

MMAP Metric Catalog (MMC)

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation

MMC Project

| | | |
|-------------------|--|--|
| Project | MMAP Metric Catalog (Christensen, 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. |
| 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 Metric Catalog on theMASB.org

MMAP Metric Catalog

Comparing Marketing Metrics with Confidence

MASB's [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. The MMAP assessment has been used over the past five years with many marketers benefitting. [MMAP ENDORSEMENTS](#)

MMAP Metric Catalog on theMASB.org

Marketing Performance Metrics Profiled According to MMAP

[MASB Membership Required for Access]

CURRENT ASSESSMENTS (valid for 3 years)

| | | |
|------------------------|---|------|
| Brand Finance | Brand Value Rankings | 2019 |
| Kantar Millward Brown | Meaningfully Different Framework | 2018 |
| MSW•ARS Research | CCPersuasion | 2018 |
| Behavioral Science Lab | BrandEmbrace | 2018 |
| Kantar Millward Brown | Link Copy Test | 2017 |
| Nielsen | BASES | 2016 |
| MSW•ARS Research | Brand Preference/Choice in Tracking | 2016 |

PAST ASSESSMENTS

| | |
|-------------------------|---|
| CoreBrand | Equity Construct |
| Blue Marble Enterprises | Customer Equity/Customer Lifetime Value |
| ARS Group | APM Facts |

MMAP: Terms & Conditions of Use (Excerpts)

- **Conduct initial audit**
- **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.**
- **Participate in an annual survey regarding any changes to the service that was audited**
- **Resubmit for review every three years even if changes were not made to ensure continued strength of relationships**

The MMAP Certification Seal

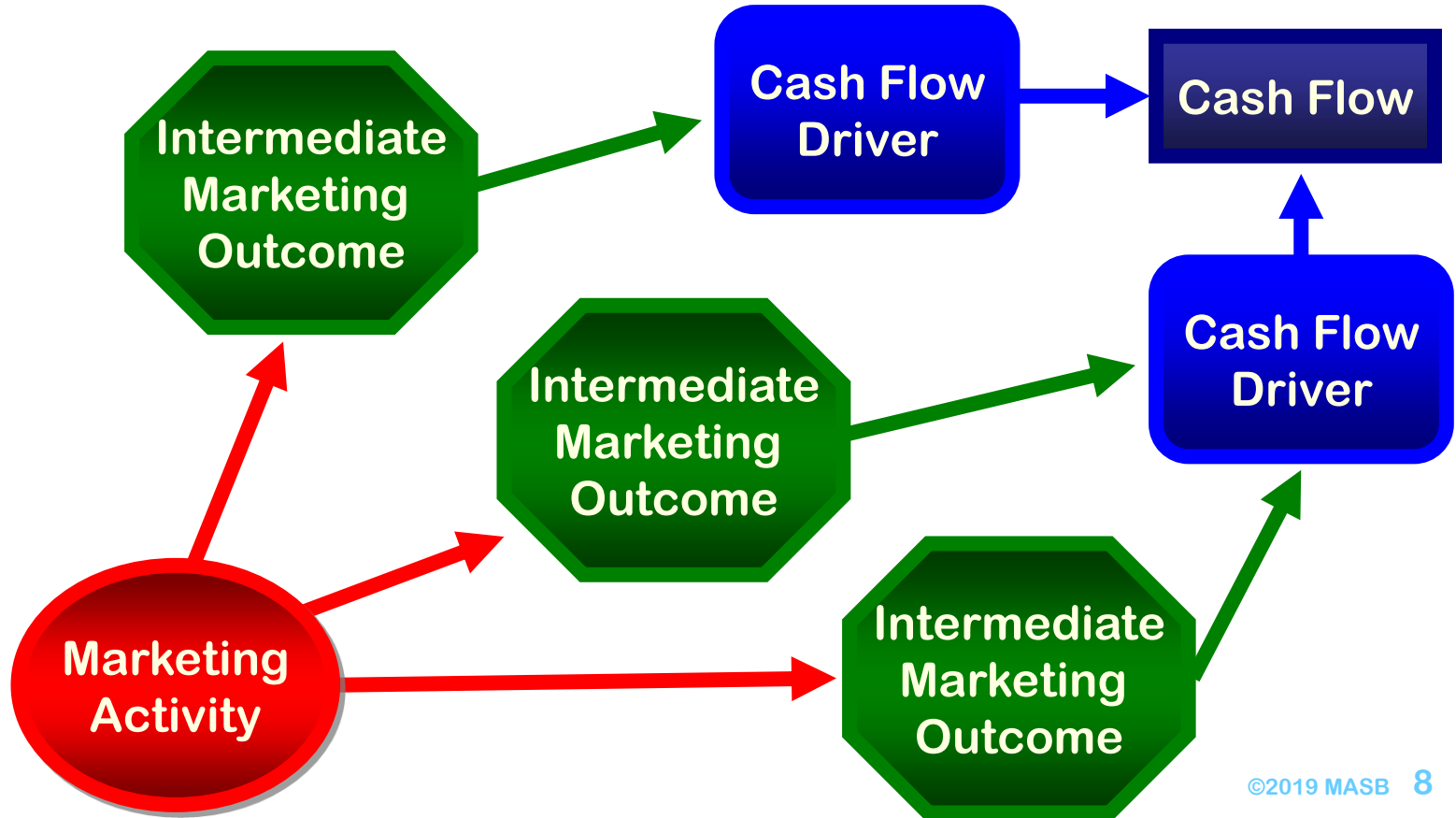


- It is a certification not an accreditation
- Certifications independently verify that the claims have been demonstrated by the technique
 - We REQUIRE a connection to financial outcomes
 - This is unique in the marketing industry
- Accreditations require that the technique is consistently performed (to an established minimal level)
 - They do not require a connection to financial outcomes

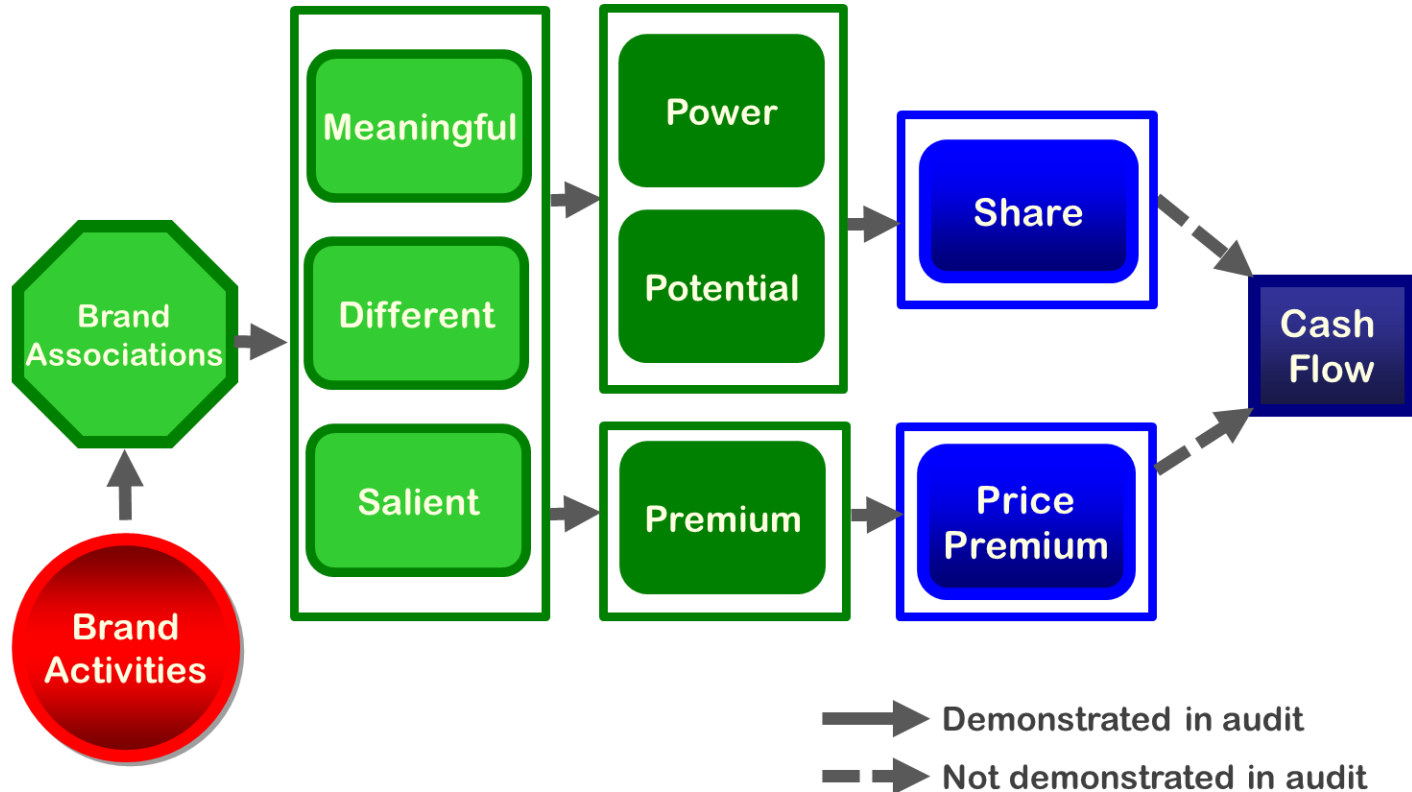
MASB Certified Award



MMAP: Conceptual Linking



Kantar - Meaningfully Different Framework Metrics



What Measurement Providers are Saying

“MSW Research has been a proud participant in MASB’s efforts to serve as an independent governing body for the marketing and finance interests in the industry. We were very pleased that our patented measure of Brand Preference has been **independently reviewed and deemed an exemplar measure by MASB and verified for use within their Brand Investment and Valuation Model.**”

MSW Research Press Release

What Measurement Providers are Saying

“Given the rigor that went into its development and validation, we were very comfortable taking the Meaningfully Different Framework through the third-party MMAP vetting process, where the tool was thoroughly evaluated against 10 criteria for ideal metrics, including relevance/actionability, predictive validity, sensitivity, simplicity, and transparency. We were impressed with MASB’s diligence during this audit process, and we are proud to have completed the review and accreditation process.”

- Christopher Murphy, (then) Chief Client Officer, Kantar

What Measurement Providers are Saying

“We thought it was important to take Link through the MMAP vetting process, where the tool was rigorously evaluated against 10 criteria for ideal metrics – including relevance, predictive validity, sensitivity, simplicity, and transparency. Marketing and Insights leaders are continuously challenged to do more with less, while proving ROI with each marketing dollar. Link provides the most comprehensive tool to assess, predict and optimize advertising performance so that marketers can invest with confidence. We were delighted to work with MASB through this audit process and are proud to have completed the review.”

- Christopher Murphy, (then) Chief Client Officer, Kantar

What Measurement Providers are Saying

“For the Behavioral Science Lab, the MMAP process for BrandEmbrace(R) demonstrated the validity, reliability, sensitivity and calibration of the metric in predicting preference and choice and confirmed its value and utility to our clients and prospects.”

- Tim Gohmann, Co-founder/
Chief Science Officer Behavioral Science Lab

What Measurement Providers are Saying

“The role of MASB is setting the standards for **evaluating marketing measures as they relate to financial outcomes**, in a manner that ensures credibility, validity, transparency and understanding. It is gratifying to receive affirmation of CoreBrand’s 20 years of original, proprietary research into understanding how the investment in corporate brands connects to financial performance. CoreBrand takes a very pragmatic approach to this work and offers tools to help companies get the maximum return on their marketing investment by measuring, managing and growing brand value over time.”

- James Gregory, CoreBrand (now part of Tenet Partners)

What Measurement Providers are Saying

“More than ever, companies need sales forecasting that’s trusted and reliable. That’s why we’re excited to announce that our BASES forecasting model recently underwent the Marketing Accountability Standards Board (MASB) Marketing Metrics Audit Protocol, becoming the first and only forecasting model in the industry to undergo this accountability standard...This audit—developed by MASB, an independent, cross-industry forum—has been recognized by the industry as the protocol and standard of measurement and accountability for all companies who connect marketing metrics to financial performance. MASB members include scholars from the nations’ top business schools as well as senior marketing, finance and analytics executives from Fortune 500 companies...”

- Nielsen Research News Center

Seven Questions to Ask Your Measurement Provider

- What metrics do you provide? Are they actual metrics or derived metrics (example: indices)?
- How long have your metrics been in use? Which verticals use your metrics?
- How many current clients do you have and what percent are repeat customers?
- Can you provide contact information for these clients for a discussion on their use and satisfaction with your metrics?
- Are your metrics sample based? If so, how has sample representativeness been structured and verified?
- Can you provide case studies of applications of your metrics to improve business outcomes?
- Do your metrics meet the 10 characteristics of an ideal metric?
- Have your metrics validity been independently reviewed?

Enhancing Marketing Efforts

Marketing Accountability Standards Board MARKETING METRIC CERTIFICATION

While marketing does not lack measures, it does lack standard marketing metrics explicitly linked to financial performance in predictable ways. Cash flow both short-term and over time is the ultimate marketing metric to which all activities of a business enterprise, including marketing, should be causally linked through the validation of intermediate marketing measures.

MARKETING METRIC AUDIT PROTOCOL

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. The MMAP assessment has been used over the past five years with many marketers benefiting.

THE MMAP PROCESS

The process of validating the intermediate outcome measures against short-term and/or long-term cash flow drivers is necessary to facilitate forecasting and improvement in return.

The process includes the conceptual linking of marketing activities to intermediate marketing outcome metrics to cash flow drivers of the business, as well as the validation and causality characteristics of an ideal metric.

Ten 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

THE METRIC CATALOG

The MMAP Metric Catalog is a collection of reports profiling each metric that has undergone MMAP. These reports provide vendors and users of marketing performance metrics with:

- 1) a systematic way of thinking about specific metrics criteria for assessing their usefulness (i.e. predictive validity and sensitivity)
- 2) their relationships between one another
- 3) their relationships to measures of financial performance

"Given the rigor that went into its development and validation, we were very fortunate taking the Meaningfully Different Framework through the three-party MMAP testing process, where the tool was thoroughly evaluated against 10 criteria for ideal metrics, including relevance/actuality, predictive validity, sensitivity, simplicity, and transparency. We were impressed with MASB's diligence during this audit process, and we are proud to have completed the review and accreditation process." — Christopher Murphy, Chief Client Officer, Kantar North America

For more info or to schedule your assessment, contact:
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CURRENT ASSESSMENTS (valid for 3 years)

Brand Finance: Brand Value Rankings
Kantar Millward Brown:
Meaningfully Different Framework, Link Copy Test
MSWARS Research:
CCPersuasion, Brand Preference/Choice in Tracking
Behavioral Science Lab: BrandEmbrace
Nielsen: BASES



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- Promotional One-Page Complete
- Develop a marketing plan
 - Draft (Fall 2019)
 - Include videos on 10 Characteristics of Ideal Measure

Other Upcoming Items

- Five prospective new metrics for certification
- Reaching out to remaining brand valuation metric providers (in alignment with ISO efforts)
- Expansion into marketer internal metrics
- Re-certification starts in Nov. for existing metrics

MMC Team Members

Team Leaders



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At Large



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Team Heroes



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LMU



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Communication

Thank-you!



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