



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

*Paul Farris, Neil Bendle, Phillip E. Pfeifer, David J. Reibstein*

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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](http://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*

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