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MARKETING METRICS: **50+ Metrics Every Executive Should Master**

MARKETING METRICS

"A 'must-read' for any business leader who wants to
refine the way they measure business activities
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Global Consumer & Market Knowledge, Procter & Gamble

Paul W. Farris

Neil T. Bendle

Phillip E. Pfeifer

David J. Reibstein

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Ying Liu



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Marketing Metrics Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein, 2006-04-18 Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics In *Marketing Metrics* four leading researchers and consultants systematically introduce today's most powerful marketing metrics The authors show how to use a dashboard of metrics to view market dynamics from various perspectives maximize accuracy and triangulate to optimal solutions Their comprehensive coverage includes measurements of promotional strategy advertising and distribution customer perceptions market share competitors power margins and profits products and portfolios customer profitability sales forces and channels pricing strategies and more You'll learn how and when to apply each metric and understand tradeoffs and nuances that are critical to using them successfully The authors also demonstrate how to use marketing metrics as leading indicators identifying crucial new opportunities and challenges For clarity and simplicity all calculations can be performed by hand or with basic spreadsheet techniques In coming years few marketers will rise to senior executive levels without deep fluency in marketing metrics This book is the fastest easiest way to gain that fluency

Marketing Metrics Paul Farris, Neil Bendle, Phillip Pfeifer, David Reibstein, 2006 Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics In *Marketing Metrics* four leading researchers and consultants systematically introduce today's most powerful marketing metrics The authors show how to use a dashboard of metrics to view market dynamics from various perspectives maximize accuracy and triangulate to optimal solutions Their comprehensive coverage includes measurements of promotional strategy advertising and distribution customer perceptions market share competitors power margins and profits products and portfolios customer profitability sales forces and channels pricing strategies and more You'll learn how and when to apply each metric and understand tradeoffs and nuances that are critical to using them successfully The authors also demonstrate how to use marketing metrics as leading indicators identifying crucial new opportunities and challenges For clarity and simplicity all calculations can be performed by hand or with basic spreadsheet techniques In coming years few marketers will rise to senior executive levels without deep fluency in marketing metrics This book is the fastest easiest way to gain that fluency

Marketing Metrics: 50+ Metrics Every Executive Should Master Paul W Farris, **Marketing Metrics** Paul Farris, 2006 Today's best marketers recognize the central importance of metrics measurement and accountability But few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics In *50 Metrics Every Marketer Must Know* four leading researchers and consultants systematically introduce today's most powerful marketing metrics The authors show how to use a dashboard of metrics to view market dynamics from various perspectives maximize accuracy and triangulate to optimal solutions Their comprehensive coverage includes measurements of promotional strategy advertising and distribution customer perceptions market share competitors power margins and profits products and portfolios customer profitability

sales forces and channels pricing strategies and more You ll learn how and when to apply each metric and understand tradeoffs and nuances that are critical to using them successfully **Marketing Metrics** ,2006 *Secrets of the Marketing Masters* Dick MARTIN,2009-05-15 All the old rules of marketing are up for grabs Markets are fragmenting and globalizing consumers have greater control over when and what media they use and digital technologies have changed how people shop work and relax But a small number of senior marketing leaders know how to engage consumers and keep them coming back This book reveals the secrets to their success Featuring exclusive interviews with top consumer and business to business marketers at companies like P G Unilever GE Nortel and American Express *Secrets of the Marketing Masters* offers insight and practical advice from how to gain the confidence of your colleagues on the senior team to how win your customers trust Marketers will discover how to build a marketing culture share results that matter good and bad connect with customers on an emotional level find ways to amplify the customer voice within their company run marketing like a professional service cultivate positive word of mouth both on and offline build customer listening posts develop forward sensing mechanisms to spot new trends With this real world insider advice readers can discover the techniques that will set them apart from the crowd and create lasting customer loyalty **Improve Your Marketing to Grow Your Business** Hunter Hastings,Jeff Saperstein,2007-09-28 *Improve Your Marketing to Grow Your Business* provides the tools and techniques to harness the power of the Internet and innovative technologies to succeed in doing the most important job to increase top line growth building brand equity This book will explain how achieving top line revenue growth and sustaining profits will depend upon the corporate embrace of the re engineering of marketing through new processes to unleash the power technology affords The book begins by presenting the shift in thinking that must take place to tap into this new marketing capability including focusing on becoming customer centric re engineering the marketing function re thinking the marketing organization and re designing the technology systems In addition it provides a new way to think about building a customer centric process and the metrics to measure effectiveness The book then goes on to provide intimate insider interviews with leading marketers of major brands in major industries and companies to illustrate application and practice The interviews and perspectives of leading executives will provide real world examples and stories of what went right and wrong in the transition to a new way to put marketing to work In the final section the book presents the secrets for how to get it done Managing information creating a culture of accountability creating communities of practice and empowering change agents at every level of the organization This is the future and it works [Project Management ROI](#) Jack J. Phillips,Wayne Brantley,Patricia Pulliam Phillips,2011-09-20 *Business Economics Project Management* An exclusive portal to the methods and tools the ROI Institute uses to determine return on investment in project management To survive this modern age of financially skeptical show me the ROI investors it is a crucial step for companies to develop an effective project management strategy in order to stay ahead of the curve and achieve success *Project Management ROI* takes the

guesswork out of determining how to monetarily value projects by teaching the time tested Return on Investment ROI methodology It presents these results based concepts in a methodical reproducible manner that project managers executives and analysts can use as a validated reference for future projects This book focuses on an array of measures to forecast project value and collect data during and after implementation including reaction learning application and implementation impact return on investment and intangibles Project Management ROI Is the first book from the renowned ROI Institute to focus on project management ROI Provides both the tools and methodology for measuring the ROI of project management investments Will help project managers discover the value of specific project management solutions to justify project expenditures

Competitive Success John A. Davis,2010-02-15 Competitive Success How Branding Adds Value explains how companies can realize substantial competitive advantages and gains in financial and perceptive value if they develop a brand centric philosophy It describes the latest brand frameworks emphasizing their practical applications The book presents a comprehensive review of the entire brand spectrum including Brand strategy Implementation Customer brand insight Resource allocation Performance measurement

Value for Money Patricia Pulliam Phillips,Jack J. Phillips,Gina Paone,Cyndi Huff Gaudet,2019-07-11 Written by two of the world s most well known ROI Return on Investment gurus this guide is indispensable for anyone involved in showing the value of money for projects and programs in governments non governmental organizations nonprofits and businesses These range from human capital programs to marketing initiatives technology implementations systems integrations quality and lean processes public health initiatives procurement procedures public relations events risk management policies economic development programs corporate social responsibility projects public policy programs branding activities innovation programs customer satisfaction projects and everything in between In a step by step process the book shows how to measure the success of projects and programs including measuring impact and ROI Return on Investment This book also shows how to forecast the value of the project in advance and how to collect data during and after project implementation It addresses improvements throughout the process so that the project delivers optimum value In addition to businesses this book is appropriate for governments NGOs nonprofits universities and healthcare organizations As a reference for those who are seeking ways to assign value to what they have measured the book will clarify and resolve much of the mystery surrounding the conversion of data to monetary values Building on a tremendous amount of experience application practice and research the book will be based on the work of many individuals and organizations particularly those who have been reaching the ultimate levels of accountability using the ROI Methodology Developed in an easy to read format and fortified with examples tips and checklists this will be an indispensable guide for those who seek to understand accountability issues

The Marketing Performance Measurement Toolkit David Raab,2009 Marketers consistently list improved measurement as one of their top goals but remain dissatisfied with their capabilities The Marketing Performance Measurement Toolkit helps break through this logjam by providing step by step

instructions on how to successfully build a marketing performance measurement system that truly meets established needs The book starts by asking the basic questions It then moves on to show how to find the answers with detailed lists of information to gather about the business situation company goals available resources and external pressures Next the focus shifts to the specifics of marketing performance measurement The book shows how to use the balanced scoreboard approach to define a business strategy Final chapters turn to deployment issues project implementation and ongoing enhancement Throughout the book there are handy worksheets to summarize findings highlight results and customize concepts and measurement tools Marketing Mix Decisions Roger A. Kerin,Rob O'Regan,2008 **ROI in Marketing: The Design Thinking Approach to Measure, Prove, and Improve the Value of Marketing** Jack J. Phillips, Frank Q. Fu, Patricia Pulliam Phillips, Hong Yi, 2020-10-27 Get your bottom line results where you want them by putting your marketing campaigns and initiatives to powerful new use Marketing is all about understanding and serving your customers needs but how do you know that your events campaigns and communication initiatives are working at top effectiveness And how can you determine whether your marketing investments are reaping real rewards ROI Return on Investment is a performance measure used to evaluate the efficiency of all types of investments and in this powerful guide the team at the ROI Institute offer you a proven method for understanding your own marketing benchmarks as never before Drawing on real data collected from real cases of real companies in a variety of industries ROI in Marketing uses a data driven process to help you measure Input including types of projects audience reach number of customers costs and more Reactions of target groups to products services and messages Actions including how to process and monetize what the target group thinks believes and knows Business impact of actions taken by the target group and their influence on sales new accounts and profits ROI monetary benefits of marketing programs compared to costs Intangibles such as image reputation corporate social responsibility and more Packed with actionable results driven processes ROI in Marketing offers a powerful blueprint for transforming how you interact with your customers to get clear bottom line results The EBay Marketing Bible Clifford R. Ennico, Cindy Shebley, 2009 The ultimate guide to making big money on America's 1 online auction site *President's Report* University of Virginia, 2007 **Festival and Special Event Management** Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, 2008-01-02 Festivals and special events have grown into a massive industry worldwide generating billions of dollars for regional centers states and countries Festival and Special Event Management provides a comprehensive overview of the theory and procedures essential to managing festivals and special events Australian authors *Admap*, 2009 **Brandweek**, 2007 *Library Journal* Melvil Dewey, Richard Rogers Bowker, L. Pylodet, Charles Ammi Cutter, Bertine Emma Weston, Karl Brown, Helen E. Wessells, 2007 Includes beginning Sept 15 1954 and on the 15th of each month Sept May a special section School library journal ISSN 0000 0035 called Junior libraries 1954 May 1961 Also issued separately **Measuring ROI in Healthcare** Jack J. Phillips, Victor Buzachero, Patti Phillips, Zack Phillips, 2013-05-14 A proven system for measuring the bottom line value

of any proposed healthcare initiative Healthcare costs in the United States are soaring out of control and virtually every forecast predicts no end to this unhealthy trend Until now there has been no way to quantify and prove the value of healthcare projects and programs Measuring ROI in Healthcare is what the industry and the nation itself has been waiting for In this groundbreaking book that is sure to heavily impact the healthcare industry four ROI experts show you how to measure what was previously unmeasurable and place accurate dollar signs on what was formerly impossible to value Whatever healthcare improvement projects you plan to introduce from systemwide medical procedures technology implementations and systems integration to nurse retention risk management and leadership development Measuring ROI in Healthcare provides the tools you need to prove the worth of your project to decision makers This step by step guide to collecting analyzing and reporting data in a consistent manner explains how to Align your project s intended outcomes with organizational needs Collect and measure project participant feedback Evaluate the application and implementation of projects Measure business impact and connect improvement directly to your efforts Develop monetary values to calculate ROI As budgets shrink and uncertainty grows business leaders are demanding higher levels of accountability than ever before Nowhere is this more apparent than in the healthcare industry Use the proven methods of Measuring ROI in Healthcare to make sure your programs and projects will deliver what they promise and convince any decision maker that the organization s money will be well spent on your efforts PRAISE FOR MEASURING ROI IN HEALTHCARE Measuring ROI in Healthcare should be mandatory reading for all executives of any sector in the healthcare arena providers payers Pharma device companies policymakers and scholars Dr David Lee Scher MD digital health technology consultant Pennsylvania State University College of Medicine Clinical Associate Professor of Medicine There are very few constants in healthcare Two of them the push for greater quality and productivity are comprehensively addressed by the authors And in so doing the direct connection between resource investment time and money and the return on those investments is concisely and profoundly made Ross Mitchell Vice President External and Governmental Affairs Baptist Health System Kudos to the authors for providing a logical systematic project evaluation framework that incorporates both financial and key nonfinancial elements affecting an investment decision Hank Walker Partner Andrade Walker Consulting and former CEO of a large Catholic health system Measuring ROI in Healthcare covers the most important ROI concepts to understand and gives leaders the necessary tools to be successful in that effort Chris D Van Gorder FACHE President and CEO Scripps Health and former Chairman of American College of Healthcare Executives Executives administrators healthcare managers advisors professionals and practitioners alike will find both the book and the ROI Methodology informative resources when planning major healthcare projects Dr Catherine S Amos Doctor of Optometry EyeCare Associates and former President of American Optometric Foundation

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