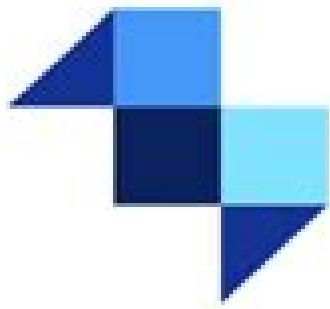




Marketing Accountability Standards Board

MARKETING METRIC ACCOUNTABILITY PROTOCOL

10 Characteristics of an Ideal Metric

1. **Relevant** – addresses specific (pending) action
2. **Predictive** – accurately predicts outcome of (pending) action
3. **Objective** – not subject to personal interpretation
4. **Calibrated** - means the same across conditions/cultures
5. **Reliable** – dependable & stable over time
6. **Sensitive** – identifies meaningful differences in outcomes
7. **Simple** – uncomplicated meaning & implications clear
8. **Causal** – course of action leads to improvement
9. **Transparent** – subject to independent audit
10. **Quality Assured** – formal/on-going processes to assure 1-9

Marketing Research Metric

Rosina Ehmann

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the author's name.

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