

MASB SUMMER SUMMIT 2025

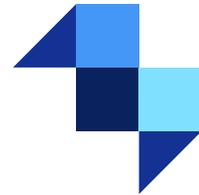
Marketing Metric Certification: MMAP, Proprietary Inventory, and Latest Award

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**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. Assist marketers in establishing reports and dashboards that monitor and maximize marketing return.
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	

1. Metric Certifications

- Independent 3rd party “audit” which protects the trade secrets and other IP of the measurement provider
- Provides confidence to marketers in the 3rd party metrics they use, especially regarding linkages to business outcomes
- Uniquely, a connection to financial outcomes is required!
- Metrics certified to date include those from brand tracking, copytesting, brand valuations, marketing mix analysis, customer lifetime value, qual-quant, social media optimization
- Available via the MMAP Catalog of Certified Metrics
www.themasb.org/marketing-metric-certification



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
Reddify	Reddify B2C Marketing Platform	TBA
Brand Finance	Brand Valuation League Tables	July 2025
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 <i>(see new version above)</i>	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

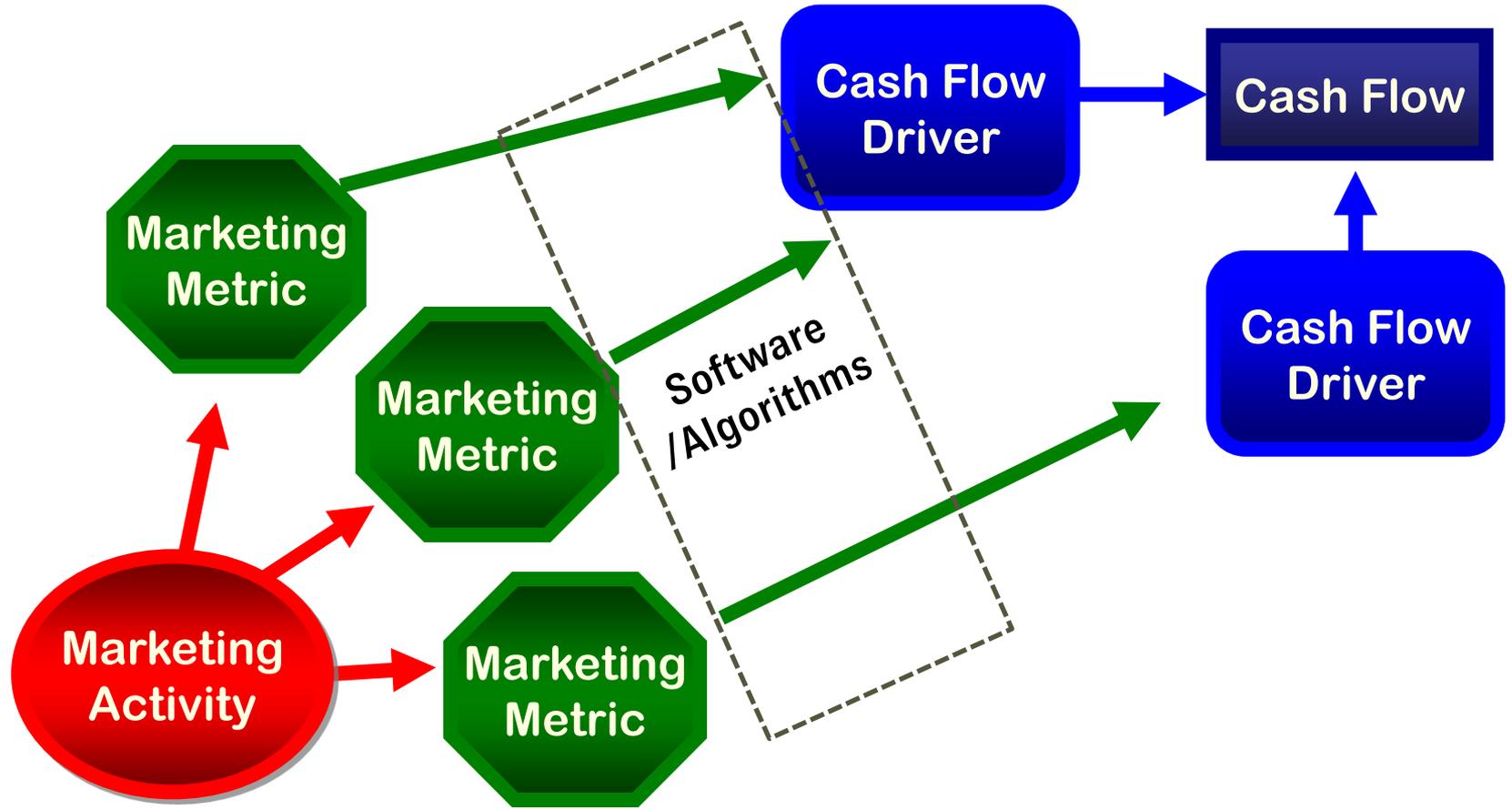


2. Algorithm & Software Certifications

- **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: Artificial Intelligence, Machine Learning, Big Data, Iterative Analysis**
- **Marketing Metric Accountability Protocol expanded to Software/Algorithms**
 - **Assessment includes how the software/algorithms augment marketing metrics to provide linkages to business outcomes**
 - **Does not include review of metrics/training data going into system (still GIGO)**



MMAP: Conceptual Linking





- It is a certification not an accreditation
- Certifications independently 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



3. Marketer Internal Metric Assessments

- Marketers expressed a lack of confidence in 'home grown' measures and asked if the same methodology could be applied to them
 - Examples: aggregated social media, customer satisfaction, derived metrics
- Sometimes these metrics had tenuous research connections to business outcomes
- In response, the Marketing Metric Audit Protocol has been made available for these internal metrics
- These analyses are done in confidence and not published in the catalog

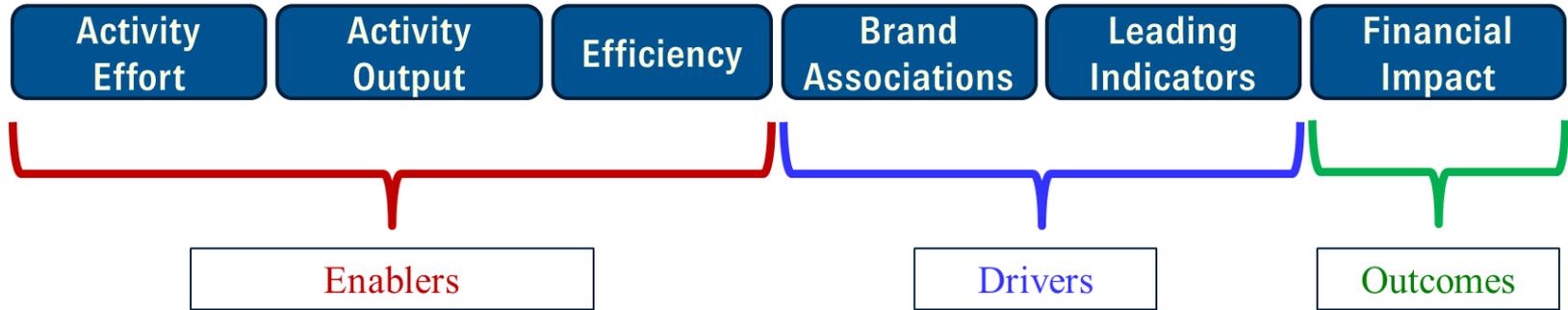


4. Marketing Metric Proprietary Inventory

- Marketers also requested assistance with assessing their use of metrics across areas as used in reports and dashboards
- A new customized benchmarking created of metrics in use and their linkage to decision support
- All marketing metrics used on dashboards and reports are databased and coded according to our proprietary methodology
- Distribution of metrics, "gaps" in the types of metrics, and appropriateness of metrics are all assessed
- MMAP and other MASB knowledge sets used to determine core KPIs and their relationship to financial outcomes



E-D-O Metric Types & Six Components Structure



Metrics from Reports/Dashboards Databased & Coded



Metric	BIV Type	Underlying Concept
Metric #1	Financial Impact	Share of Market
Metric #2	Financial Impact	Revenue
Metric #3	Financial Impact	Revenue
Metric #4	Activity Output	Strategy
Metric #5	Leading Indicators	Brand Preference
Metric #6	Efficiency	Product Quality
Metric #7	Efficiency	Packaging Quality
Metric #8	Financial Impact	Revenue
Metric #9	Leading Indicators	Perceived Quality
Metric #10	Activity Output	Creative Quality
Metric #11	Activity Output	Creative Quality
Metric #12	Activity Output	Creative Quality
Metric #13	Financial Impact	Distribution
Metric #14	Financial Impact	Revenue
Metric #15	Activity Output	Retail Experience

MMC Team Members

Team Leaders



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Team Heroes and Advisors



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Jerry Nichols
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Sponsor



Erich Decker-Hoppen
MASB Communication



- We will now honor another measurement company who has recently received their MMAP Certification (actually, Recertification!)
- Their representatives will give a brief presentation on their certification
- They will then receive their award



Brand Finance®

Service: Brand Valuation League Tables

Key Metrics: Brand Value, Brand Strength Index

Representatives: Alfred DuPuy and Laurence Newell

