

Emerging Issue Survey Results

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How MASB Addresses Emerging Issues

- ① Potential issue identified – typically by marketer & industry association members
- ② If issue fits under scope of existing project, it is incorporated into that project team's workflow
- ③ If not, Advisory Council's EI Task Force pulls together subject matter experts from academic and service provider members to create issue abstract
- ④ If abstract shows significant opportunity for enhancing marketing accountability standards, new project launched by Board of Directors with appropriate scope and timeline

Two Major Industry Issues Previously Identified

Sponsorship Accountability (December 2017)



Digital Accountability (May 2018)



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

Attribution Confusion: Which 'Touch' Should Receive Credit?

■ Case Study:

Brand's research showed that Search Engine ads were driving 1.7X the return of TV ads per dollar spent

Brand shifted the 'optimal' amount from TV to Search Engine

Result: 27% decline in advertising driven revenue

Why? Because TV ads were driving internet searches for the brand but the research was attributing much of its credit to the last touch before conversion; i.e. search engine.

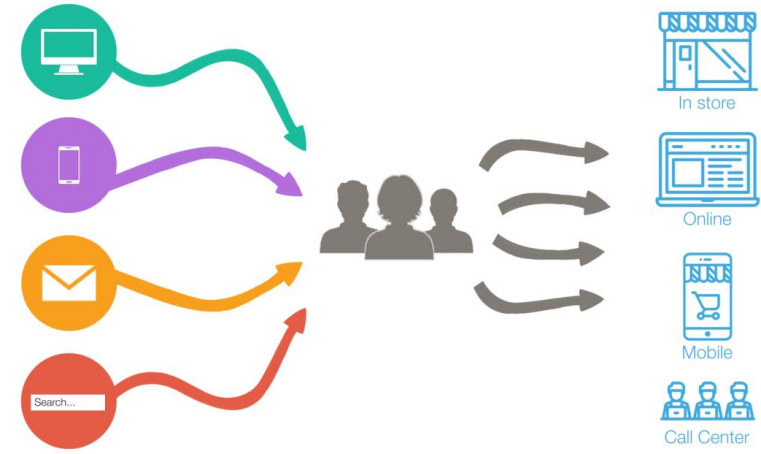


Image Source: *Why Attribution Matters Now More Than Ever*, Patrick Soch

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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)	23% (10%)
B. Research Representativeness	2.8 (2.5)	8% (16%)
C. Blockchain technology for marketing/research	4.1 (3.6)	0% (2%)
D. Attribution confusion	1.8 (1.5)	54% (72%)
E. AI/Machine Learning/Automated Content	3.4 (NA)	15% (NA)

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

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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	6.6 (6.0)
B. Research representativeness	7.3 (6.5)
C. Blockchain technology for marketing/research	3.2 (3.7)
D. Attribution confusion	7.4 (8.0)
E. AI/Machine Learning/Automated Content	5.5 (NA)

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MASB EITF Identifies Subject Matter Experts



Thank-you!



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