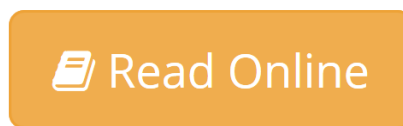


# Measuring Marketing: 110+ Key Metrics Every Marketer Needs

By John A. Davis



**Measuring Marketing: 110+ Key Metrics Every Marketer Needs** By John A. Davis


## 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.

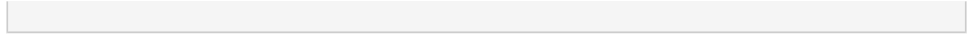
This fully revised and updated new edition discusses the key marketing metrics needed for successfully measuring the performance of an organization's marketing investments. CEOs and CFOs regularly ask for one simple way to assess the efficacy of marketing campaigns, but the fact is that there isn't one 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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### Editorial Review

#### Review

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*

#### From the Inside Flap

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.

From the Back Cover

"Well organized and succinct, *Measuring Marketing* is both a comprehensive, prescriptive look at the variety of ways to evaluate the impact of marketing, as well as an excellent reference guide. A practical analytical tool in today's complex, multidimensional business world to help decision makers understand marketing's impact on a business or product line, *Measuring Marketing* is applicable from start-up to established player. Particularly helpful are the examples of measurement for each metric and the discussion of how each impacts decision making."

—**Brent N. Smith, Managing Partner LevelOne Capital Limited**

"John has successfully demonstrated marketing has very finite and tangible attributes that are quantifiable and will benefit any organization focused on both value and volume. If we are honest, most global organizations fall short in quantifying the value of marketing. *Measuring Marketing* clearly defines what is important to measure and why. Both will favorably influence a company's decisions in investing in marketing that will eventually flow to its investors with the realization that the use of capital is being maximized. John has masterfully proven marketing has many more quantifiable components than most recognize. It is a magnificent tool for any organization's marketing department to apply concurrently in discussions with their Finance departments."

—**Kevin Goulding, President and CEO, AIG China**

"Every CEO has the responsibility of ensuring their company's brand is positively promoted and protected, and effective marketing plays a big part. However, the CEO is frequently asking 'is the money we are spending making a difference?' The question of 'should the company invest more, or less, on marketing' is impossible to answer unless there are specific and tangible marketing metrics that can be measured. Knowing what and how to measure marketing in a data-driven way has been difficult, but John Davis has built on his many years of marketing experience, in both the business and academic worlds, to craft a proven methodology. Now, in this updated edition, John takes his research further to offer new insights and answers to 'how can we be sure our marketing investment is driving the results we want?'"

—**Steven Leonard, President, EMC Asia Pacific/ Japan, EMC Corporation**

"*Measuring Marketing* is a comprehensive outline of marketing concepts—from basic fundamentals to advanced, state-of-the-art topics—written in a clear, thought-provoking manner. The examples provided and impacts on decision-making sections draw valuable insights into how the concepts can be leveraged to drive share owner value. It's a must-read reference book for both the marketing professional and the P&L owner."

—**William Brown, President and CEO, Harris Corporation**

"I have been in marketing for 20+ years and have had to come by this information piecemeal. *Measuring Marketing* is bound to become as indispensable to marketers as the *AP Stylebook* is to writers. It is a superb catalogue of KPIs for any business, large or small. John's easy-to-approach explanations of each measurement and its impact on decision-making are ideal for both financially and non-financially oriented managers. *Measuring Marketing* should be handed out alongside diplomas for all marketing graduates."

—**David Maddocks, founder, The David Maddocks Company; former Chief Marketing Officer, Converse**

"John Davis's innovative approach to measuring marketing effectiveness is redefining the traditional business process of managing, measuring, and allocating marketing investment. The complexity of the new marketing channels created in the last decade and increased need to differentiate your brand have exposed the need for more product and brand performance metrics. Comparing John's insights to traditional marketing practices is like comparing the MRI to the X-ray."

—**Thomas McCabe, Managing Director and Global Business Head, DBS Bank**

"John Davis's book *Measuring Marketing* offers a very systematic and quantitative platform in designing and assessing key marketing initiatives. Use of simple KPIs will allow marketers to make mid-course corrections if needed and achieve desired results. I would highly recommend this book to all marketers."

—**Ravi Agarwal, Practice Faculty on Leadership in Asia, MBA/EMBA programs, Nanyang Business School**

## Users Review

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#### Christi Potter:

The e-book untitled Measuring Marketing: 110+ Key Metrics Every Marketer Needs is the reserve that recommended to you to study. You can see the quality of the book content that will be shown to you actually. The language that writer use to explained their way of doing something is easily to understand. The copy writer was did a lot of analysis when write the book, and so the information that they share to you is absolutely accurate. You also will get the e-book of Measuring Marketing: 110+ Key Metrics Every Marketer Needs from the publisher to make you a lot more enjoy free time.

#### Patricia Howard:

Spent a free a chance to be fun activity to do! A lot of people spent their leisure time with their family, or their particular friends. Usually they carrying out activity like watching television, gonna beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your free time/ holiday? May be reading a book may be option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to attempt look for book, may be the e-book untitled Measuring Marketing: 110+ Key Metrics Every Marketer Needs can be

fine book to read. May be it might be best activity to you.

**Karen Partain:**

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**Edward Orr:**

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