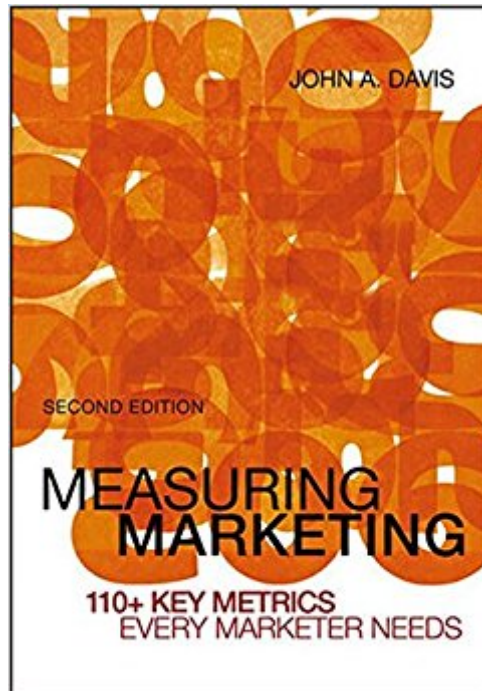




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# Measuring Marketing: 110+ Key Metrics Every Marketer Needs



## Synopsis

Evaluating marketing performance and decision making more fairly Marketing has long been considered an art and not a science, but that perception is beginning to change as increasingly sophisticated methods of quantifying marketing success are developed. In *Measuring Marketing: 103 Key Metrics Every Marketer Needs*, Second Edition, one of the world's leading experts in the field presents the key marketing ratios and metrics. Applying these metrics will enable marketers to make better decisions and increase their accountability for their strategies and activities. This fully revised and updated new edition discusses the key marketing metrics needed for successfully measuring the performance of an organization's marketing investments. CEOs and CFOs regularly ask for one simple way to assess the efficacy of marketing campaigns, but the fact is that there isn't one single measure of performance. *Measuring Marketing* helps marketers figure out what they can and should be measuring and when. Marketers are increasingly being held accountable for the corporate bottom line, and this book helps both marketers, as well as the business leaders who employ them, to measure performance fairly and accurately. Measuring marketing success is difficult, but this book shows what and when to assess. Designed to increase accountability and improve everyday decisions, the book includes ratios illustrated with actual marketing cases from leading companies. The first book to address growing demands that marketers be accountable for their strategies and decisions, *Measuring Marketing* explains how to assess marketing success in more meaningful ways.

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## Customer Reviews

Marketing directors and CEOs who wish to make their marketing expenditures accountable face a bewildering array of potential measures, the definition of which is not always clear, leave alone their relevance. In *Measuring Marketing: 103 Key Metrics*, John Davis provides CEOs and marketers with an easy way to know just how each measurement is defined and the context in which it can be used. I am sure that it will make an invaluable reference in the designing and assessing of marketing information systems. John Roberts, Professor of Marketing, London Business School, Scientia Professor, The Australian Graduate School of Management. John Davis's book is a much needed, concise summary of key marketing metrics. He shows us not only how to calculate the right number but also how to use it in decision making. Bernd Schmitt, Robert D. Calkins, Professor of International Business, Columbia Business School, Executive Director, Center on Global Brand Leadership This is a book which I'll certainly make sure all my marketing colleagues carry at all times

John Davis's book provides such a rounded and comprehensive approach to understanding the nuts and bolts of marketing, that any marketer, in any industry, should select his or her own key metrics from the book to create a personalized, dynamic and balanced framework for measuring his or her own work. A must-have for all marketers! Ho Kwon Ping, Executive Chairman Banyan Tree Group John Davis has written a readable book that will be of immense, practical help to marketers. His book presents clearly and succinctly over 100 easy-to-use metrics to assess marketing effectiveness. Every marketer should have it on their bookshelves. Pang Eng Fong Dean, Lee Kong Chian School of Business Singapore Management University We all know the old saying that "You can't manage what you can't measure." This book identifies and discusses the metrics that will help executives manage key marketing activities from product development through sale. It's comprehensive, and readers will surely find measures that are likely to be important in their unique business context. James Jiambalvo Dean, University of Washington Business School --This text refers to an out of print or unavailable edition of this title.

Marketing has long been considered more art than science, but the demands of a more dynamic, globalized business world has led to the development of sophisticated methods for quantifying marketing success. Nobody knows this better than author John Davis. For nearly two decades, he's been a thought leader in the fields of marketing and advertising, and now, with *Measuring Marketing, Second Edition*, he returns to share his extensive insights with you. Organized into eleven focused sections to reflect the metrics needed today for successfully measuring the performance of an organization's marketing operations; this reliable resource still remains true to the first edition's effective approach of making a complex topic understandable. Written for both

marketing managers who are now accountable for growth-driven activities that must yield measurable results as well as senior executives who need a firm understanding of marketing's impact on a business or product line, this informative guide puts more than 110 key metrics in perspective. Along the way, you'll be introduced to a variety of these important analytical tools, from brand, customer, and sales metrics to advertising, price, and distributions metrics. And with the addition of new examples and metrics—including significant updates to the online/digital/social area—Measuring Marketing, Second Edition will put you in a better position to excel at this difficult endeavor. The measurement of marketing performance has become one of today's most important business needs. And while there is no single measure to determine if a company's marketing is truly effective, knowing what you can and should be measuring, as well as knowing when to do it, will keep you one step ahead of the competition. Measuring Marketing, Second Edition can help you achieve these essential goals.

Marketing managers are being challenged today more so than ever before to develop marketing plans which will work towards accomplishing a company's goals and objectives as presented in its overall strategic initiatives. The level of turbulence in the competitive environment is extremely high and all of the functional areas of a company must be in tune in order for your company to be the one that is creating the turbulence which your competitors are having to contend with. I found Measuring Marketing 103 Key Metrics Every Marketer Needs by John Davis to prove to be an excellent resource to utilize in planning for successful projects in all elements of the Marketing Mix; product, price, place (including marketing channels), and promotion as well as for other functional areas of the company outside of marketing. The book and its 103 metrics (measurements) is divided into 3 broad sections: Marketing Planning and Customers, which includes some basic financial ratios as well as measurements which are more marketing or customer oriented; The Offering, which contains measurements to gauge the productivity of elements of the Marketing Mix for projects and initiatives; and finally Sales Force, with productive measuring equations as well as sales compensation strategy comparison measurements. Every measurement is presented in 3 distinctive sections: 1. Measurement Need: The purpose or useful function of the measurement to marketing managers. 2. The Solution: Details of the measurement equations including individual elements needed to calculate the measurement. This section is presented in straight forward, easy to understand fashion with good examples. 3. Impact on Decision Making: Demonstrates how to utilize the data which is compiled in each measurement's solution section in context of the information needed by the marketing manager. Some of the measurement elements are presented as a broader

overview which invites the reader to develop their own critical thinking into how the measurement solution can apply to their individual project, company, or industry. I will be keeping my copy of the John Davis book at my office to utilize as an advantageous resource as I am working through various strategic marketing projects.

John Davis provides an overview of commonly used business metrics that he subdivides in three categories: 1) Marketing Planning and Customers; 2) The Offering; and 3) Sales Force. Davis usually explains clearly each metric that he covers by sequentially examining the measurement need, solution, and impact on decision making. Most of the time, Davis gives a clear example that helps readers put the theory into practice. Some metrics in the third section such as Four Factor Model and Sales Variance Analysis will be somewhat challenging to readers who are not very comfortable with numbers. To his credit, Davis is straightforward about the difficulties that readers can experience in collecting some of the information needed to use some of the metrics under review. Davis also cautions his audience against the danger of blindly using industry averages because each company has its own DNA. Davis is at his weakest when he presents an overview of key Internet metrics such as gross page impressions, cost per click, and cost per action. The coverage of these metrics is too superficial to be of any use to any reader who is looking for more than the basics. To summarize, "Measuring Marketing 103 Key Metrics Every Marketer Needs" is a good reference book for a quick education about some of the most commonly used business metrics.

A great book and an easy to read on a very complex topic. get it.

I loveeeeeeeee this textbook because the chapters are not long and drawn out with unnecessary amounts of examples and explanations. It gets straight to the point and I can read it from my Kindle Fire instead of carrying a bulky textbook around

The marketing metrics examined and explored in this book are one of the least enjoyable in all of marketing. There is little fun in studying market share, customer metrics, brand metrics and so on. As it is, however, these metrics, as well as the understanding of how they affect your business, are crucial to marketing success. Measuring Marketing is a no-nonsense guide to evaluating the impact of your marketing activities. With the rapid rise of social media, measuring marketing efforts has become even more involved and difficult. This book leads you through the process of learning about

how what you put out there actually aids or injures your business. Areas covered are: Corporate Financial Metrics - revenue, profit, return on equity, etc. Marketing Planning Metrics - market share, market growth, market demand, etc. Brand Metrics - brand equity, brand premium, etc. Customer Metrics - needs, targeting, positioning, etc. Product/Offering Metrics - usage, product purchase rate, etc. Price Metrics - markup, sales price variance, profit impact, etc. Advertising/Promotion Metrics - share of voice, recall, recognition, etc. Direct Marketing Metrics - revenue goals, return on investment, etc. Online/Digital/Social Metrics - gross page impressions, total clicks, resolution time, etc. Place/Distribution Metrics - cost per sales dollar, average transaction size, retail cost ratio, etc. Sales Metrics - net sales contribution, absolute index, percent of sales, etc. John Davis covers all the bases of understanding and measuring your marketing efforts. This is a hefty read, but well worth it for the good of your business, and you are not likely to find all of this information compiled in many other single sources like this book.

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