

# 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.



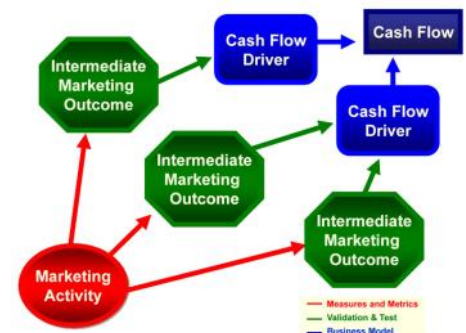
### MARKETING METRIC AUDIT PROTOCOL

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 benefitting.

### 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

### CURRENT ASSESSMENTS

(valid for 3 years)

**Brand Finance:** Brand Value Rankings

**Kantar Millward Brown:** Meaningfully Different Framework, Link Copy Test

**MSW•ARS Research:** CCPersuasion, Brand Preference/Choice in Tracking

**Behavioral Science Lab:** BrandEmbrace

**Nielsen:** BASES

### 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

*"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 are 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 & Valuation Model."* – Art Klein, Partner/Co-President, MSW Research



The Marketing Accountability Standards Board is a 501(c)(3) nonprofit organization.

For more info or to schedule your assessment, contact:

Frank Findley, Executive Director    frankfindley@themasb.org

[themasb.org](http://themasb.org)