

Emerging Marketing Accountability Issues and Imperatives for 2019

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation



Top Potential Emerging Issues for 2019

■ Decline in Confidence of Analytics

High profile misses of political polls undermining confidence in predictions

■ Research Representativeness

Concerns on the size of the sample universe and systemic error due to selection biases impacting survey, big data, and AI based research

Size does not necessarily mean a sample is representative

■ Blockchain Technology Applied to Marketing and Marketing Research

Technology promises to tackle tough issues such as improved survey representativeness (ensuring people are real, unique, consistent, qualified) but there are hurdles such as increased cost, perceived privacy concerns, compliance, and questions of sustainability of blockchain

■ Attribution Confusion

What are the lasting influences of marketing and how should they be accounted?

Do either 'first touch' or 'last touch' models adequately measure long-term marketing impact?

■ AI/Machine Learning/Automated Content

Technology promises to enhance relevance of contacts but mis-targeting gives pause

Emerging Issue Survey Results

Question #1

Please Order the following from most important to least important for your firm/organization (with 1 being most and 5 being least important).

	Rate	% Top
A. Decline in Confidence of analytics	2.8 (2.4)	25% (10%)
B. Research Representativeness	2.7 (2.5)	8% (16%)
C. Blockchain technology for marketing/research	4.3 (3.6)	0% (2%)
D. Attribution confusion	1.8 (1.5)	58% (72%)
E. AI/Machine Learning/Automated Content	3.6 (NA)	8% (NA)

BLUE = MASB Winter Summit 2019
(BLACK) = Forbes-MASB Dec. 2018

Emerging Issue Survey Results

Question #2

Please rate each of the following separately in terms of importance to be resolved in the next two years (with 1 being not important at all and 10 being extremely important)

	Rate
A. Decline in the confidence of analytics	7.0 (6.0)
B. Research representativeness	7.3 (6.5)
C. Blockchain technology for marketing/research	2.9 (3.7)
D. Attribution confusion	7.6 (8.0)
E. AI/Machine Learning/Automated Content	5.1 (NA)

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Emerging Issue Survey Results

Question #3

Are you currently using blockchain technology for marketing or marketing research purposes?

Yes	8%	(0%)
No	83%	(65%)
NA	8%	(35%)

BLUE = MASB Winter Summit 2019
(BLACK) = Forbes-MASB Dec. 2018

Emerging Issue Survey Results

Question #4

Are you currently using AI/Machine Learning/Automated Content technology for marketing or marketing research purposes?

Yes	42%
No	50%
NA	8%

BLUE = MASB Winter Summit 2019

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Thank-you!



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