



PEARSON BUSINESS ANALYTICS SERIES

CLV

Conjoint utilities

Value Share

MROI

NPS

Price Elasticity

Volume Share

ACV

marketing METRICS

The Manager's Guide
to Measuring Marketing
Performance

Fourth Edition



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MARKETING METRICS

FOURTH EDITION

Marketing Metrics

Table of Contents

Cover

Half Title

Title Page

Copyright Page

Contents -At-A-Glance

Contents

Acknowledgments

About the Authors

Foreword

Foreword to the Fourth Edition

Chapter 1: Introduction

1.1 What Is a Metric?

1.2 Why Do You Need Metrics?

1.3 Marketing Metrics: Opportunities, Performance, and Accountability

1.4 Choosing the Right Numbers

1.5 What Are We Measuring?

1.6 Value of Information

1.7 Mastering Metrics

1.8 Where Are the Top Ten Metrics?

1.9 What Is New in the Fourth Edition?

1.10 New Developments in the World of Marketing Metrics

Chapter 2: Share of Hearts, Minds, and Markets



Table of Contents

Introduction

2.1 Market Share

2.2 Relative Market Share and Market Concentration

2.3 Brand Development Index and Category Development Index

2.4 Penetration

2.5 Share of Requirements

2.6 Usage Index

2.7 Awareness, Attitudes, and Usage (AAU): Metrics of the Hierarchy of Effects

2.8 Customer Satisfaction and Willingness to Recommend

2.9 Net Promoter

2.10 Willingness to Search

2.11 Neuroscience Measures

Chapter 3: Margins and Profits

Introduction

3.1 Margins

3.2 Prices and Channel Margins

3.3 Average Price per Unit and Price per Statistical Unit

3.4 Variable Costs and Fixed Costs

3.5 Marketing Spending Total, Fixed, and Variable

3.6 Break-Even Analysis and Contribution Analysis

3.7 Profit-Based Sales Targets

Chapter 4: Product and Portfolio Management

Introduction

4.1 Trial, Repeat, Penetration, and Volume Projections

4.2 Growth: Percentage and CAGR

4.3 Cannibalization Rates and Fair Share Draw

Table of Contents

4.4 Brand Equity Metrics

4.5 Conjoint Utilities and Consumer Preference

4.6 Segmentation Using Conjoint Utilities

4.7 Conjoint Utilities and Volume Projection

Chapter 5: Customer Profitability

Introduction

5.1 Customers, Recency, and Retention

5.2 Customer Profit

5.3 Customer Lifetime Value

5.4 Prospect Lifetime Value Versus Customer Value

5.5 Acquisition Versus Retention Cost

Chapter 6: Sales Force Management

Introduction

6.1 Sales Force Coverage: Territories

6.2 Sales Force Objectives: Setting Goals

6.3 Sales Force Effectiveness: Measuring Effort, Potential, and Results

6.4 Sales Force Compensation: Salary/Reward Mix

6.5 Sales Force Tracking: Pipeline Analysis

Chapter 7: Channel Management

Introduction

7.1 Numeric, ACV and PCV Distribution, Facings/Share of Shelf

7.2 Supply Chain Metrics

7.3 SKU Profitability: Markdowns, GMROI, and DPP

7.4 Online Distribution Metrics

7.5 Combining Search and Distribution

7.6 Understanding Channel Dependencies

Table of Contents

Chapter 8: Pricing Strategy

Introduction

8.1 Price Premium

8.2 Reservation Price and Percent Good Value

8.3 Price Elasticity of Demand

8.4 Optimal Prices and Linear and Constant Demand Functions

8.5 Own, Cross, and Residual Price Elasticity

Chapter 9: Promotion

Introduction

9.1 Baseline Sales, Incremental Sales, and Promotional Lift

9.2 Redemption Rates, Costs for Coupons and Rebates, and
Percentage Sales with Coupon

9.3 Promotions and Pass-Through

9.4 Price Waterfall

Chapter 10: Advertising and Sponsorship Metrics

Introduction

10.1 Advertising: Impressions, Exposures, Opportunities-to-See
(OTS), Gross Rating Points (GRPs), and Target Rating Points
(TRPs)

10.2 Cost per Thousand Impressions (CPM) Rates

10.3 Reach, Net Reach, and Frequency

10.4 Frequency Response Functions

10.5 Effective Reach and Effective Frequency

10.6 Share of Voice

10.7 Advertising Elasticity of Demand

10.8 Return on Advertising Spend (ROAS)

10.9 Equivalent Media Value from Sponsorship

Table of Contents

10.10 Sponsorship ROI

Chapter 11: Online, Email, and Mobile Metrics

Introduction

11.1 Impressions and Pageviews

11.2 Media Display Time and Interaction Rate

11.3 Clickthrough Rates

11.4 Cost per Impression, Cost per Click, and Cost per Order

11.5 Visits, Visitors, and Abandonment

11.6 Bounce Rate (website)

11.7 Social Media Metrics: Friends/Followers/Supporters/Likes

11.8 Downloads

11.9 Mobile Metrics

11.10 Email Metrics

Chapter 12: Marketing and Finance

Introduction

12.1 Net Profit and Return on Sales

12.2 Return on Investment

12.3 Economic ProfitEVA

12.4 Evaluating Multi-period Investments

12.5 Marketing Return on Investment

12.6 Financial Market Measures

12.7 Combined Market and Accounting Measures

Chapter 13: The Marketing Metrics X-Ray and Testing

13.1 The Marketing Metrics X-Ray

13.2 The Value of Information

13.3 Testing

Table of Contents

Chapter 14: System of Metrics

14.1 Modeling Firm Performance

14.2 Three Reasons for Using Systems of Identities in Marketing

14.3 Marketing Mix Models: Monitoring Relationships Between
Marketing Decisions and Objectives

14.4 Related Metrics and Concepts

Bibliography

Endnotes

Index