

## **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



#### **CERTIFICATION**

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



#### 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



#### **ADVISORY**

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



#### **ADVOCACY**

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



#### **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**

#### **PROJECT TEAMS**

Brand Evaluation Standards: Representing the U.S. on ISO Technical Committee 289
Financial Value of Brands: Demonstrating the connection of marketing to cash flows
Finance in Marketing Education: Video content from marketing accountability authorities
Marketing Metric Catalog: Certifying metrics based on 10 Ideal Characteristics
Sponsorship Accountability: Determining sponsorship's contribution to brand and business
Universal Marketing Dictionary: The industry's definitive source for up-to-date terminology

#### **SPECIAL INITIATIVES**

Big Data – Maximizing Return
Data Quality & Accuracy
Economic Value of Marketing

Marketing Organization Best Practices
Measuring Creativity

# 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:

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