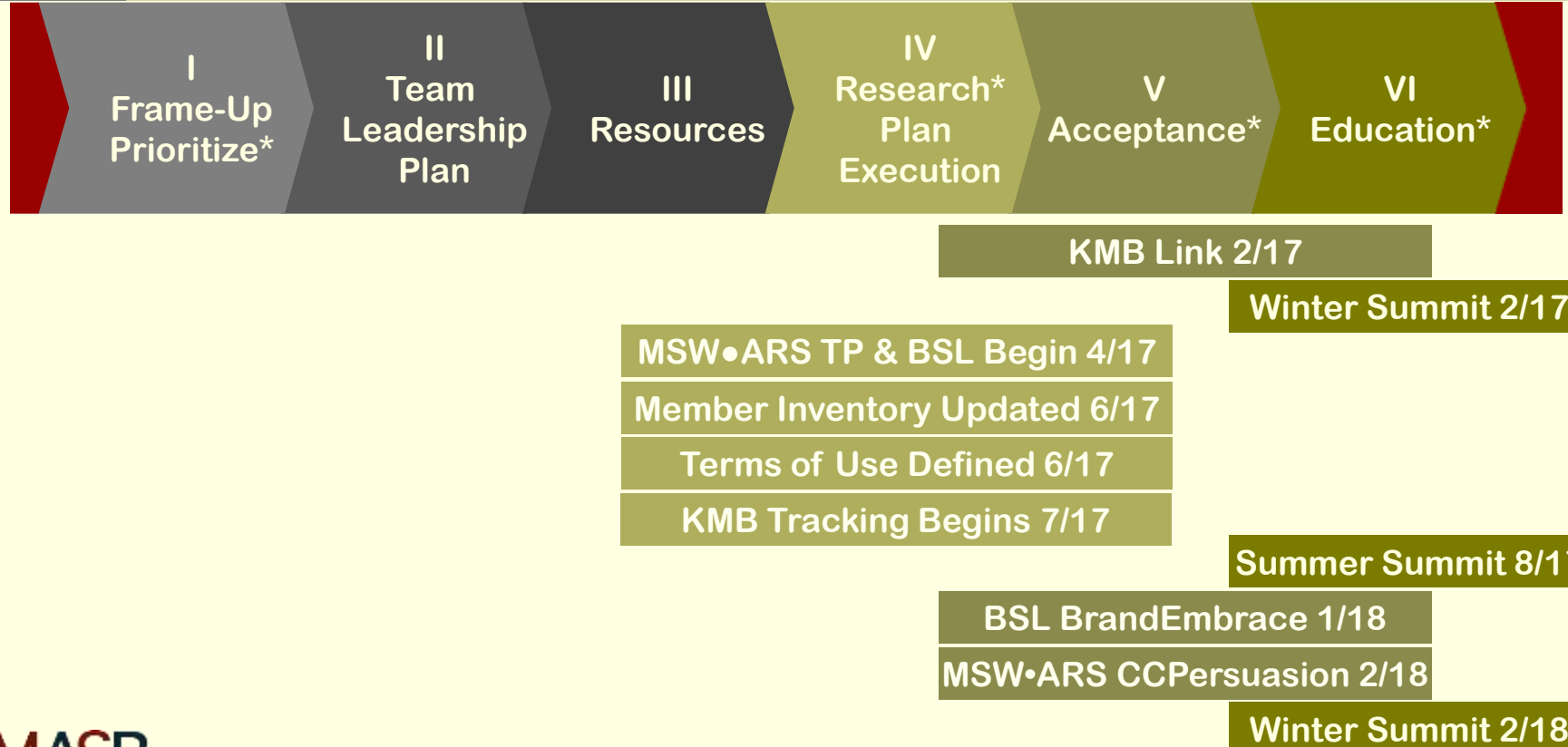
MMC Milestones (2009 - 2014)



MMC Milestones (2015 - 2016)



MMC Milestones (2017 - 2018)



MMAP Metric Catalog on theMASB.org

The screenshot shows the MASB website with a navigation menu at the top: HOME, ABOUT US, PROJECTS, RESOURCES, SLIDESHOWS, MASB NEWS, JOIN MASB, STAFF / CONTACT US. The main header features the MASB logo (Marketing Accountability Standards Board of the Marketing Accountability Foundation) and three categories: FINANCE, ANALYTICS, and MARKETING. A banner for 'The Fiches MARKETING ACCOUNTABILITY REPORT' is also present.

MMAP Metric Catalog

Comparing Marketing Metrics with Confidence

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

Marketing Performance Metrics Profiled According to MMAP
(MASB Membership Required for Access)

MSWARS Research	TSA
Behavioral Science Lab	BrandEmbrace
Kantar Millward Brown	Link Copy Test
Nielsen	BASES
MSWARS Research	Brand Preference/Choice in Tracking

The MMAP Metric Catalog is a collection of reports profiling each metric that has undergone a MMAP

Additional content on the right side of the page includes social media icons, a 'MASB Winter Summit 2018' event announcement (February 22-23, New Orleans), and logos for 'MMAP ASSESSED 2017', 'MMAP METRIC CATALOG', 'COMPANION MARKETING DICTIONARY', and 'MASBNEWS'.

Recent MMAP Assessments

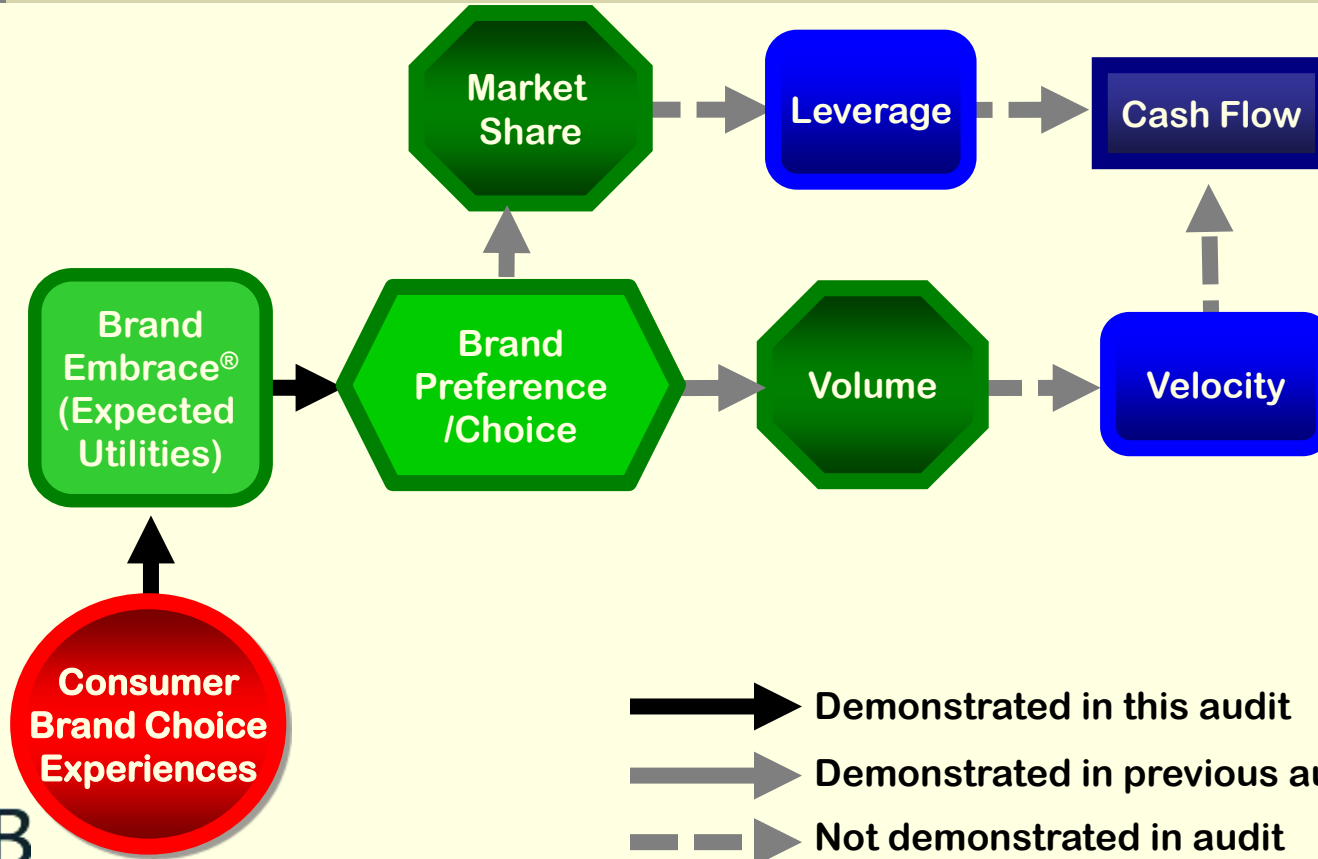
Marketing Performance Metrics Profiled According to MMAP

Kantar Millward Brown	MDF Metrics	Expected Mid-2018
MSW•ARS Research	CCPersuasion	2018
Behavioral Science Lab	BrandEmbrace	2018
Kantar Millward Brown	Link Metrics	2017
Nielsen	BASES	2016
MSW•ARS Research	Brand Preference	2016



Behavioral Science Lab - BrandEmbrace®

Marketing Activity, Metrics & Financial Links





behavioral
science
lab

Tomorrow's thinking.

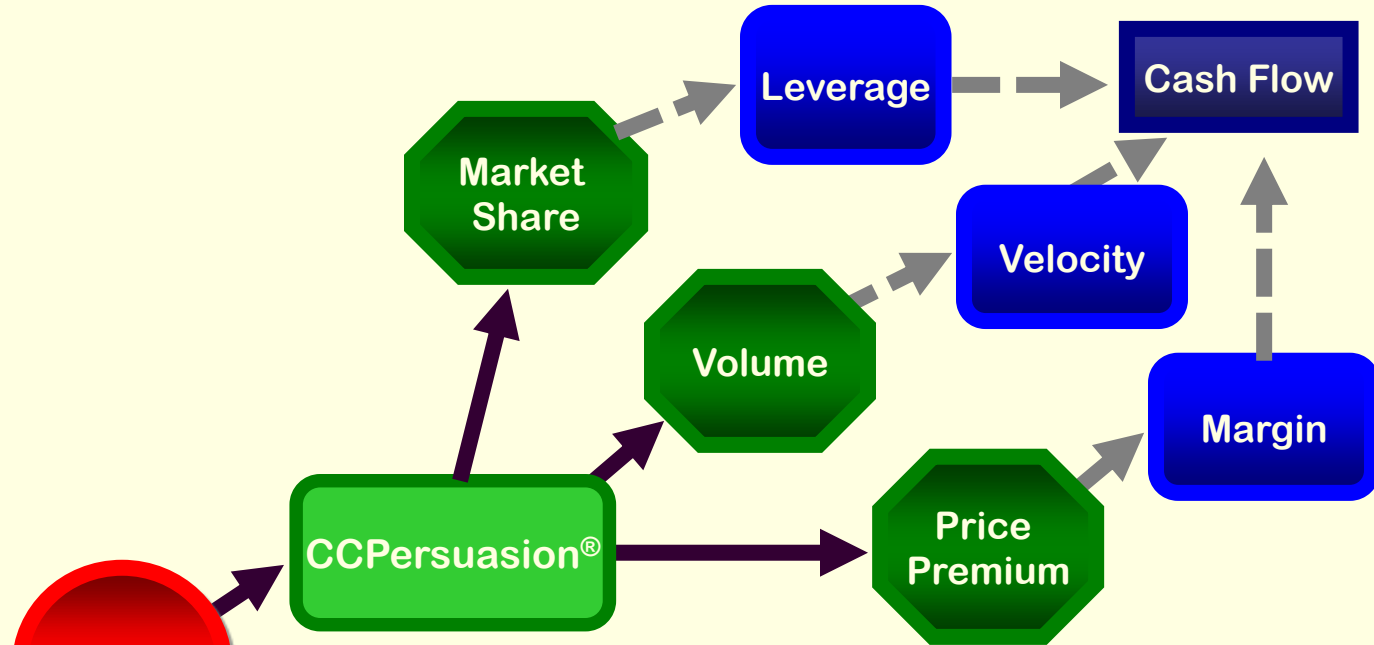
Introducing
BrandEmbrace®

MMA
ASSESSED
2018

BrandEmbrace®
Expected Utility
01/2018

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MSW•ARS Research CCPersuasion® Marketing Activity, Metrics & Financial Links



➡ Demonstrated in audit
- - - Not demonstrated in audit



An Introduction to the
TouchPoint® Copy Test
CCPersuasion® Measure

February 23, 2018



© MSW-ARS, Presented to MASB, February 23, 2018

The MMAP Assessment Seal



- It is an assessment not an accreditation
- Assessments verify that the claims have been demonstrated by the technique
 - We do require a connection to financial outcomes
- Accreditations require that the technique is consistently performed (to an established minimal level)
 - Do not require a connection to financial outcomes

MMAP: Terms & Conditions of Use (Excerpts)

- **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)**
- **Vendor will resubmit for review every three years even if changes were not made to ensure continued strength of relationships**

MMC Next Steps

- **Conduct 3+ MMAP Audits in 2017/2018**
 - Behavioral Science Lab MINDGUIDE (done 1/2018)
 - MSW·ARS Research Touchpoint (done 2/2018)
 - Kantar Millward Brown Tracking Measures (in progress)
- **Survey of MMAP Seal Use/Changes (Oct/Nov annually)**
- **Begin resubmissions for MMAP reviews conducted 3+ years ago**
- **Working to extend MMAP to internal marketing metric providers**
- **Solidify working relationship between MRC and MMAP center**
 - Determine type of audit to be conducted (operational vs. consultative & predictive)
 - Define roles and responsibilities

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



Mike Boehme
SCJ



George Ivie
MRC

Staff



Frank Findley
MASB ED
Sponsor



Tony Pace
MAF/MASB



Erich Decker-Hoppen
Communication



Karen Crusco
Executive Assistant
Admin

Thank-you!



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