



Marketing Accountability  
Standards Board

# Elevating Marketing

## PURPOSE

**To elevate the CMO to their rightful place in the boardroom by making marketing accountable**

## WHAT WE DO



### COLLABORATION

We bring the industry together, collaborating across marketing, finance and analytics, adding expert resources to create unified practices and principles for marketing measurement



### THOUGHT LEADERSHIP

A brains trust of top academics, researchers, and marketing practitioners working in teams to solve the accountability issues vital to the future of the industry



### ADVOCACY

Leading the charge on the development of US and global brand and marketing standards through our ISO initiatives



### CERTIFICATION

We offer expert audits and certification of marketing metrics and methodologies, for those who've reached top quality standards



### ADVISORY

Objective advice on how to apply marketing measurement best practices and recommendation of accredited consulting firms



### EDUCATION

Videos, content and curriculum on marketing accountability for the marketing profession today, and the universities educating the marketers of tomorrow



## HOW WE DO IT

- + **Sponsorship Accountability Metrics:** Project, publications
- + **Financial Value Of Brands Imperative:** Publication, videos
- + **Universal Marketing Dictionary:** [marketing-dictionary.org](http://marketing-dictionary.org)
- + **Marketing Metric Accountability Protocol:** Audits, certifications
- + **Finance In Marketing Library:** MASB YouTube Channel
- + **ISO Technical Committee:** Standards for brand evaluation (ISO 20671) and brand valuation (ISO 10688). US ANSI representative
- + **Digital Data Quality:** New initiative
- + **Making Big Data Useful:** New initiative
- + **Measuring Creativity:** New initiative

---

## Top tier marketers, agencies, academics, associations and finance executives committed to linking marketing actions to financial return

- + Shape our agenda and participate in projects of interest
- + Collaborate with peers committed to best practices in accountability
- + Demonstrate vision and leadership—present at summits and events
- + Learn valuable lessons and apply them in your organization
- + Gain access to top business academics and MEMBERS-ONLY content

---

To find out more about membership contact:  
Frank Findley, Executive Director  
[frankfindley@themasb.org](mailto:frankfindley@themasb.org)



**Marketing  
Accountability**  
Standards  
Board

