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SECOND EDITION

MEASURING MARKETING

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Measuring Marketing 110 Key Metrics Every Marketer Needs

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Marketing Metrics Paul W. Farris,Neil T. Bendle,Phillip E. Pfeifer,David J. Reibstein,2006-04-18 Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics In *Marketing Metrics* four leading researchers and consultants systematically introduce today s most powerful marketing metrics The authors show how to use a dashboard of metrics to view market dynamics from various perspectives maximize accuracy and triangulate to optimal solutions Their comprehensive coverage includes measurements of promotional strategy advertising and distribution customer perceptions market share competitors power margins and profits products and portfolios customer profitability sales forces and channels pricing strategies and more You ll learn how and when to apply each metric and understand tradeoffs and nuances that are critical to using them successfully The authors also demonstrate how to use marketing metrics as leading indicators identifying crucial new opportunities and challenges For clarity and simplicity all calculations can be performed by hand or with basic spreadsheet techniques In coming years few marketers will rise to senior executive levels without deep fluency in marketing metrics This book is the fastest easiest way to gain that fluency

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