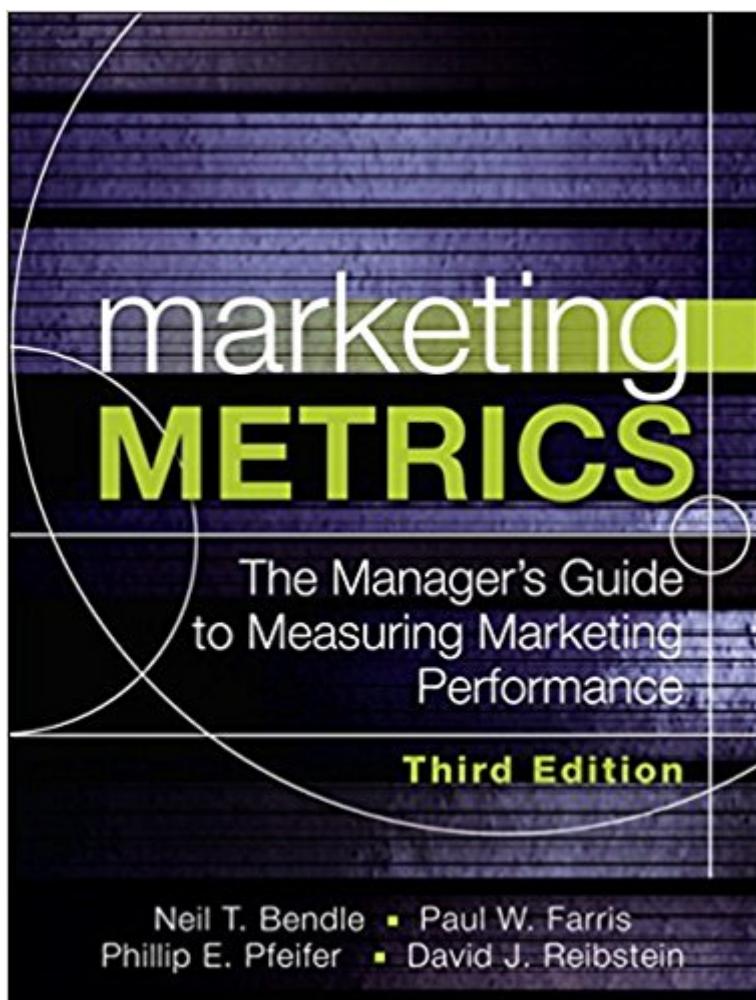


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Marketing Metrics: The Manager's Guide To Measuring Marketing Performance (3rd Edition)



Synopsis

Today's Definitive Guide to Marketing Metrics Choosing Them, Implementing Them, Applying Them New quantitative formulas, applications, and analytical techniques Best practices for measuring promos, ads, distribution, perception, market share, pricing, margins, portfolios, channels, dashboards, and more All-new chapter on leveraging today's rich online, email, and mobile metrics Expert guidance for clarifying what to measure, and testing reliability and validity Now extensively updated, this award-winning book will help you apply today's most effective metrics to all your marketing investments, get accurate answers, and use them to systematically improve ROI. You'll find practical techniques for measuring everything from brand equity to social media, market share to email performance. For each metric, the authors present real-world pros, cons, and tradeoffs—and help you understand what the numbers really mean. You'll learn how to design and interpret marketing dashboards to identify emerging opportunities and risks, and use powerful modeling techniques to optimize every decision you make. A brand-new chapter on online metrics brings desperately needed clarity to metrics such as pageviews; rich media display time and interaction rates; clickthrough rates; cost-per-click, order, and customer acquired; visits, abandonments, and bounce rates; friends, followers, supporters, and even "likes." This Third Edition adds important new coverage of topics ranging from brand valuation to neuromarketing, as well as crucial insights for selecting the right metrics, and making sure you can trust your data. www.management-by-the-numbers.com Marketing Metrics, Third Edition, is the definitive guide to today's most valuable marketing metrics. In this thoroughly updated and significantly expanded book, four leading marketing researchers show exactly how to choose the right metrics for every challenge. 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 and channels; and more. This edition adds a rigorous and comprehensive discussion of the latest web, online, social, and email metrics, helping you navigate today's many new metrics to gain usable and trustworthy information. The authors have added new insights into measuring marketing ROI and brand equity, as well as practical advice for managing complex issues such as advertising elasticity and "double jeopardy." You'll also find updated and expanded discussions of prioritizing the

right metrics for your business, and ensuring the information you capture is valid, reliable, and actionable. □ Choose the right metric for every marketing challenge □ Understand the full spectrum of marketing metrics: pros, cons, nuances, and application □ Gain a deep and thorough understanding of Marketing ROI (MROI) □ Quantify how your marketing spending actually contributes to profits □ Understand and apply web/online metrics far more effectively □ Get actionable knowledge from new web, rich media, and social metrics— including Google Analytics □ Measure what matters, and measure it reliably □ Choose the right metrics, and ensure accurate, valid data for decision-making □ □ □

Book Information

Hardcover: 464 pages

Publisher: Pearson FT Press; 3 edition (September 6, 2015)

Language: English

ISBN-10: 0134085965

ISBN-13: 978-0134085968

Product Dimensions: 7.5 x 1.1 x 9.4 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 13 customer reviews

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Customer Reviews

"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 Â¢â ª2006 Best Books in Marketing award winnerÂ¢â ª•Â

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 decadeÂ¢â ¸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.

Â 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 FarrisÂ¢â ¸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*.

FarrisÂ¢â ¸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. Â 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 SchoolÂ¢â ¸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 WeekÂ¢â ¸s Guide to the Best Business Schools*. Recent consulting clients include Circuit City, Procter & Gamble, and CarMax. Â 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. ☺ ☺

In today's data and measurement rich marketing environment, this book is an absolute must-have for marketers at all levels. It is the most comprehensive single source of information on all the important things a smart marketer would want to track, with helpful tips about how to use them. It is encyclopedic in coverage, yet it is so much more fun to read than an encyclopedia. You can leaf through the whole book and learn a ton, and then you find yourself (at least I do!) going back again and again to refer to specific metrics. It's a must-read book, but it's even more valuable as a desk-reference. I have one copy at school and another in my home office. And I've given up on trying to return it to the book shelf -- I use it so often that it sits within easy reach on my table most of the time. And, I'm really delighted to see how much new stuff the authors have added in this newest edition -- on topics from online and mobile to neuroscience. Kusum Ailawadi

As a former CMO, I bought the 1st edition of this book back in the early 2000's. It was the first book (and continues to be the best book) to combine all related marketing metrics in one resource. I now have all three editions (two in my home office and one at work). These books provide comprehensive information on a host of metrics that enable you to train your team about how to speak "finance-language" to the CFO/finance department. It is a reference book that essentially lists all marketing related terms, their definitions, and their calculations. On top of it, the more recent editions have some great survey data that provide insight on which marketing metrics marketers find the most valuable. I have been able to use this data to explain to non-marketers why some measures are more valid than others. In sum, I highly recommend these books as primary reference material for marketers and anybody working with marketers (e.g., finance, accounting, etc.).

I like this book and have found it to be very useful. I am a consultant that works in a variety of different projects, topics and industries. I have relied on this book frequently over the years and am very happy to have the updated third edition. I find the book especially valuable because it covers a wide variety of metrics and makes it easy to hone which ones are suitable for a given situation. I also think the authors do a commendable job of describing what weight to put on a given metric and

as well as any associated shortcomings. The online chapter is a welcome addition. I have a reasonably well developed understanding of the concepts it includes, but it is nice to have a reference to start with for the topics I am less familiar or unfamiliar with. I heartily recommend this book to people who want a reliable and complete compendium of marketing metrics that are commonly used in industry.

The book is fantastic for marketing managers. The title is a bit misleading: "metrics" suggests the book is composed only of ways to measure marketing performance. It's much more. The authors spend a lot of space explaining what each metric is, what are its pros and cons, how to interpret each, what are the limitations etc... It's a mini-course on marketing strategy that takes fairly nuanced and complex ideas, then clarifies and expands on each. I'm going to be keeping within easy reach on my bookshelf. I'll be using this one routinely.

Marketing Metrics (Farris et al.) is an indispensable reference book for marketers of all levels. I think it will also be of great value to marketing researchers on the agency side, who are often isolated from the actual marketing decision-making process.

This book is incredible for any start-up company. It's very comprehensive and will have your marketing team focused immediately on how to measure the marketing initiatives for your organization. Success resides not only in the collection of data but in the interpretation and decision making fueled by accurate and appropriate deployment of metrics as it pertains to the industry, customer demographics, goals/milestones, and desired outcomes. The only way to beat competitors and push your product/service to the top is to understand the market. The only way to understand the market is to fully comprehend what your data are telling you or not telling you for that matter. This book provides the necessary insights and guidance to properly manage data for the success of a brand. Looking for total global domination in your industry? Start here.

I have read previous editions of this book. This latest version is great for those who do online research as well.

A great book for anyone involved in business and marketing to read. Very comprehensive guide to all the terms, definitions, and calculations you might need. I've recommended to several friends and colleagues already.

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