

# 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

**Ho Yin Wong**



## **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 Marketing Metrics Third Edition will be invaluable to all marketing executives practitioners analysts consultants and advanced students interested in quantifying marketing performance

**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

*Marketing Metrics*, 2010 It is essential for marketers and their business colleagues to receive a return on every marketing investment that is made This widely praised reference has established itself as the definitive guide to choosing the right metrics and using them effectively The 50 metrics provided in this reference will help readers prove the business value and efficacy of their efforts Fully updated to reflect the latest techniques insights and research as well as the importance of digital marketing and social media Marketing Metrics Second Edition explains the applications tradeoffs and nuances of each metric and shows exactly how to gain actionable information from the data For clarity and simplicity it avoids advanced math all calculations can be performed by hand or with basic spreadsheet techniques This edition covers a wide spectrum of marketing and measurement issues including customer perceptions market share competitive analysis margins and profits product and portfolio management customer profitability sales force and channel management pricing strategy promotion advertising media web metrics and much more It also demonstrates how to use marketing metrics as an X ray to discover leading indicators and identify crucial new opportunities and challenges Also

included is an entirely new chapter on the systems of metrics that can be used to assess the overall performance of the firm and how marketing initiatives help or hinder *Studyguide for Marketing Metrics* Cram101 Textbook Reviews,2013-08 Never HIGHLIGHT a Book Again Includes all testable terms concepts persons places and events Cram101 Just the FACTS101 studyguides gives all of the outlines highlights and quizzes for your textbook with optional online comprehensive practice tests Only Cram101 is Textbook Specific Accompanies 9780137058297 This item is printed on demand 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 **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      **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  
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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  
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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  
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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 asBusiness lawE commerceInternational businessManagement of information systemsOccupations and careersMarket researchGuide 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

**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

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maximizes your revenue This comprehensive guide covers every aspect of email list building from setting clear goals and choosing the right email marketing platform to creating compelling lead magnets and designing high converting opt in forms With practical advice and step by step instructions you ll learn how to Attract and retain subscribers with effective lead magnets and optimized sign up forms Craft engaging email content that nurtures leads and drives conversions Leverage social media and other channels to expand your reach and grow your list Segment your email list to deliver targeted campaigns that resonate with your audience Analyze and improve your email metrics to ensure continuous growth and success Packed with actionable insights and real world examples this guide is your roadmap to harnessing the full potential of email marketing Whether you re starting from scratch or looking to refine your existing strategies *The Ultimate Guide to Building an Email List for Your Dropshipping Business* is your key to unlocking sustained growth and profitability *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 Breaexamines 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

**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

**The Definitive Guide to Marketing Analytics and Metrics (collection)**, 2014 **Marketing Metrics in Action** Laura Patterson, 2009 Talk about marketing accountability has become almost commonplace Most marketing executives understand the need to know the numbers The real question is Which numbers Marketing Metrics in Action Creating a Performance Driven Marketing Organization answers those questions and addresses those problems with a balance of sound theory and technique and practical application The author a veteran of marketing on both sides the client side and the consultant side explains how you need to begin by identifying the elements of the right culture First every company's product makeup competitive situation resources and internal strengths and weaknesses differ So do its needs for particular metrics It is necessary to be able to identify which metrics matter to your organization's circumstances Next it is necessary to create a culture of accountability Everyone in the organization has to be and be seen as being on the same side and on the same page Finance can't be seen as the enemy and Sales and Marketing need work especially hard to coordinate their efforts But this sense of accountability needs to extend from the C Suite to the customer service and order entry people Quality approaches and sophisticated ideas then become much more productive in the marketplace A metrics audit will help establish where you are now and mapping will enable you to align processes to better develop your dashboard This book provides wise counsel for identifying which metrics matter most to your organization and practical guidance for putting all the sophisticated marketing tools to profitable use in your company

Witthayāsān Kasētsārt, 2015-12 **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 practical advice for managing complex issues such as advertising elasticity and double jeopardy

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