



Marketing Metrics: The Manager's Guide to Measuring Marketing Performance

By Paul Farris, Neil Bendle, Phillip Pfeifer, David Reibstein

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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.

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Editorial Review

Review

"In its first two editions, I've found it to be 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.

As marketing continues to rapidly evolve, Marketing Metrics continues to stay at the cutting edge. This third edition updates and adds more detail on a number of the key metrics, including brand metrics and ROI. Given the increasing importance of online and social metrics, this new edition now dedicates a chapter to them separate from traditional advertising metrics. Herein you will also find a section about the metrics for the emerging area of neuro-marketing."

–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 of Borden, Inc. and Stride Rite Corporation.

Updated version of Strategy + Business "2006 Best Books in Marketing award winner"

About the Author

Neil T. Bendle is an Assistant Professor of Marketing at the Ivey Business School, Western University, Canada. He holds a PhD from the Carlson School of Management, University of Minnesota, and an MBA from Darden. He has been published in journals such as *Marketing Science* and the *Journal of Consumer Research*. He has nearly a decade's experience in marketing management, consulting, business systems improvement, and financial management. He was responsible for measuring the success of marketing campaigns for the British Labour Party.

Paul W. Farris is Landmark Communications Professor and Professor of Marketing at The Darden Graduate Business School, University of Virginia, where he has taught since 1980. Previously he was on the faculty of the Harvard Business School and worked in marketing management for Unilever. Professor Farris's research has produced award-winning articles on retail power, the measurement of advertising effects, and marketing budgeting. He has published many articles in journals such as the *Harvard Business Review*, *Journal of Marketing*, *Journal of Advertising Research*, and *Marketing Science*. He is currently developing improved techniques for integrating marketing and financial metrics and is coauthor of several books, including *The Profit Impact of Marketing Strategy Project: Retrospect and Prospects*. Farris's consulting clients have ranged from Apple and IBM to Procter & Gamble and Unilever. He has also served on boards of manufacturers and retailers and as an academic trustee of the Marketing Science Institute.

Phillip E. Pfeifer, Richard S. Reynolds Professor of Business Administration at The Darden Graduate Business School, currently specializes in direct/interactive marketing. He has published a popular MBA textbook and more than 35 refereed articles in journals such as the *Journal of Interactive Marketing*, *Journal of Database Marketing*, *Decision Sciences*, and the *Journal of Forecasting*. In addition to academic articles and a textbook, Mr. Pfeifer is a prolific case writer, having been recognized in 2004 as the Darden School's

faculty leader in terms of external case sales, and in 2008 with a Wachovia Award for Distinguished Case Writer. His teaching has won student awards and has been recognized in *Business Week's* Guide to the Best Business Schools. Recent consulting clients include Circuit City, Procter & Gamble, and CarMax.

Dr. David J. Reibstein is the William S. Woodside Professor and Professor of Marketing at the Wharton School, University of Pennsylvania. Dave has been on the Wharton Faculty for more than two decades. He was the Vice Dean of the Wharton School, and Director of the Wharton Graduate Division. In 1999-2001, Dave took a leave of absence from academia to serve as the Executive Director of the Marketing Science Institute. He previously taught at Harvard, and was a Visiting Professor at Stanford, INSEAD, and ISB (in India). Dave was the Chairman of the American Marketing Association. He has a radio show, Measured Thoughts with Dave Reibstein, on SiriusXM Radio.

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