MASB SPRING SUMMIT 2025

MMAP AWARDS
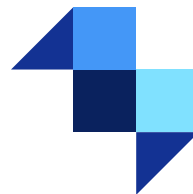
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March 20-21 ○ SMU Cox School of Business

Marketing
Accountability
Standards
Board

Marketing Metric Accountability Protocol

Project	**MMAP** (Ebben, Kuse)	**Strategy** Persuade current vendors to open black boxes to validate metrics **and algorithms**… AND welcome new/hungrier vendors who are **willing to learn** and do so. **Then help marketers implement** their metric systems through effective reporting dashboards.
Issue Addressed	Costly data **and supporting algorithms/software** and their relationship to "return" is uncertain	
Project Objective	Persuade metric **and software** providers to undergo MMAP process/audit, achieve certification; populate Catalog	
Expected Outcome	More metrics **and algorithms** helping marketers make better decisions and improve return	
When	**Ongoing**	

It started with 3rd Party Measurement Providers:

- Measures oftentimes viewed as "black boxes"

- Questions regarding quality and connection to financial return

Solution: Marketing Metric Audit Protocol & Certification

- Provide confidence to marketers in the 3rd party metrics they use, especially regarding linkages to business outcomes.

- Independent 3rd party "audit" which protected the trade secrets and other IP of the measurement providers.

- It was a true Win-Win!

- Standardized the language of marketing metric quality (UM dictionary)

- **Resulted in the MMAP Catalog of MASB Certified Metrics**

The MMAP Metric Catalog

- A collection of reports profiling each metric that has undergone a MMAP assessment.
    - These reports provide vendors and users of marketing performance metrics with:
        - A systematic way of thinking about specific metrics
        - Criteria for assessing their usefulness (i.e. predictive validity and sensitivity)
        - Their relationship between one another
        - Their relationships to measures of financial performance

MMAP Metric Catalog on theMASB.org

CATALOG of CERTIFIED METRICS

Marketing performance metrics certified through the MASB Marketing Metric Accountability Protocol

[MASB membership required for access]

PROVIDER	MARKETING METRIC	DATE CERTIFIED
Kantar	Meaningful, Different and Salient (MDS) framework	Dec 2024
Proof Analytics	Proof Causal.AI	Mar 2024
Brand Finance	Brand Value Rankings	Apr 2019
Kantar	Meaningfully Different framework *(see new version above)*	Aug 2018
MSW Research	CCPersuasion	Jan 2018
Kantar Millward Brown	Link Copy Test	Feb 2017
Behavioral Science Lab	BrandEmbrace	May 2016
Nielsen	BASES	May 2016
MSW•ARS Research	Brand Preference/Choice in Tracking	Apr 2016
Blue Marble Enterprises	Customer Equity/Customer Lifetime Value	Sep 2012
CoreBrand	Equity Construct	Oct 2011
ARS Group	APM Facts	Sep 2010

Universal Marketing Dictionary: 10 Characteristics Example

https://marketing-dictionary.org/r/reliable-metric/

Reliable Metric

A **reliable metric** or **measure** in marketing is one that is consistent over time and stable over comparable conditions. There are three types of **metric reliability**: [1]

Type of Reliability	Assesses
Test-retest	The same metric on the same sample at different times
Inter-rater	The same metric(s) rated by different people
Parallel	Different versions of the metric designed to be equivalent to each other

A metric itself may be unreliable, or it may appear unreliable because of an external bias in the measurement process. An example of an unreliable metric is on-air recall, which was the paramount advertising copy testing measure in the 1960's and 1970's. In the late 1970's it was shown that on-air recall scores varied significantly depending upon the engagement level of the program in which the advertisement was shown. If the source of the external bias is identified and an appropriate adjustment is made, reliability can be attained.

"**Reliable**" is one of the 10 Characteristics of an Ideal Metric designated by the Marketing Accountability Standards Board. [2]

References

1. *Accountable Marketing: Linking marketing actions to financial performance,* 1st Edition; Eds. Stewart, David W. & Gugel, Craig; Routledge, 2016.
2. Universal Marketing Dictionary Project, 2023.

Marketing Accountability Standards Board
MARKETING METRIC ACCOUNTABILITY PROTOCOL

10 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 and 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
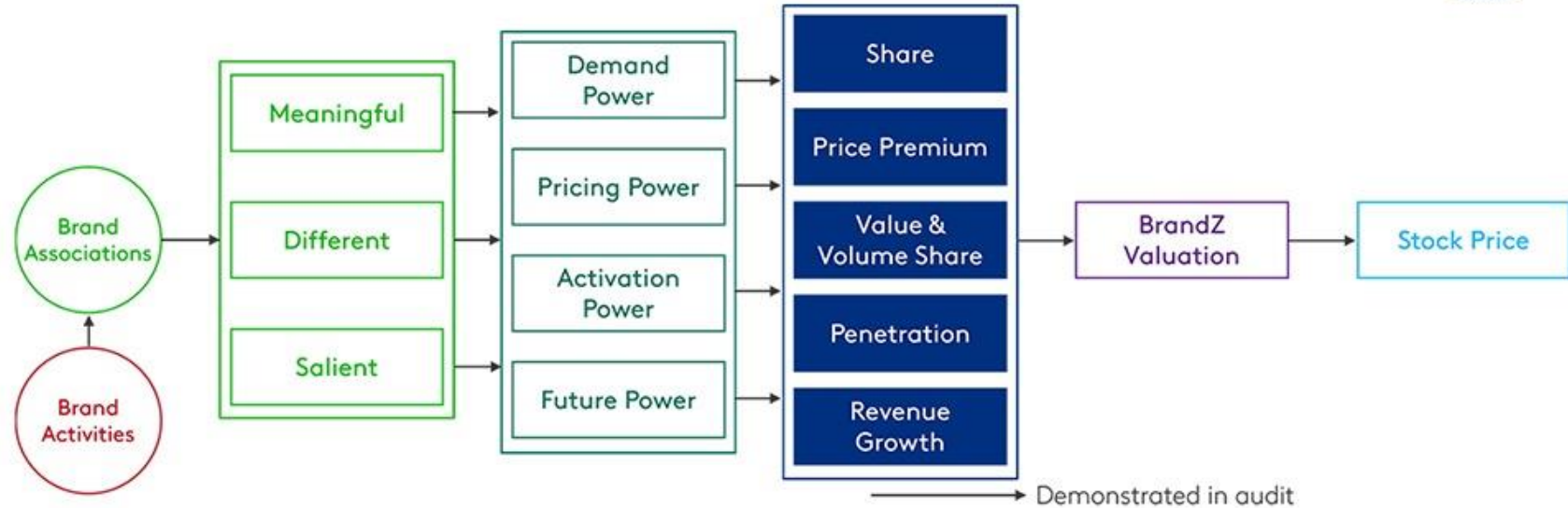10. **Quality Assured** – formal/on-going processes to assure 1-9

themasb.org

MMAP: Conceptual Linking
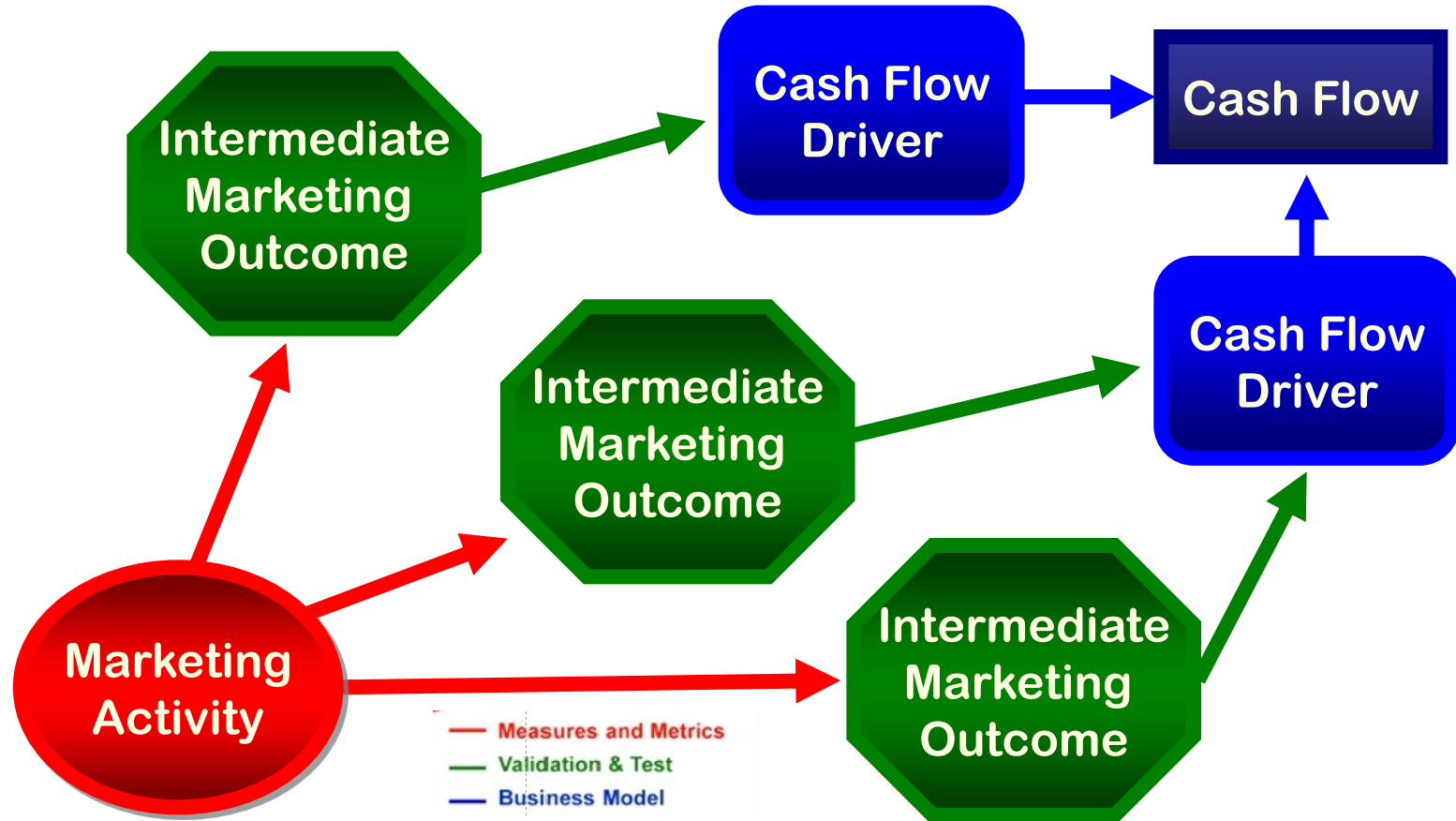
Example: Kantar's Meaningful, Different and Salient Framework

Kantar MDS framework: Meaningful, Different, Salient, Demand Power, Pricing Power, Activation Power, Future Power.

Source: Kantar © Kantar 2025

- It is a certification not an accreditation

- Certifications <u>independently</u> verify that the claims have been demonstrated by the technique
  - We REQUIRE a connection to financial outcomes
  - This is unique in the marketing industry

- Accreditations require that the technique is consistently performed (to an established minimal level)
  - They do not require a connection to financial outcomes

It was then expanded to include marketers' internally developed metrics

- Lack of confidence in 'home grown' measures
  - Examples: aggregated social media, customer satisfaction, derived metrics
- Sometimes tenuous research connections to business outcomes

Solution: Apply the Marketing Metric Audit Protocol to these internal metrics

- These metrics assessments are not published publicly but are used within the firms

Marketers also requested assistance with assessing their use of metrics across areas as reported on dashboards

Solution: Customized benchmarking of metrics in use and linkage to decision support (Marketing Metric Proprietary Inventory)

- **Draws upon MMAP and other MASB knowledge sets**

- **Identify appropriateness**

- **Identify "gaps"**

- **Assess competitive context**

- **Review includes measures reported externally vs. internally**

Now, advanced digital intelligence platforms are playing a greater role in how metrics are developed and used, especially for optimizing plans and forecasting business outcomes, examples:

- Examples: Artificial Intelligence, Machine Learning, Big Data, Iterative Analysis

Solution: Expand Marketing Metric Accountability Protocol to include Software/Algorithms

- Assessment includes how the software/algorithms <u>augment marketing metrics</u> to provide linkages to business outcomes

- Does not include review of metrics/training data going into system (still GIGO)

- Has its own MMAP Certification Seal

MMAP: Current Conceptual Linking

MASB Spring Summit ○ March 20-21, 2025 ○ Southern Methodist University Cox School of Business
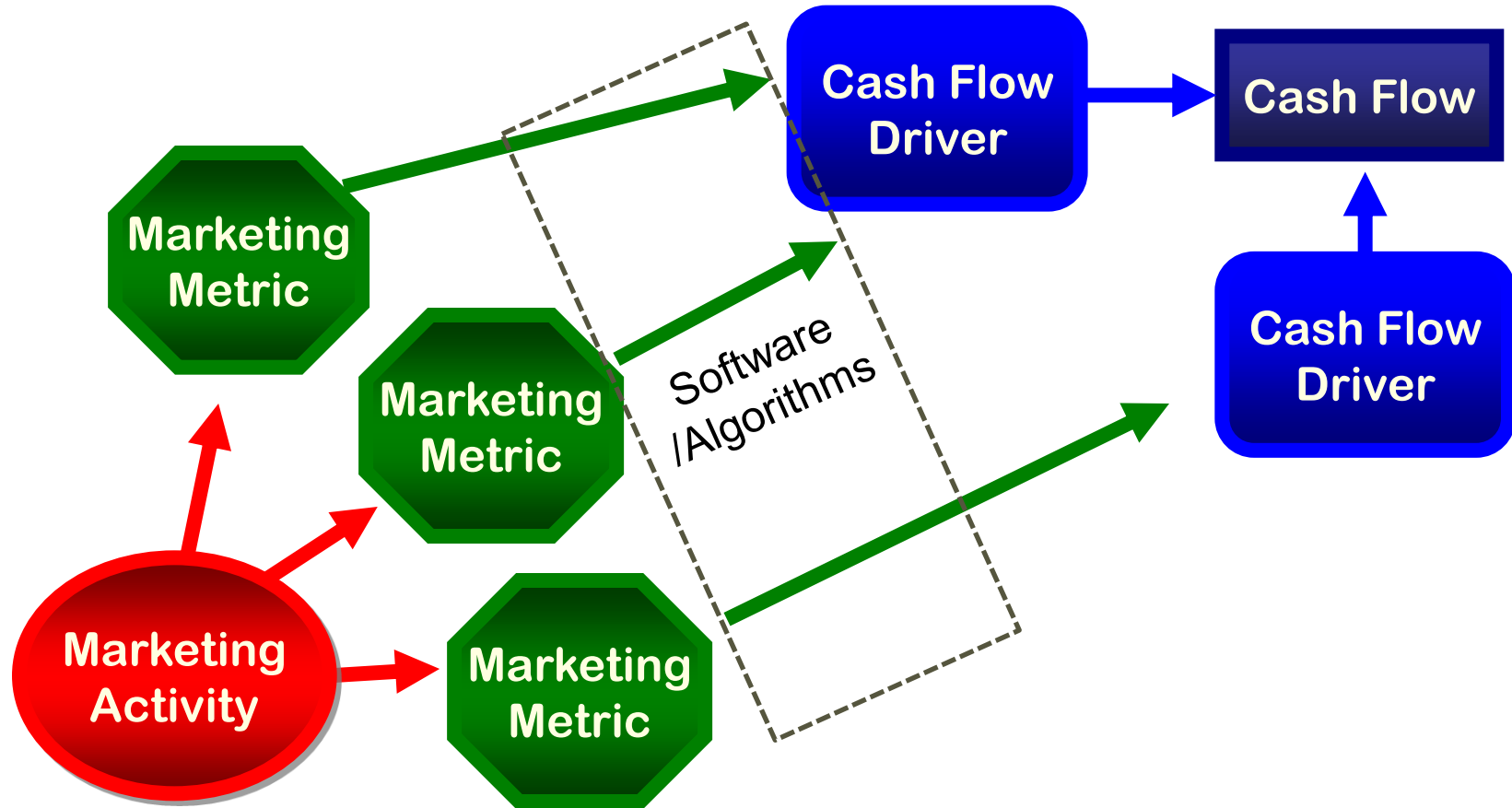
Since the last summit, there have been:

- 2 new marketing metric assessments completed

- 1 marketing metric reassessment completed

- 2 more metric assessments in process

- 2 marketer Inventories completed

- 1 marketer Inventory in process

And the demand continues to grow!

We would welcome your participation on the team!

MMC Team Members

Team Leaders

Karen Ebben
Global Marketing Impact

Allan Kuse
MASB MMAP

Team Heroes

Dave Stewart
LMU & MASB

Tim Gohmann
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Erich Decker-Hoppen
MASB Communication

- We will now honor the measurement companies who have most recently received their MMAP Certifications

- A representative from each company will give a brief presentation on their certification

- They will then receive their award

Service: Proof Causal.AI

Algorithms/Software: Decision Support Software platform

Representative: Mark Stouse

KANTAR

Service: Meaningful, Different and Salient (MDS) Framework

Metrics: Meaningful, Different, Salient, Demand Power, Pricing Power, Activation Power, Future Power

Representative: Marc Glovsky

Service: Reddify B2C Marketing Platform

Metrics: Catalyst Surge Ratio (CSR), Sentiment Score (SS), and Conversion Ratio (CR)

Representatives: Liz Lim Co-Founder & CEO and Isaiah Heng Co-Founder & CIO

Thank You!