



Elevating Marketing

PURPOSE

To elevate Marketing to its rightful place in the boardroom

MASB brings research, analytics and intellectual leadership together to establish measurement as the foundation of accountability – and accountable marketing as a driver of growth.

WHAT WE DO



COLLABORATION

We bring the industry together, collaborating across marketing, finance and analytics, adding expert resources to create unified practices and principles for marketing measurement



THOUGHT LEADERSHIP

A brains trust of top academics, researchers, and marketing practitioners working in teams to solve the accountability issues vital to the future of the industry



ADVOCACY

Leading the charge on the development of US and global brand and marketing standards through our ISO initiatives



CERTIFICATION

We offer expert audits and certification of marketing metrics and methodologies, for those who've reached top quality standards



ADVISORY

Objective advice on how to apply marketing measurement best practices and recommendation of accredited consulting firms



EDUCATION

Videos, content and curriculum on marketing accountability for the marketing profession today, and the universities educating the marketers of tomorrow

HOW WE DO IT

PROJECT TEAMS

Brand Evaluation Standards: Representing the U.S. on ISO Technical Committee 289

Financial Value of Brands: Demonstrating the connection of marketing to cash flows

Marketing Metric Catalog: Certifying metrics based on 10 Ideal Characteristics

Sponsorship Accountability: Determining sponsorship's contribution to brand and business

Universal Marketing Dictionary: The industry's definitive source for up-to-date terminology

SPECIAL INITIATIVES

Big Data – Maximizing Return

Measuring Creativity

Economic Value of Marketing

Sustainable Marketing Accountability

Marketing Organization Best Practices

Top-tier marketer companies, agencies, academics & associations committed to linking marketing actions to financial return

- + join leading-edge marketing & finance accountability teams
- + influence/shape our project agenda
- + collaborate with top marketing & finance scholars
- + access restricted website content – project updates, metric audits, white papers and more
- + apply learning to current efforts
- + demonstrate wisdom, vision & leadership in the business community
- + receive discounts on select services offered by MASB members and affiliates
- + participate in MASB WEBINARS on marketing measurement and accountability topics
- + host or sponsor a MASB SUMMIT to contribute to the advancement of marketing best practices
- + contribute to our growing library of media on best practices and trending topics

To find out more about membership contact:

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**Marketing
Accountability**
Standards
Board