

# marketing **METRICS**

The Definitive Guide  
to Measuring Marketing  
Performance

**Second Edition**

Paul W. Farris ■ Neil F. Brasel  
Pringle E. Pittman ■ David J. Reardon

# Marketing Metrics The Definitive Guide To Measuring Marketing

**Neil Bendle, Paul W. Farris, Phillip Pfeifer, David Reibstein**



## **Marketing Metrics The Definitive Guide To Measuring Marketing:**

Marketing Metrics Paul W. Farris, Neil Bendle, Phillip Pfeifer, David Reibstein, 2010-01-08 Marketing Metrics The Definitive Guide to Measuring Marketing Performance Second Edition is the definitive guide to today's most valuable marketing metrics. In this thoroughly updated and significantly expanded book, four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing, web metrics, and brand equity. They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight. The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and triangulate to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising and distribution, customer perceptions, market share, competitors, power margins, and pricing products and portfolios, customer profitability, sales forces and channels, and more. For every metric, the authors present real-world pros, cons, and tradeoffs and help you understand what the numbers really mean. This edition introduces essential new metrics ranging from Net Promoter to social media and brand equity measurement. Last but not least, it shows how to build comprehensive models to support planning and optimize every marketing decision you make. Understand the full spectrum of marketing metrics, pros, cons, nuances, and application. Quantify the profitability of products, customers, channels, and marketing initiatives. Measure everything from bounce rates to the growth of your web communities. Understand your true return on marketing investment and enhance it. This award-winning book will show you how to apply the right metrics to all your marketing investments, get accurate answers, and use them to systematically improve ROI.

Marketing Metrics Paul W. Farris, Neil Bendle, Phillip Pfeifer, David Reibstein, 2021-07-27 Now updated with new techniques and even more practical insights, this is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help you choose the right metrics for every challenge and use models and dashboards to translate numbers into real management insight. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, Third Edition, now contains important new coverage of intangible assets. A rigorous and practical discussion of quantifying the value of information. More detail on measuring brand equity. A complete, separate chapter on web, SEM, mobile, and digital metrics. Practical linkages to Excel showing how to use functions and Excel Solver to analyze marketing metrics. An up-to-date survey of free metrics available from Google and elsewhere. Expanded coverage of methodologies for quantifying marketing ROI. The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and triangulate to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising and distribution, customer perceptions, market share, competitors, power margins, and pricing products and portfolios, customer profitability, sales forces, channels, and more. For every metric, the authors present real-world pros, cons, and tradeoffs and help you understand what the numbers really mean. Last but not least

they show you how to build comprehensive models to support planning and optimize every marketing decision you make

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Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, Second Edition Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer, David J. Reibstein, 2010

Marketing Metrics The Definitive Guide to Measuring Marketing Performance Second Edition is the definitive guide to today's most valuable marketing metrics In this thoroughly updated and significantly expanded book four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing web metrics and brand equity They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight The authors show how to use marketing dashboards to view market dynamics from multiple perspectives maximize accuracy and triangulate to optimal solutions You'll discover high value metrics for virtually every facet of marketing promotional strategy advertising and distribution customer perceptions market share competitors power margins and pricing products and portfolios customer profitability sales forces and channels and more For every metric the authors present real world pros cons and tradeoffs and help you understand what the numbers really mean This edition introduces essential new metrics ranging from Net Promoter to social media and brand equity measurement Last but not least it shows how to build comprehensive models to support planning and optimize every marketing decision you make Understand the full spectrum of marketing metrics pros cons nuances and application Quantify the profitability of products customers channels and marketing initiatives Measure everything from bounce rates to the growth of your web communities Understand your true return on marketing investment and enhance it This award winning book will show you how to apply the right metrics to all your marketing investments get accurate answers and use them to systematically improve ROI

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**Marketing Metrics** Neil T. Bendle, 2016

**Marketing Metrics** Neil Bendle, Paul W. Farris, Phillip Pfeifer, David Reibstein, 2020-08-23 Your Definitive Up to Date Guide to Marketing Metrics Choosing Them Implementing Them Applying Them This award winning guide will help you accurately quantify the performance of all your marketing investments increase marketing ROI and grow profits Four renowned experts help you apply today's best practices for assessing everything from brand equity to social media email performance and rich media interaction This updated edition shows how to measure costly sponsorships explores links between marketing and financial metrics for current and aspiring C suite decision makers presents better ways to measure omnichannel marketing activities and includes a new section on accountability and standardization in marketing measurement As in their best selling previous editions the authors present pros cons and practical guidance for every technique they cover Measure promotions advertising distribution customer perceptions competitor power margins pricing product portfolios salesforces and more Apply web online social and mobile metrics more effectively Build models to optimize planning and decision making Attribute purchase decisions when multiple channels interact Understand the links between search and distribution and use new online distribution metrics Evaluate marketing's impact on a publicly traded firm's financial objectives Whatever your marketing role **Marketing Metrics** will help you choose the right metrics for every task and capture data that's valid reliable and actionable

**Accountable Marketing** David W Stewart, Craig Gugel, 2016-02-05 Accountable Marketing is designed to be the definitive volume on the emerging role of accountability and performance metrics in marketing Sponsored and developed by the Marketing Accountability Standards Board MASB it provides a multi disciplinary international perspective on this topic of critical importance Stewart and Gugel have curated the work of several leading marketing finance and accounting professionals and academics on the topics of marketing accountability and financial reporting to create a volume that represents the best of MASB's work over the last few years The book not only emphasizes the importance of accountability in the marketing function but also creates a dialogue among academics and practitioners about the importance of marketing in driving consistent growth in the organization and the ways in which improved methods for measuring and forecasting contribute to the effectiveness of these marketing activities This book marks the first ever reference point for practicing professionals faculty and students interested in marketing accountability the development of standards for marketing reporting and developing stronger linkages between marketing activities and outcomes and the financial performance of the firm

**A**

**Beginner's Guide to Mobile Marketing** Karen Mishra, Molly Garris, 2014-12-30 This book is for marketers from newbies to CMO level who want to learn why and how to use mobile marketing to engage and convert consumers A Beginner's Guide to Mobile Marketing will teach you about the exploding opportunities that mobile marketing offers and why it is so important to embrace it in your integrated marketing strategy Cell phones are no longer just for calling people Based on the latest trends in consumer behavior on mobiles the authors introduce ways that marketers can use smartphone popularity to reach people with tactics like mobile apps mobile web social media mobile advertising and more Exercises are included to ensure that the reader understands the material as well as how to apply it in the real world

**Building a Marketing Plan** Ho Yin Wong, 2011-07-15 The book aims to provide a comprehensive holistic and practical framework for readers who are interested or involved in developing a marketing plan so that they can appreciate various marketing concepts and put them together in an easy to read guide Demanding and savvy customers along with a turbulent marketing environment require marketers to be highly sensitive to the environmental monitoring systems capable of identifying the latest marketing trends and opportunities and threats at an early stage In response to these issues the proposed manuscript covers the themes of planning implementing and controlling marketing activities which will provide guidance to marketers and non marketer alike in undertaking a marketing plan The latest research findings in the marketing area are included This book is written for marketing students and it is the intention of the authors to make this manuscript as basic straightforward and to the point as possible Business practitioners will also find this book useful

**Guide to Reference in Business and Economics** Steven W. Sowards, Elisabeth Leonard, 2014-07-22 Focusing on print and electronic sources that are key to business and economics reference this work is a must have for every reference desk Readers will find sources of information on such topics as Business law E commerce International business Management of information systems Occupations and careers Market research Guide to Reference is used internationally as the source of first resort for identifying information and training reference professionals and this book will help connect librarians and researchers to the most relevant sources of information on business and economics

**Key Marketing Metrics** Neil T. Bendle, 2021 This book outlines the sources strengths and weaknesses of a broad array of key marketing metrics How to harness those data for insight is explained Most importantly how to act on this insight how to apply it not only in planning campaigns but also in measuring their impact correcting their courses and optimizing their results is explained

**The Definitive Guide to Marketing Analytics and Metrics (Collection)** Cesar Brea, Rajkumar Venkatesan, Paul Farris, Ronald T. Wilcox, Neil Bendle, Phillip Pfeifer, David Reibstein, 2014-08-18 A brand new collection introducing today's most powerful strategies and techniques for measuring and optimizing marketing 3 authoritative books now in a convenient e format at a great price 3 authoritative Books help you measure analyze and optimize every marketing investment you'll ever make Measuring and optimize your marketing investments is more crucial than ever But with an explosion in channels and complexity it's also more challenging than ever

Fortunately marketing metrics and analytics have taken giant leaps forward in recent years techniques now exist for accurately quantifying performance and applying what you learn to improve it In this unique 3 Book package world class experts present these new approaches and show how to profit from them In Marketing and Sales Analytics leading consultant Cesar A Brea examines the experiences of 15 leaders who ve built high value analytics capabilities in multiple industries Then building on what they ve learned he presents a complete blueprint for succeeding with marketing analytics You ll learn how to evaluate ecosystemic conditions for success frame the right questions and organize your people data and operating infrastructure to answer them Brea helps you overcome key challenges ranging from governance to overcoming hidden biases Along the way he also offers specific guidance on crucial decisions such as buy vs build centralize or decentralize and hire generalists or specialists Next in Cutting Edge Marketing Analytics three pioneering experts introduce today s most valuable marketing analytics methods and tools and offer a best practice methodology for successful implementation They augment this knowledge with hands on case studies guiding you through solving key problems in resource allocation segmentation pricing campaign management firm valuation and digital marketing strategy All case studies are accompanied by real data used by the protagonists to make decisions As you practice you ll gain a deeper understanding of the value of marketing analytics learn to integrate quantitative analysis with managerial sensibilities master core statistical tools and discover how to avoid crucial pitfalls Finally in the award winning Marketing Metrics Second Edition Paul W Farris and his colleagues show how to choose the right metrics for every marketing challenge You ll learn how to use dashboards to view market dynamics from multiple perspectives maximize accuracy and triangulate to optimal solutions You ll discover high value metrics for promotional strategy advertising distribution customer perceptions market share competitors power margins pricing products and portfolios customer profitability sales forces channels and more This extensively updated edition introduces innovative metrics ranging from Net Promoter to social media and brand equity measurement and shows how to build comprehensive models to optimize every marketing decision you make If you need to measure and improve marketing performance this 3 book package will be your most valuable resource From world renowned business sustainability experts Cesar A Brea Rajkumar Venkatesan Paul W Farris Ronald T Wilcox Neil T Bendle Phillip E Pfeifer and David J Reibstein [Marketing Metrics](#) Donald P. Roy, 2023-07-26 Marketing Metrics A Guide to Measuring Marketing Performance for Decision Making provides students with the skills and strategies they need to effectively assess the efficacy of marketing initiatives With this knowledge future marketers are well equipped to speak to impact of marketing activities make recommendations and influence the trajectory of business decisions within their company or organization The book introduces metrics and related topics involved in measuring marketing performance Opening chapters provide readers with an introduction to marketing metrics and describe the different sources of data available to marketers Additional chapters address metrics that gauge the health of a firm s marketing function such as growth rate market share relative market share

and net promoter score as well as the relationships between price costs and profit Students learn how to evaluate customer relationships how marketing efforts can affect sales and the ins and outs of online marketing e commerce and email marketing The topics of social media marketing Google Analytics and practices and technology tools for presenting information are included Throughout the text students learn how to calculate metrics and then how to convert that data into valuable knowledge and powerful decision making Developed to provide future marketing professionals with a foundational guide to assessment Marketing Metrics is an ideal textbook for courses and programs in marketing and advertising

**The Definitive Guide to Marketing Metrics and Marketing Analytics** Jon Miller,2011-07-11 The Definitive Guide to Marketing Metrics and Marketing Analytics is the ultimate guide to Marketing Metrics Marketing Analytics Marketing Forecasting Marketing Dashboards and more This is the must have CMO guide to developing your reporting framework through to implementing including best practices for resource process and technology

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**The New Manager's Survival Guide: Everything You Need to Know to Succeed in the Corporate World** Steven Haines,2016-05-27 Whether you re an experienced employee in a first time managerial role or a complete business novice this guide has everything you need to excel in your field Written in a style designed to help you grasp concepts quickly and effectively The New Manager s Survival Guide provides the information and tools you need to create a solid team department or company It helps you advance your career by covering the nuts and bolts of managing a business which is not often taught in business classes and which even experienced managers sometimes need to brush up on You will learn the ins and outs of management including understanding organizational design building and utilizing teams using data to make smart decisions crafting strategy creating product plans and managing people up down or across

organizational lines In addition the book provides new tools for supervisory managers who aren't familiar with the important practice of coaching Plus a self assessment instrument helps you determine your knowledge level beforehand so you can skip the parts you have already mastered and or focus more deeply on practices you need work on

**The Definitive Guide to Marketing Analytics and Metrics (collection)** ,2014

**Marketing Metrics** Donald P. Roy,2023-08-07 Marketing Metrics A Guide to Measuring Marketing Performance for Decision Making provides students with the skills and strategies they need to effectively assess the efficacy of marketing initiatives With this knowledge future marketers are well equipped to speak to impact of marketing activities make recommendations and influence the trajectory of business decisions within their company or organization The book introduces metrics and related topics involved in measuring marketing performance Opening chapters provide readers with an introduction to marketing metrics and describe the different sources of data available to marketers Additional chapters address metrics that gauge the health of a firm's marketing function such as growth rate market share relative market share and net promoter score as well as the relationships between price costs and profit Students learn how to evaluate customer relationships how marketing efforts can affect sales and the ins and outs of online marketing e commerce and email marketing The topics of social media marketing Google Analytics and practices and technology tools for presenting information are included Throughout the text students learn how to calculate metrics and then how to convert that data into valuable knowledge and powerful decision making Developed to provide future marketing professionals with a foundational guide to assessment Marketing Metrics is an ideal textbook for courses and programs in marketing and advertising

**Key Marketing Metrics** Paul W. Farris,Neil T. Bendle,Phillip E. Pfeifer,David J. Reibstein,2017-09-25 Marketers know that they must use metrics The key which this book addresses superbly is which metrics to use and how to use them Erv Shames Chairman Western Connecticut Health Network former President and CEO of Borden Inc and Stride Rite Corporation 50 metrics crackles like new money this is the best marketing book of the year Updated version of Strategy Business 2006 Best Books in Marketing award winner WHAT TO MEASURE AND HOW TO MEASURE IT TO GET THE MOST OUT OF YOUR MARKETING As the old adage goes If you can't measure it you can't manage it Key Marketing Metrics is the definitive guide to today's most valuable marketing metrics to measure the results of your marketing In this thoroughly updated and significantly expanded book you will understand the pros the cons and the nuances of more than 50 of the most important metrics and know exactly how to choose the right metrics for every challenge Key Marketing Metrics gives you a portfolio or dashboard of the most valuable metrics for your business to maximise the return on your marketing investment and identify the best new opportunities for profit Discover high value metrics for every facet of marketing promotional strategy advertising and distribution customer perceptions market share competitors power margins and pricing products and portfolios customer profitability sales forces and channels and more This edition includes the latest web online social and email metrics plus new insights into measuring marketing ROI and brand equity as well as

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