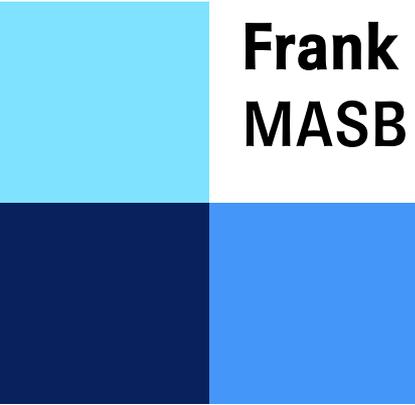


MASB SUMMER SUMMIT 2025

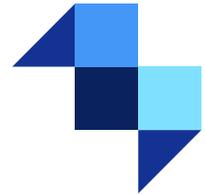
Universal Marketing Dictionary Update

A decorative graphic consisting of three overlapping squares: a light blue square on the left, a dark blue square at the bottom, and a medium blue square on the right.

Frank Findley
MASB Executive Director

August 13–14

DePaul University – Kellstadt Graduate School of Business



**Marketing
Accountability
Standards
Board**

UMD Project

Project	Universal Marketing Dictionary (Farris & Gaski)
Issue Addressed	Lack of agreed upon terminology hinders accountability
Project Objective	Eliminate ambiguity in terminology between functions within and across firms
Expected Outcome	Industry Association endorsed definitions to encourage trust and collaboration
When	Ongoing (over 14 years now)

Strategy
Industry Association MASB members to sponsor as part of membership, endorse & direct constituencies to UMD. Academic members to include UMD in syllabi.

UMD Team Members

Team Leaders



**Paul Farris
Darden
(Emeritus)**



**John Gaski
University of Notre Dame,
Mendoza**

Team Heroes



**Todd Kaiser
Fuel Cycle**



**Allan Kuse
MMAP Center**



**Brian Hamilton
DoubleCheck
Advertising**

Staff



**Frank Findley
MASB Executive Director
and Team Sponsor**



**Joanna Seddon
MASB CEO**



**Erich Decker-Hoppen
MASB Director of
Communication**

The CMD Endorsers

The logo for AMG, consisting of the letters 'A', 'M', and 'G' in a stylized, black, sans-serif font. The 'A' is formed by two diagonal lines meeting at the top, and the 'G' is a simple outline.The logo for ANA, featuring the letters 'A', 'N', and 'A' in a bold, green, sans-serif font. The letters are slightly offset from each other, creating a sense of depth.The logo for MSI, with the letters 'M', 'S', and 'I' in a bold, sans-serif font. The 'M' and 'I' are black, and the 'S' is red.

Dictionary Homepage (www.marketing-dictionary.org)

← ↻ 🏠 🔒 https://marketing-dictionary.org

THE UNIVERSAL MARKETING DICTIONARY

Marketing Accountability Standards Board
IN COLLABORATION WITH
AMA ANA MSI
◆ EST. 2011 ◆

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Search 🔍

- ABBREVIATIONS
- ORGANIZATIONS
- REGULATIONS
- TOP 10 Terms of the Month
- About the Project
- Project Team

Marketing Terms Defined by the Authorities

Welcome to our free, educational resource for students, educators and marketing practitioners with **1,900+** cross-referenced terms and definitions **reviewed and updated monthly** by our team of marketing academics and practitioners. Established in 2011, the Universal Marketing Dictionary is administered by the Marketing Accountability Standards Board (**MASB**) and endorsed by the American Marketing Association (**AMA**), Association of National Advertisers (**ANA**) and Marketing Science Institute (**MSI@theARF**). UMD is frequently referenced by **Google** in marketing-related searches.

*Join **30,000+** monthly users in taking command of your marketing vocabulary today!*

The likelihood of consumers to become brand buyers is predicted by what?

[ANSWER](#)

Example Definition

Term
Name

The Moribund Effect

Definition

The **Moribund Effect** results from an established accounting practice by which the value of a brand that is acquired, measured and added to the balance sheet by a company cannot be increased no matter how well the brand might perform after its acquisition. [1,2]

According to the Oxford English Dictionary, "moribund" can mean "lacking vitality or vigor." That is the sense in which the word is being used; i.e. the recorded brand value can be misleading as it can make a growing brand appear stagnant. [3]

Expert
Curated
Definition



Further
Multimedia
Content

References

References

1. Journal of Brand Management: [Brand value, accounting standards, and mergers and acquisitions: "The Moribund Effect" – Sinclair/Keller](#). Jan 2017
2. Common Language in Marketing Project with Kevin Lane Keller, 2019.
3. Oxford English Dictionary, oed.com

In a year, there are about 350,000 visitors to the dictionary site...but these are just the tip of the Iceberg



Universal Marketing Dictionary on the Web

marketing-dictionary.org

Social Media

Search Engines,
Online References, AI

The screenshot shows the homepage of the Universal Marketing Dictionary. At the top, it features the title 'THE UNIVERSAL MARKETING DICTIONARY' in large blue letters, with a logo for the Marketing Accountability Standards Board (MASB) and the American Marketing Association (AMA). Below the title is a navigation bar with letters A through Z. The main content area includes a search bar, a 'Welcome to The Universal Marketing Dictionary' message, and a section titled 'Marketing Terms Defined by the Authorities - established 2011'. This section highlights the 'MARKETING TERM OF THE WEEK' as 'Summer Games!' with an 'ANSWER' button. There are also links for 'ABBREVIATIONS', 'ORGANIZATIONS', 'REGULATIONS', 'TOP 10 TERMS of the MONTH', and 'FINANCE IN MARKETING LIBRARY'. A 'Project Objectives' section lists goals like 'eliminate ambiguity and definitional differences among functions within and across firms'. At the bottom, there is a 'FINANCE IN MARKETING LIBRARY' section and a 'Project Team' link.

This screenshot shows a social media page for the Universal Marketing Dictionary. The header includes the title 'Universal Marketing Dictionary' and the tagline 'The definitive source for marketing terms and definitions featuring Marketing Term of the Week!'. It indicates 'Higher Education - 47 followers' and shows a notification for 'Allan & 11 other connections follow this page'. There are buttons for 'Following', 'Visit website', and 'More'. The page has tabs for 'Home', 'About', and 'Posts'. The 'About' section describes the Marketing Accountability Standards Board (MASB) in collaboration with the ANA, AMA, and MSI, highlighting that it is a free, educational resource updated monthly. The 'Page posts' section shows two recent posts: one for 'Universal Marketing Dictionary' with 47 followers and another for 'Universal Marketing Dictionary' with 47 followers, both mentioning 'Top 10 Marketing Terms - May 2023'. A prominent graphic for 'TOP 10 TERMS of the month' is displayed at the bottom.

The screenshot shows a Google search for 'industrial products definition'. The search bar contains the text 'industrial products definition'. Below the search bar are tabs for 'Images', 'Economics', 'Business', 'Shopping', 'News', 'Videos', 'Books', 'Maps', and 'Flights'. The search results show 'About 381,000,000 results (0.39 seconds)'. The top result is from 'Universal Marketing Dictionary' with the URL 'https://marketing-dictionary.org/1'. Below the result is a snippet: 'Industrial Products Industrial products are goods that are destined to be sold primarily for use in producing other goods or rendering services as contrasted with goods destined to ...'.

The screenshot shows a Microsoft Bing search for 'definition gross rating point'. The search bar contains the text 'definition gross rating point'. Below the search bar are tabs for 'ALL', 'IMAGES', 'VIDEOS', 'MAPS', 'NEWS', 'CHAT', 'SHOPPING', and 'MORE'. The search results show 'Gross Rating Point (GRP) | Universal Marketing Dictionary' with the URL 'https://marketing-dictionary.org/gross-rating-point'. Below the result is a snippet: 'Gross rating point (GRP) is a term used in advertising to measure the size of an audience (or total amount of exposures) reached by a specific media vehicle schedule during a specific period of time. It is expressed in terms of the rating of a specific media vehicle (if only one is being used) or the sum of all... See more'. There is also a table with columns for 'Purpose' and 'Construction'.

The screenshot shows a Wikipedia article for 'Brand preference'. The title is 'Brand preference' and it is described as 'From Wikipedia, the free encyclopedia'. Below the title is a snippet: 'One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference represents which brands are preferred under assumptions of equality in price and availability.' There are also links for 'Add languages', 'Read', 'Edit', 'View history', and 'Tools'.

Definitions on Search Engines (Bing example)

The screenshot shows a Bing search result for "definition gross rating point". The search bar at the top contains the query and the Microsoft Bing logo. Below the search bar are navigation tabs for ALL, IMAGES, VIDEOS, MAPS, NEWS, CHAT, SHOPPING, and MORE. The main content area displays a result from "marketing-dictionary.org" titled "Gross Rating Point (GRP) | Universal Marketing Dictionary". The URL is "https://marketing-dictionary.org/g/gross-rating-point". The main text defines GRP as a term used in advertising to measure the size of an audience (or total amount of exposures) reached by a specific media vehicle or schedule during a specific period of time. It is expressed in terms of the rating of a specific media vehicle (if only one is being used) or the sum of all ... See more.

On the left side, there is a "Content" sidebar with a list of sections: Purpose, Construction, Target Rating P..., and References. The main content area has four sections: Purpose, Construction, Target Rating Point, and References.

Purpose

The purpose of the GRP metric is to measure impressions in relation to the number of people in the audience for an advertising campaign. [See more](#)

Construction

GRPs are the product of the percentage of the audience reached by an advertisement multiplied by the frequency they see it in a given campaign. $GRPs (\%) = Reach (\%) \times Average\ frequency (\#)$ Alternatively, GRPs ... [See more](#)

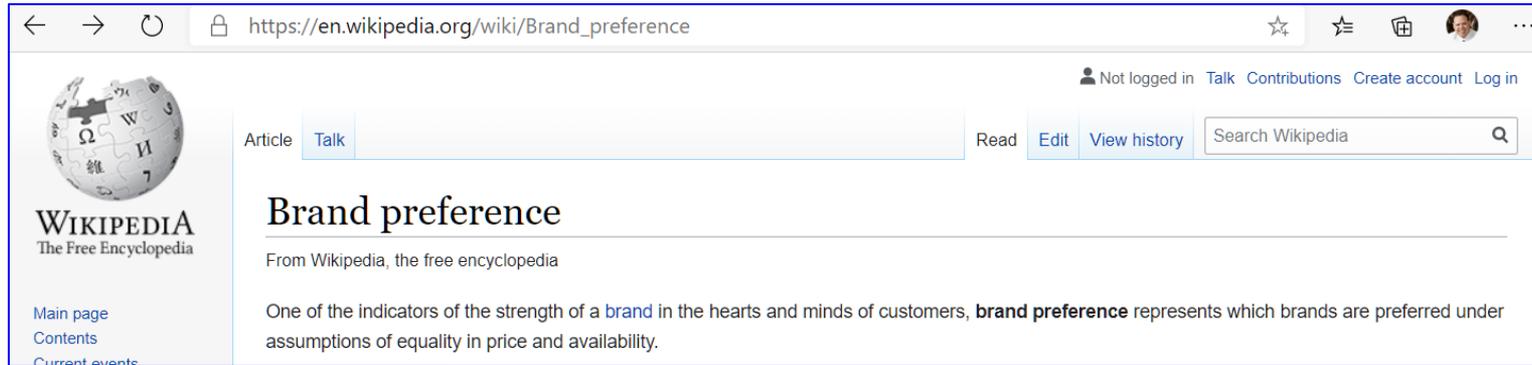
Target Rating Point

A target rating point expresses the same concept and is calculated in the same manner but with regard to a more narrowly defined target ... [See more](#)

References

1. Farris, Paul W.; Neil T. Bendle; Phillip E. Pfeifer; and David J. Reibstein (2010). M...

Definitions on Wikipedia (example)



The screenshot shows the Wikipedia page for "Brand preference". The URL is https://en.wikipedia.org/wiki/Brand_preference. The page features the Wikipedia logo, navigation tabs for "Article" and "Talk", and a search bar. The main content area includes the title "Brand preference", a sub-header "From Wikipedia, the free encyclopedia", and a paragraph defining brand preference as an indicator of brand strength in customer hearts and minds.

Article [Talk](#) [Read](#) [Edit](#) [View history](#)

Brand preference

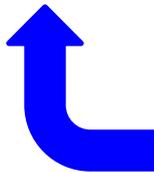
From Wikipedia, the free encyclopedia

One of the indicators of the strength of a **brand** in the hearts and minds of customers, **brand preference** represents which brands are preferred under assumptions of equality in price and availability.



External links [\[edit \]](#)

- [MASB Official Website](#)



The screenshot shows the MASB Official Website. The header features the text "THE UNIVERSAL MARKETING DICTIONARY" in large blue letters. To the right is the Marketing Accountability Standards Board logo, which includes the text "IN COLLABORATION WITH AM> ANA MSI". Below the header is a navigation bar with letters A through Z. The main content area is titled "Brand Preference" and includes a "Definition" section with a paragraph explaining the concept.

THE UNIVERSAL MARKETING DICTIONARY

Marketing Accountability Standards Board
IN COLLABORATION WITH AM> ANA MSI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

[B](#) > Brand Preference

Brand Preference

in

Definition

One of the indicators of the strength of a **brand** in the hearts and minds of customers, **brand preference** or **brand choice (BP/C)** represents which branded product is preferred under specified conditions of price and availability. [1]

Universal Marketing Dictionary – Non-Site Impressions

August 2024 - July 2025

Traditional Search Impressions Google: 20,227,617

Traditional Search Impressions Other*: ~ 2,000,000

Social Media: ?

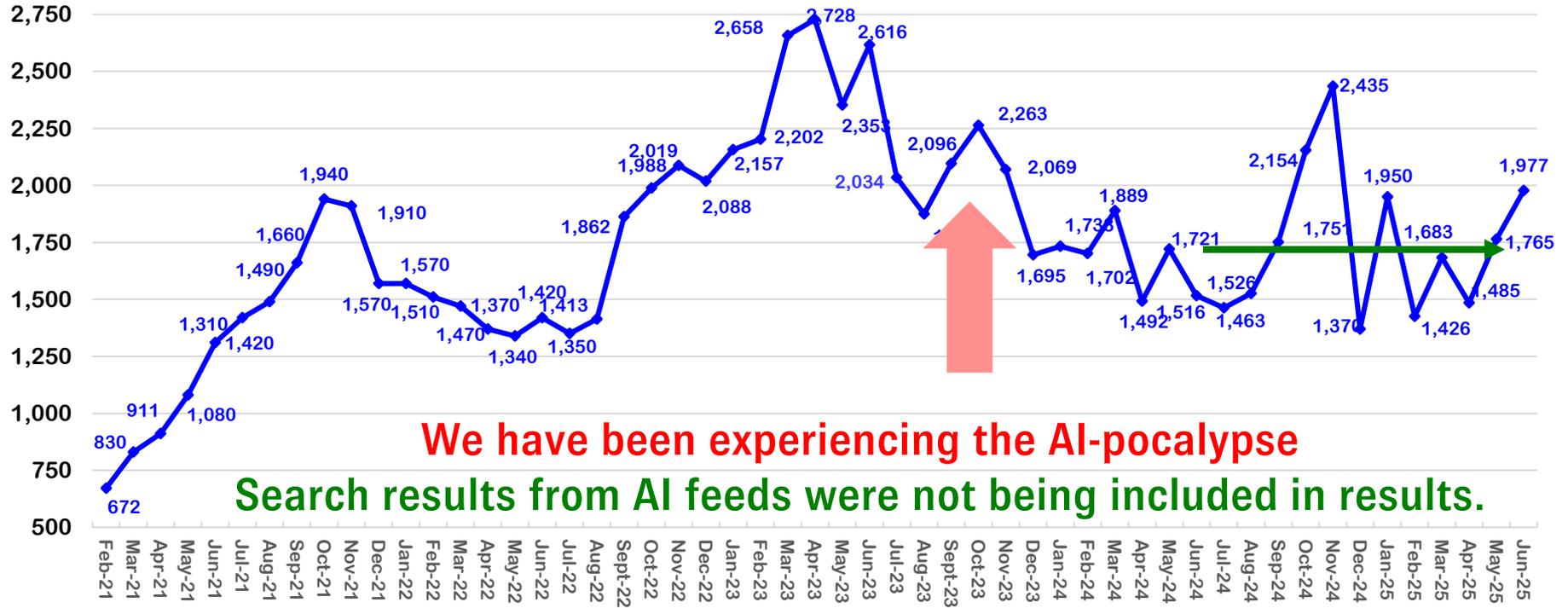
Wikipedia & Other Sites: ?

A.I. ?

*Search Impressions are estimated from Google Impressions based on registered website referrals of 10% on average



Universal Marketing Dictionary Google Search Impressions Trend



We have been experiencing the AI-pocalypse

Search results from AI feeds were not being included in results.

Monthly Google Searches (thousands)

2023: AI Created Major New challenge: bad info

Microsoft Bing

definition gross rating point

InPrivate

ALL IMAGES VIDEOS MAPS NEWS CHAT SHOPPING MORE

About 839,000 results Any time Open links in new tab

A gross rating point (GRP) is a **measurement of the size and impact of an advertising campaign**. It is calculated by multiplying the percentage of the target audience reached by the frequency of exposure. GRP is not a measure of the number of audience reached, but rather the total amount of impressions formed on the audience. GRP can be greater than 100 if the audience is exposed to the same advertisement more than once.

Learn more: 1. marketing-dictionary.org 2. mbaskool.com +3 more

People also ask

This summary was generated using AI based on multiple online sources. To view the original source information, use the "Learn more" links.

Mixing of curated and non-curated definitions leading to false statements with ‘dressing’ of authoritativeness.

2025: AI Served Definitions Getting Better

Microsoft Bing search results for "definiition gross rating point". The page features a search bar at the top with the query "definiition gross rating point". Below the search bar are navigation tabs for ALL, SEARCH, VIDEOS, IMAGES, MAPS, NEWS, COPILOT, MORE, and TOOLS. The main content area displays a "Copilot Answer" section with a definition of Gross Rating Points (GRP). Below this are several search results, with one result from "Universal Marketing Dictionary" circled in red. The circled result includes the title "Gross Rating Point (GRP) | Universal Marketing Dictionary" and a snippet of text: "Gross rating point (GRP) is a term used in advertising to measure the size of an audience (or total amount of exposure...".

Copilot Answer

Gross Rating Points (GRP) is a standard measure in advertising that quantifies the total exposure of an advertising campaign to a target audience. It is calculated by multiplying the **reach** (the percentage of the target audience exposed to the ad) by the **frequency** (the number of times the audience is exposed to the ad). GRPs help marketers understand the size of the audience impacted by an ad and are commonly used in media planning.

Adjust +4

Adjust

Excellent Publicity

What is GRP (Gross Rating Point)? Formula, Example & Optimization...

Universal Marketing Dictionary

Gross Rating Point (GRP) | Universal Marketing Dictionary

Gross rating point (GRP) is a term used in advertising to measure the size of an audience (or total amount of exposure...
<https://marketing-dictionary.org/gross-rating-point>

AI served definitions are containing less information and the UMD is being cited as primary source for many.

Recent Top Terms from Views (Jun. 1-Aug. 12)

■ Print Media	1,306	■ Consumer	196
■ Television (TV)	270	■ Family Life Cycle	128
■ Product	260	■ Marketing Communications	116
■ Customer	229	■ Product Market Growth Matrix	112
■ Marketing	217	■ Marketing Research	101
■ Brand	203	■ Promotion	96
■ Marketing Mix	201	■ Media Channel	91
■ Advertising	164	■ Industrial Products	88
■ Rate Card	157	■ Adopter Categories	87
■ Buying Roles	150	■ Search Engine Optimization	87
■ Goods	140	■ Services	86



Example of Latest Additions & Revised Terms

- Average minute audience
- C3
- C7
- Cohort
- Conversion
- Duration-weighted impression
- Individual commercial metrics
- Last-touch attribution
- Match rate
- Multi-touch attribution
- Propensity modeling
- Resonance
- Time to conversion
- Walled garden

All these were prompted by Jack Neff Ad Age Article: *Measurement glossary-what marketers and agencies need to know* on May 25, 2025



Hot Terms on Review Docket!



- **Marketing (!!!!!!!)**
- **Brand/Product Positioning (review in context of perceived image vs. desired/intended)**
- **AI terms e.g. LLM, fine-tuning)**
- **Marketing exposed sales, incremental Sales, baseline sales, Incremental sales, promotional lift**



Invitation for Participation

1. We welcome additional definition curators for the review board and supporting subject matter experts with experience in all fields of marketing, finance, and analytics
2. Provide input on terms – What’s missing? What’s outdated?
3. Promote the dictionary/Marketing Term of the Week on social media

Trust us, this team is engaging,
dynamic, and fun!



Thank You!

