



**Lead with Human Intelligence.
Grow with AI Collaborators.**

MASB

From Marketing Dictionary to Digital Twin

The UMD Agentic Roadmap

*Winter Summit
January 19, 2026*

Connecting the Dots: From Standards to Solution

Reena Jana

WHY standards matter?

- AI content needs provenance and authority

Adam Katz

WHO needs them?

- Teams must adapt to work alongside AI—but which framework?

Day 1 Summit

HOW URGENT is it?

- 50% + consumers use AI weekly
- .47c tech tax
- no common layer

The Summit Question

Who provides the authoritative marketing language that both humans and machines can trust?

"Lead with Human Intelligence. Grow with AI Collaborators."

The Problem: Marketing's Definitional Crisis

! The Challenge

Without standards, LLMs hallucinate marketing terminology. Different LLMs have different characteristics (Kantar) -- they say different things about the same terms.

\$ The Cost

\$0.47 of every media dollar goes to tech tax (ANA/Mastercard). Tool sprawl: Gemini, ChatGPT, Claude, Copilot, Profound -- no common definitional layer.

? The Gap

CMOs need AI that understands marketing accountability frameworks. 80% of 18-35-year-olds use AI weekly— but no one controls what it says about your brand.

UMD Foundation: 15 years | 1,900+ terms | 30,000+ monthly users | AMA/ANA/MSI endorsed

From Web 2.0 to Agentic? What's the pathway for MASB?

Digital Twin

Same authoritative content, now conversational and enterprise-ready

THE UNIVERSAL MARKETING DICTIONARY

Marketing Accountability Standards Board
IN COLLABORATION WITH AM> 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

Number Terms

- [1:1 marketing](#)
- [3-firm concentration ratio](#)
- [4-firm concentration ratio](#)
- [4 Ps](#)
- [10 Characteristics of an Ideal Metric](#)
- [80/20 rule](#)
- [ISO 10668 Brand Valuation](#)
- [ISO 20671 Brand Evaluation](#)
- [ISO 20671-3 Geographical Indications](#)

See Also

- [Marketing Acts, Regulations & Standards](#)
- [Marketing Abbreviations](#)

Please share this free educational resource from MASB!

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

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THE UNIVERSAL MARKETING DICTIONARY

Marketing Accountability Standards Board
EST. 2011

UMD Knowledge Agent

Ask questions about marketing accountability, brand measurement, and ROI optimization based on MASB frameworks and research

Search the Universal Marketing Dictionary... Search

TRY AN EXAMPLE:

- What is Brand Preference?
- How should I allocate budget to maximize ROMI?
- What's the optimal balance between brand and performance marketing?

- 1,900+ MASB-Certified Definitions
- AI-Powered Executive Briefings
- Evidence-Based Answers with Citations

POWERED BY MASS LOGIC

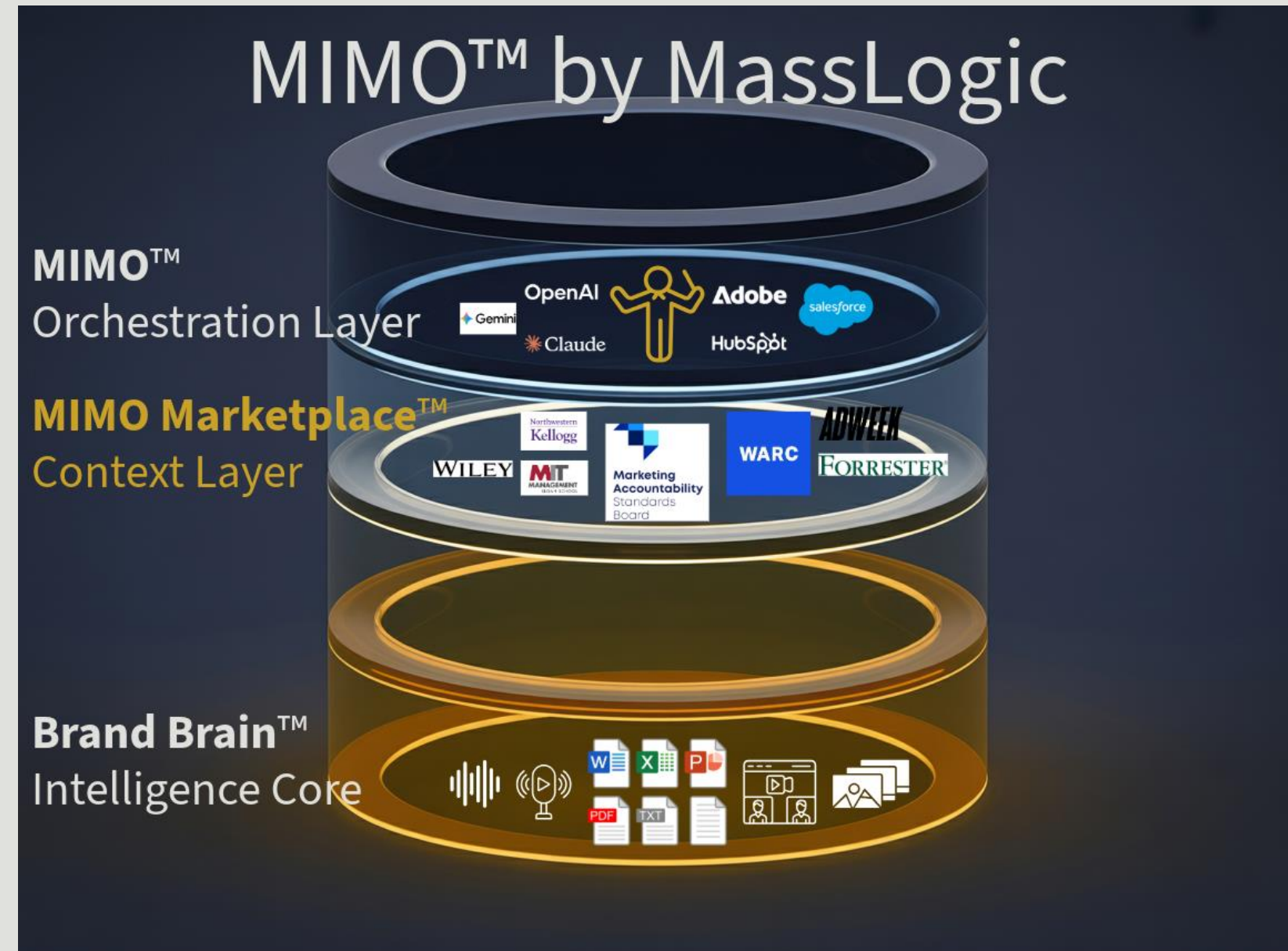
© 2026 MassLogic™. All responses are strictly evidence-based with verifiable citations.

Marketing Intelligence & Marketing Orchestration (MIMO)

MASB-Certified Authority

Every answer bears the MASB-Certified seal, grounded in 15 years of human-authored standards

This initiative and design partnership is a catalyst for MASB to define its AI roadmap



Four Components:

Member Q&A | MASB Control | CMO Configuration | Enterprise Integration

The UMD Knowledge Agent



UMD Knowledge Agent

Ask questions about marketing accountability, brand measurement, and ROI optimization based on MASB frameworks and research

What's the definition of customer?

Search

TRY AN EXAMPLE:

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POWERED BY



MIMO Governance Dashboard

Governance & Safety

Safety controls, execution policy enforcement, and compliance governance.

Last updated: just now

ASSISTANT CONFIGURATION

MASB UMD Agent

DEPLOYED

PLUGINS

- UMD Dictionary Retrieval
- PDF Document Grounding
- Citation Generator

KNOWLEDGE SOURCES

- Universal Marketing Dictionary 548 entries
- MASB PDF Library 12 documents
- MMAP Framework 3 docs

RAG PIPELINE VISUALIZATION

- 1 Query Received**
User submits marketing question
- 2 UMD Retrieval**
Search 548 dictionary entries
- 3 PDF Grounding**
Cross-reference MASB documents
- 4 LLM Generation**
Gemini synthesizes with context
- 5 Quality Scoring**
Auto-evaluate response quality
- 6 Response Delivery**
Cited, scored, compliant

SAFETY & COMPLIANCE CONTROLS

- PI Filtering**
Detects and removes personally identifiable information before model processing
- Guardian Model**
Intercepts and blocks malicious, abusive, or off-topic prompts
- Auto-Block Unsafe Prompts**
Automatically halt execution on policy-violating inputs
- Audit Logging**
Full transaction log for compliance and forensic review

EXECUTION POLICY

ACTIVE POLICIES

- Data Residency US-East
- Model Access Gemini 1.5 Pro
- Response Length Max 2,000 tokens
- Tenant Isolation Single-tenant
- IP Sovereignty No training data export

COMPLIANT LAST AUDIT: TODAY

MIMO: Marketing Intelligence & Marketing Orchestration

MASB-Certified Authority

- How will MASB and other trusted sources participate as Context-as-a-Service providers?
- Full enterprise demo in the March 12 beta launch materials



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Member Q&A | MASB Control | CMO Configuration | Enterprise Integration

What's Next?

MASB AI Roadmap: Six Strategic Objectives

1 AI Policy

Governance guardrails via MASB-certified definitions. Every AI response is auditable against UMD standards.

2 Content Provenance

MASB certification badge as the provenance standard, complementing Google's SynthID/C2PA.

3 AGO Optimization

Authoritative definitions for machine consumption. The governance layer for Agentic/Generative Optimization.

4 Member Experience

Conversational UMD access, compound queries. Static dictionary becomes a living research tool.

5 Commercial Use

Enterprise licensing, founding-partner economics. MASB generates revenue from certified AI definitions.

6 Association Collaboration

MIMO Marketplace for ANA, AMA, MSI, MMA. Each association contributes certified domain expertise.

Roadmap & Beta Program

Timeline

March 12, 2026
Beta Launch

April 9, 2026
Full Production Launch

Product Roadmap

- Q2 2026** MIMO Marketplace with three additional expert categories
- Q3 2026** Full Marketing Intelligence Hub integration with bi-directional data flows
- Q4 2026** MIMO Effectiveness Research

How MASB Members Can Access

- March 2026: Member-only beta
- Enterprise: Custom deployment into your environment

Beta Program & Roadmap

Beta Recruitment

10 brand organizations

Closed beta (direct UMD agent access)

3 organizations

A2A integration pilot (enterprise deployment)



Q&A

Join the MASB BETA



Let's talk about your MIMO roadmap.



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