

'The most comprehensive and authoritative guide to defining, constructing, and using the metrics every marketer needs today. It's a book I keep handy on my shelf and refer to frequently.'

Jim Lecinski, Vice President, Americas Customer Solutions, Google

Key Marketing Metrics

The 50+ metrics every manager needs to know

Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer
& David J. Reibstein

3rd Edition

Now extensively updated, this book will help you understand how to use the metrics to maximize the return on your marketing investment and identify the best new opportunities for profit.

New to this edition:

- A dedicated focus on sponsorship metrics.
- How to accurately measure the value of omnichannel marketing investments when multiple channels may influence the same purchase.
- Important new metrics including Return on Advertising Spend.
- New sections on interfaces between financial markets, accounting, and marketing metrics for marketers who intend to make or influence C-suite decisions.
- Progress towards creating more discipline in marketing measurement, including work by the Marketing Accountability Standards Board (MASB).
- ISO global standards for brand evaluation.
- Practical advice for managing complex issues such as advertising elasticity and 'double jeopardy'.

Praise for the second edition of *Key Marketing Metrics*

'The most comprehensive and authoritative guide to defining, constructing and using the metrics every marketer needs today. It's a book I keep handy on my shelf and refer to frequently.'

JIM LECINSKI, VICE PRESIDENT, AMERICAS CUSTOMER SOLUTIONS, GOOGLE

'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, BORDEN, INC. AND STRIDE RITE CORPORATION

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'Measurement is critical to the health of any business, and Key Marketing Metrics "highlights key" tools and techniques across many measurement landscapes – from the consumer, to the sales force, to the ever-changing media environment. It's a "must-read" for any business leader who wants to optimize the way they measure business activities and results in order to grow their business.'

KIMBERLEY B. DEDEKER, VICE PRESIDENT, GLOBAL CONSUMER AND MARKET KNOWLEDGE, PROCTER & GAMBLE

'Why read Key Marketing Metrics? Because better metrics lead to better decisions, which lead to better outcomes. This book does a superb job of helping marketers, and all executives, understand which metrics to use and how to use them.'

ERV SHAMES, FORMER CEO, KRAFT FOODS

'Why was this book not written earlier? Key Marketing Metrics presents an excellent compendium of the metrics you really need to know, along with a structural framework that ties them together and helps you steer your business successfully.'

DR HANS-WILLI SCHROIFF, VICE PRESIDENT, MARKET RESEARCH/BUSINESS INTELLIGENCE, HENKEL

'Marketing is being challenged, as never before, to be accountable. This book, by describing metric options and their risks, will help address this challenge.'

DAVID AAKER, AUTHOR OF *BRAND PORTFOLIO STRATEGY*

Key Marketing Metrics

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