



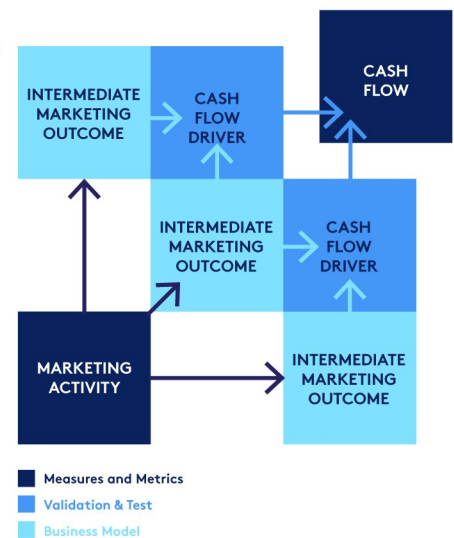
Marketing Accountability Standards Board

# 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.

## METRIC ACCOUNTABILITY

The Marketing Metric Accountability 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 several 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

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## 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

## CERTIFIED MARKETING METRICS

Kantar	Meaningful, Different and Salient (MDS) framework
Proof Analytics	Proof Causal.AI
Brand Finance	Brand Value Rankings
MSW Research	CCPersuasion
Behavioral Science Lab	BrandEmbrace
Kantar Millward Brown	Link Copy Test
Nielsen	BASES
MSW•ARS Research	Brand Preference/Choice in Tracking
Blue Marble Enterprises	Customer Equity/Customer Lifetime Value
CoreBrand	Equity Construct
ARS Group	APM Facts

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**For more info or to schedule your assessment, contact:**  
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