COMMON LANGUAGE MARKETING DICTIONARY

The de facto Industry Standard

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation

CMD Project

Project	Common Language Marketing Dictionary (Farris & Gaski)
Issue Addressed	Lack of agreed upon terminology hinders accountability
Project Objective	Eliminate ambiguity in terminology between functions within and across firms
Expected Outcome	Industry Association endorsed definitions to encourage trust and collaboration
When	Ongoing

Strategy

Industry Association MASB members to sponsor as part of membership, endorse & direct constituencies to CMD. Academic members to include CMD in syllabi.

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The CMD Endorsers

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Dictionary Walk Through: Homepage

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Dictionary Walk Through: Definition page

Market Penetration

Definition

Market or **brand penetration** is a measure of brand (or category) popularity. It is defined as the number of people who buy a specific brand or a category of goods at least once in a given period divided by the size of the relevant market population.

Market penetration is one of the four growth strategies of the Product-Market Growth Matrix as defined by Igor Ansoff. It occurs when a company penetrates an existing market in which current or similar products already exist. The best way to achieve this is by gaining competitors' customers (part of their market share). Other ways include attracting non-users of your product or convincing current clients to use more of your product/service. (by advertising, etc.)

Purpose

Often, managers must decide whether to seek sales growth by acquiring existing category users from their competitors or by expanding the total population of category users, attracting new customers to the market. Penetration metrics help indicate which of these strategies would be most appropriate and help managers to monitor their success. These equations might also be calculated for usage instead of purchase.

Construction

Market penetration can be defined as the proportion of people in the target group who bought (at least once in the period) a specific brand or a category of goods. Two key measures of a product's popularity are penetration rate and penetration share. The penetration rate (also called penetration, brand penetration or market penetration as appropriate) is the percentage of the relevant population that has purchased a given brand or category at least once in the time period under study.

A brand's penetration share—in contrast to penetration rate—is determined by comparing that brand's customer population to the number of customers for its category in the relevant market as a whole. Here again, to be considered a customer, one must have purchased the brand or category at least once during the period.

Methodologies

Brands and product penetration can be recorded by companies such as AC Nielsen and TNS who offer panel measurement services to calculate this and other consumer measures. In these cases penetration is given as a percentage of a country's households who have bought that particular brand or product at least once within a defined period of time.

See Also

YouTube: Market Penetration Metrics (Paul Farris)

References

1. Farris, Paul W.; Neil T. Bendle; Phillip E. Pfeifer; and David J. Reibstein (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (Second Edition)*. Upper Saddle River, New Jersey: Pearson Education, Inc.

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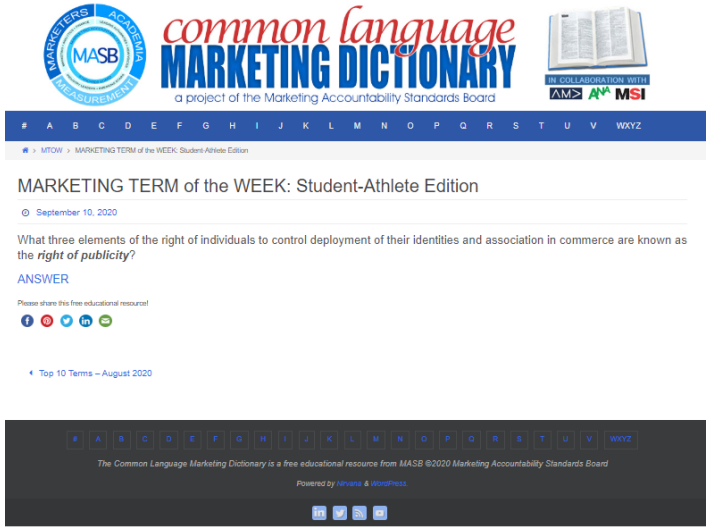
CL Marketing Dictionary on the Web

marketing-dictionary.org



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MTOW by email

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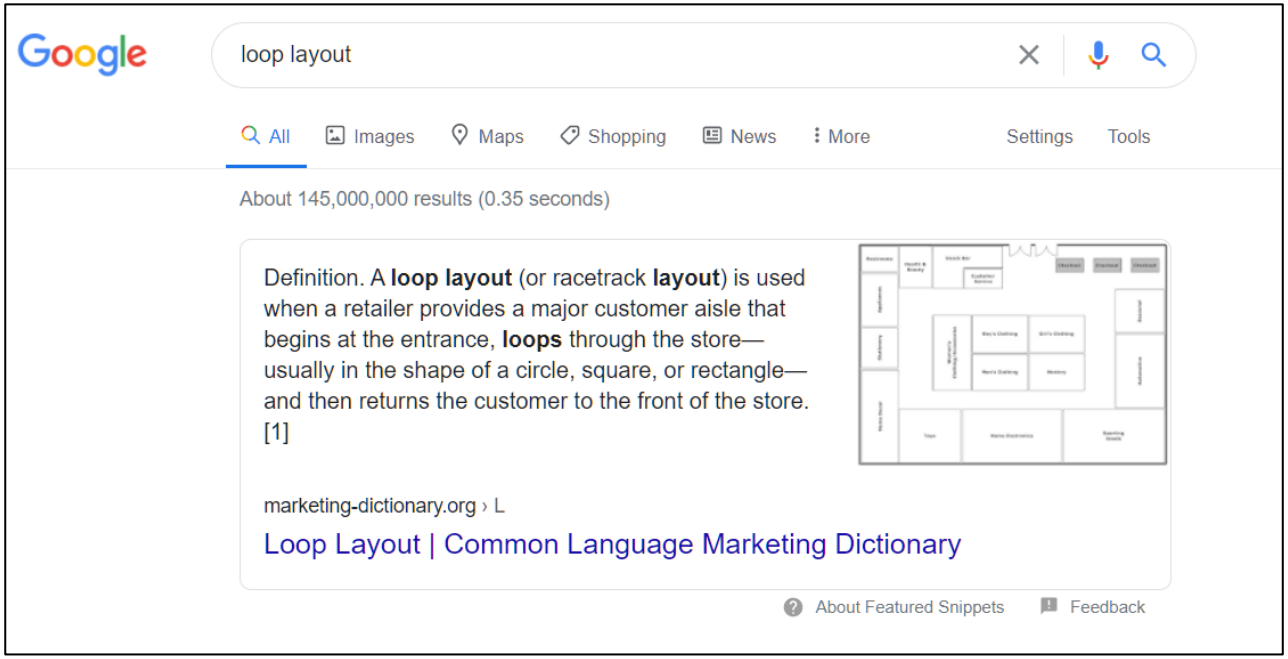

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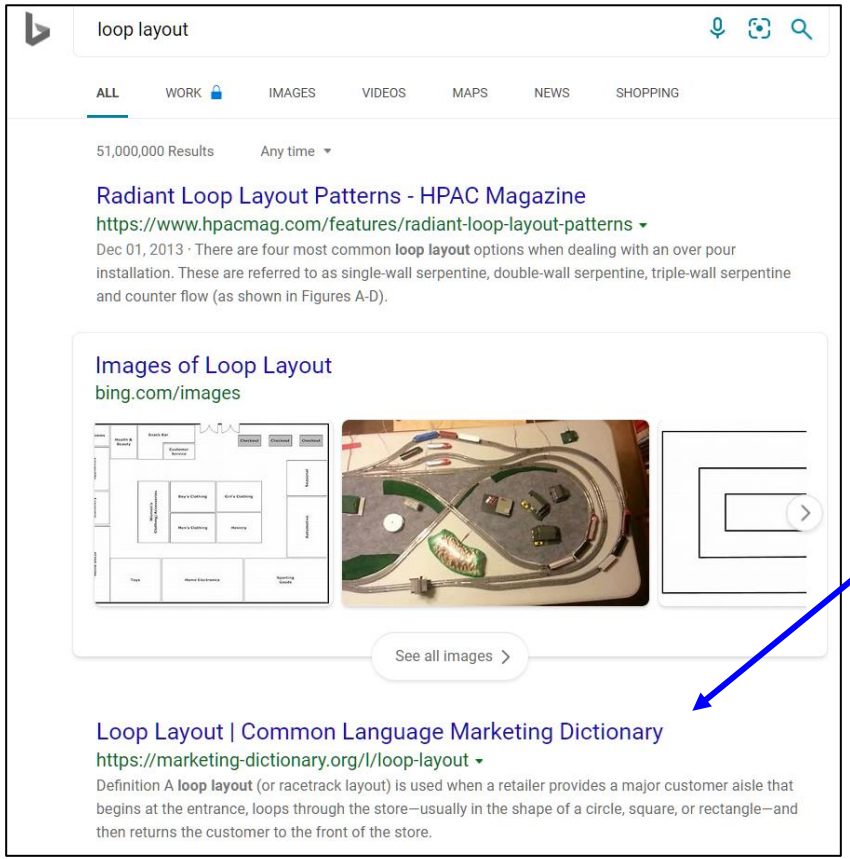

First Page Organic Example

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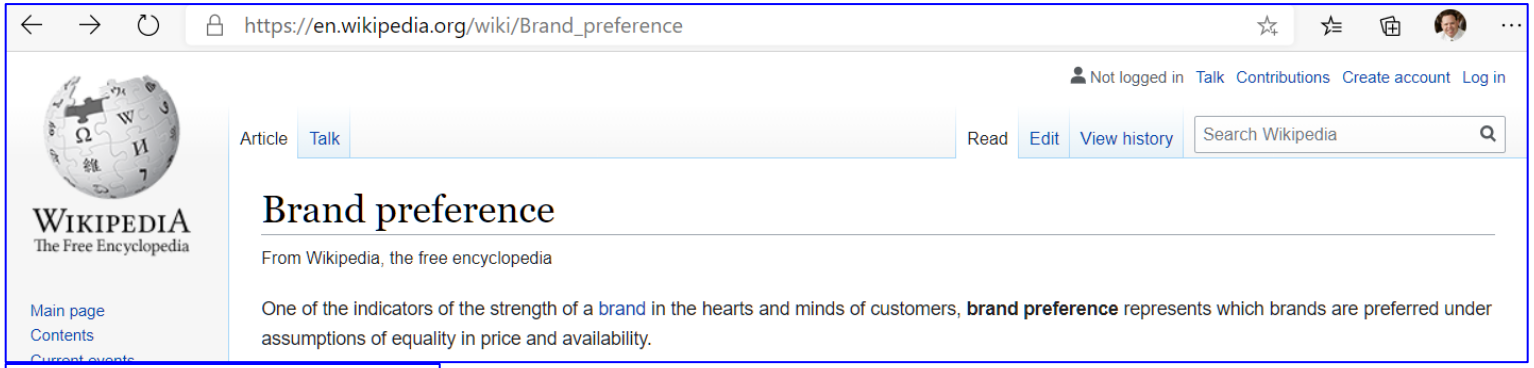

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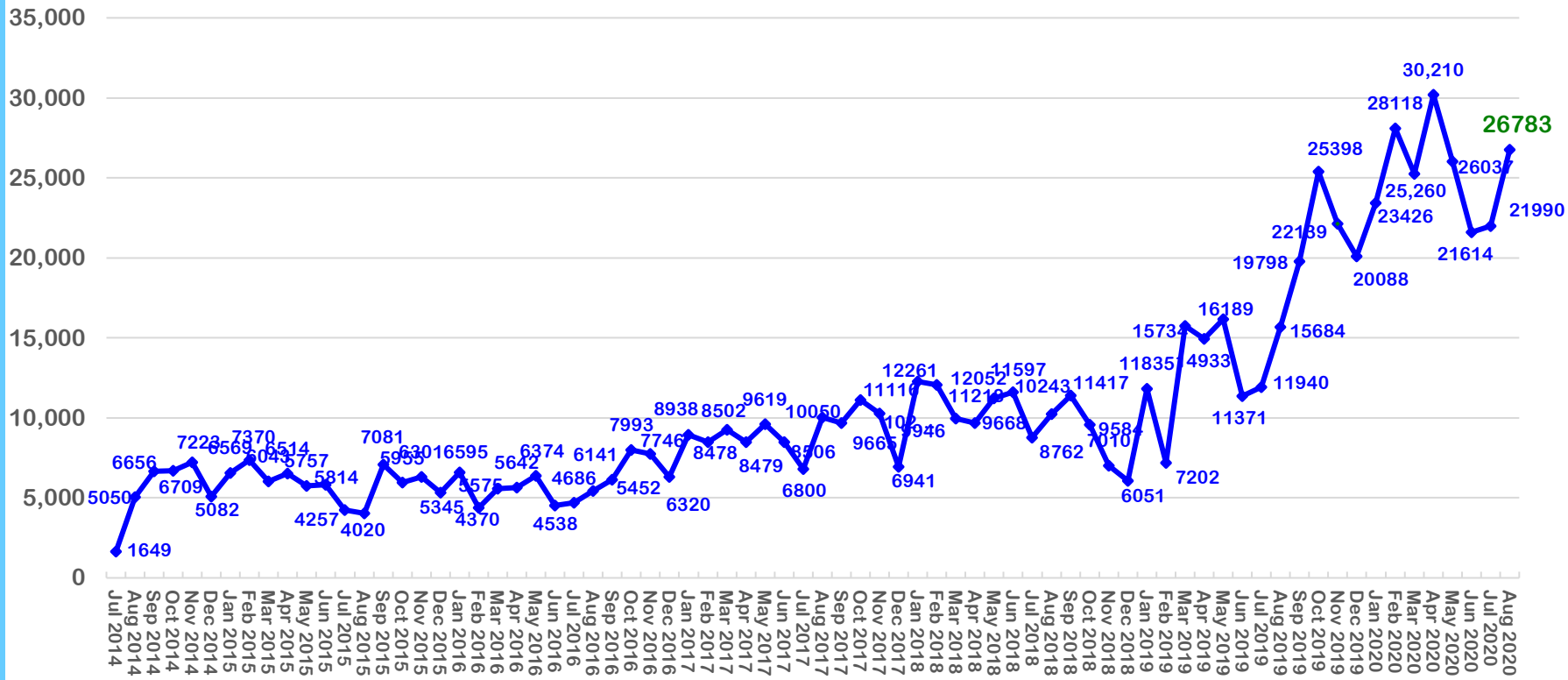
Marketing Dictionary – 5X Growth in 4 Years



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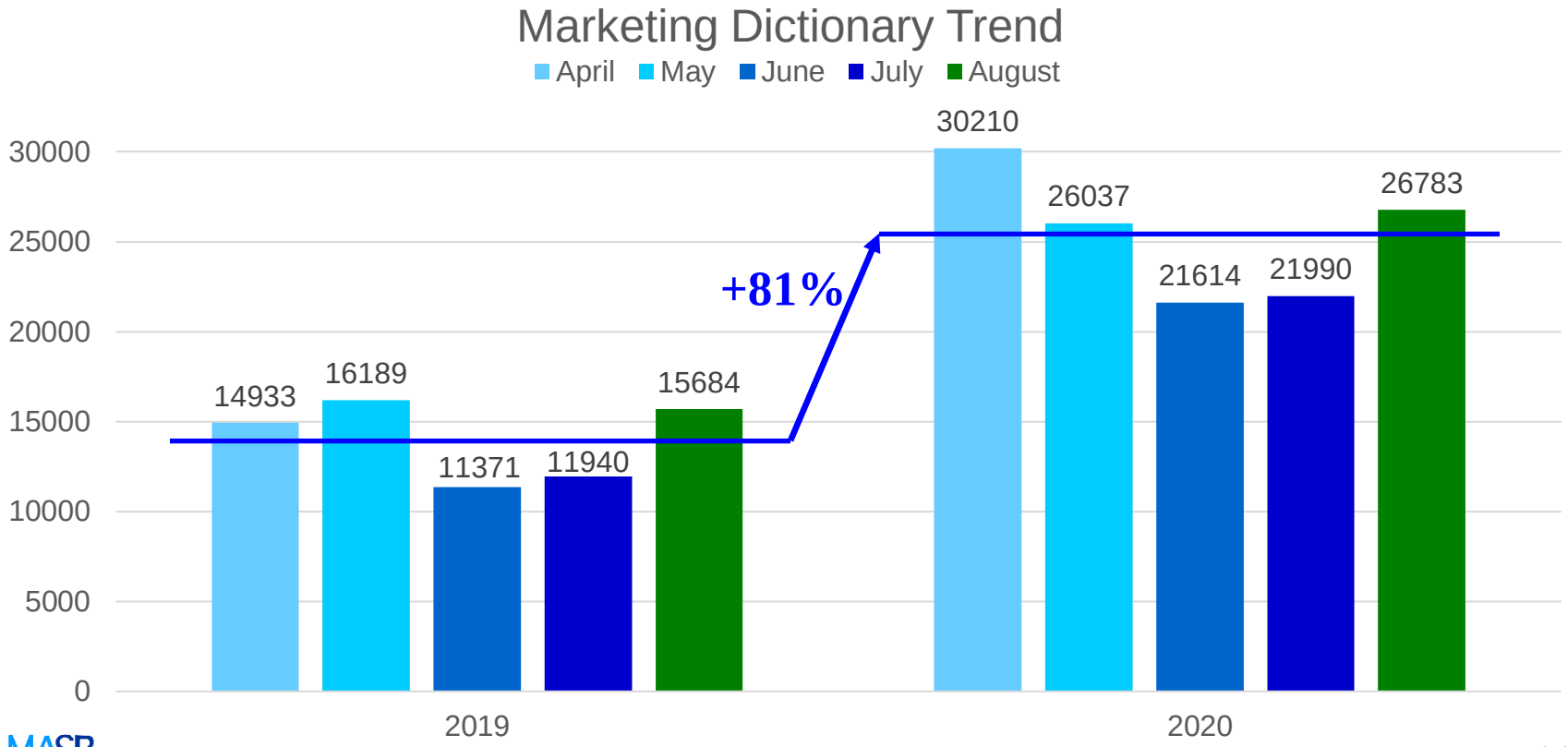
Hit 30K and sustained 25K+



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Marketing Dictionary: Summer Drop Younger Users

Age Group	April 2020	July 2020
18 - 24	45.6%	38.0%
25 - 34	31.4%	34.7%
35 – 44	11.1%	12.4%
45 – 54	5.8%	7.6%
55 – 64	3.8%	4.5%
65+	2.3%	2.8%

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Top Terms (March 2020 – August 2020)

TOP 24 TERMS SEARCHED (unique page views)

Buying roles	3210	Product	616
Demographic Environment	2385	Share of Requirements	588
Media Channel	1734	Product Class	584
Target Rating Point	1426	Effective Reach	568
Advertising Message	1382	Awareness-Trial- Repeat	549
Average Price Per Unit	960	Government Market	536
Local Brand	938	Brand Preference	520
Gross Rating Point	900	Hedonistic consumption	491
Direct Product Profitability	833	Share of Shelf	487
Ad Title	742	Brand Development Index	699
Media Vehicle	681	Brand	458
Marketing	665	Marketing Mix	430

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Latest Terms

- NIL – Name, Image, and Likeness
- Influencer
- Machine Learning
- Persuasion Rating Points
- Sharing Economy
- Engagement
- Brand Engagement
- SaaS
- Social Marketing
- Geographical Indications
- Brand Purpose
- Region Brand
- Corporate Brand
- Out-of-Stocks
- Over-the-Top Media
- Connected Television (CTV)
- Pent-Up Demand
- Inventory Turns
- Inventory Days

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Out-of-Stocks

MarketingDaily

CONSUMER PACKAGED GOODS

Charmin's Pa. Plant Will Remain Open During Crisis, Officially Deemed 'Life-Sustaining'

by **P.J. Bednarski** @pjbtweet, March 20, 2020

This ought to make some people pretty happy. On Thursday, because of the COVID-19 pandemic, Pennsylvania Gov. Tom Wolf ordered all businesses in that state that aren't "life-sustaining" to close.

But, as Procter & Gamble is quick to point out, that order did not include a plant the giant CPG company operates there.

Out-of-stock at the store level means a given, normally stocked product is not available at a specific time.

Out-of-stocks (or **stock-outs**) quantify the number of retail outlets where an item is expected to be available for customers but is not. It is typically expressed as a percentage of stores that list the relevant item.

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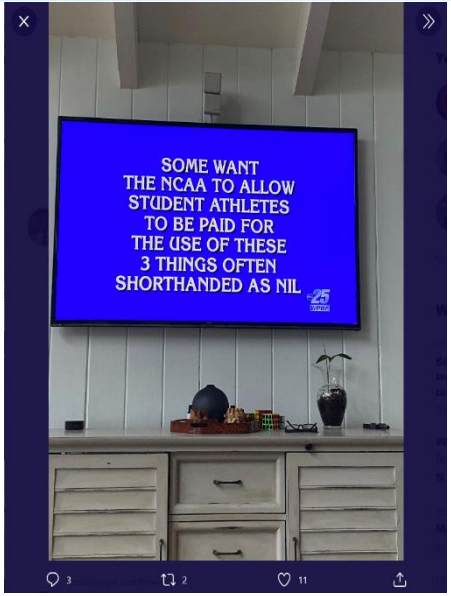
NIL – Name, Image, and Likeness

Name, image and likeness (**NIL**) are three elements of the right of individuals to control the deployment of their identity and association in commerce. (legally known as the “right of publicity”)

Recently, collegiate athletes in the United States have gained greater control of the commercial use of these aspects of their identities outside of official competitive activities. The student athlete’s permission is required to use their NIL and they can require compensation to grant this permission. This has created the possibility of student athlete brand sponsorships. The specific implementation of marketing activities has not been fully determined by the relevant authorities and so details are in flux.

Marketers have added **influence** to the three elements to create the expanded term **NILI**. NILI recognizes student athletes as influencers within their communities, both offline and online. The size and composition of their audience is an important consideration in determining if the student athlete is a good fit for a brand sponsorship and is an important consideration in determining an appropriate compensation level.



Jeopardy!
2019 Tournament of Champions Quarterfinal

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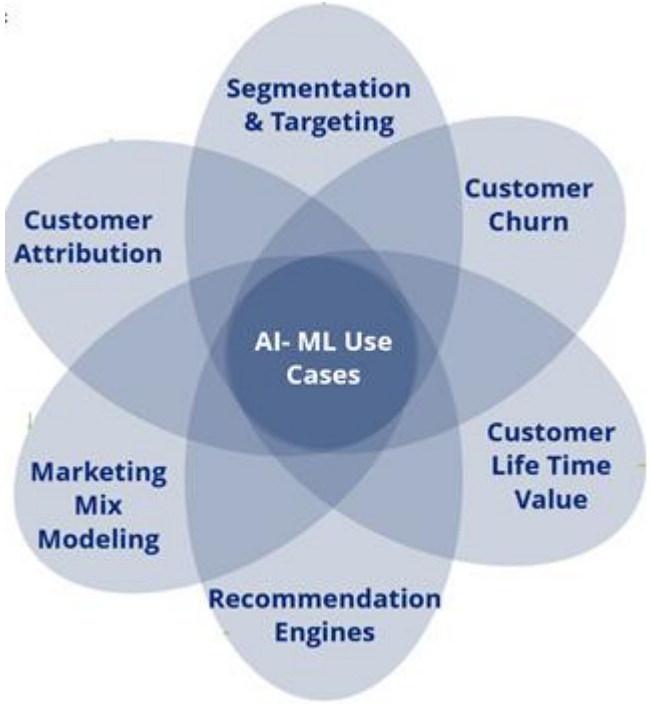
Machine Learning

Machine learning is a subset of AI, artificial intelligence. A hallmark of machine learning is its ability to learn, on its own, important features of the data on which to base predictions or decisions, rather than relying on human-engineered features.

Applied to marketing, machine learning is used for personalization of messaging and offers, constant iterative segmentation, and predictive modeling to support marketing decisions.

“Training data” are sometimes initially used to calibrate these models for making predictions or decisions. The results from machine learning are routinely monitored for unexpected biases and deviations.



Graphic Source: https://towardsdatascience.com/machine-learning-for-marketers-78bff070cbd6

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Hot Terms on Review Docket!

- Marketing Value
- Financial Value of Brands
- OOH – Out-of-Home
- Brand Safety
- Brand Health
- Performance Marketing
- Media Equivalency
- Vertically Integrated Properties
- Stewardship
- Return of Objective (ROO)
- Return on Asset (ROA)

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Invitation for Participation

1. We welcome additional definition curators for the review board with experience in all fields of marketing, finance, and analytics
2. Provide input on terms – What's missing? What's outdated?
3. Promote the dictionary/Marketing Term of the Week on social media

Trust us, this team is engaging, dynamic, and fun!

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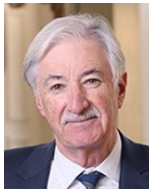
CMD Team Members

Team Leaders



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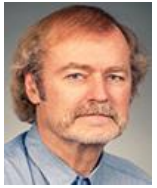

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