



# Marketing Value Metrics: A New Metrics Model to Measure Marketing Effectiveness

*Malcolm McDonald, Peter Mouncey, Stan Maklan*

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The second edition of Marketing Accountability now called Marketing Value Metrics introduces and guides readers through a metrics model that shows not only how marketing systematically contributes to shareholder value but also provides a metrics-based framework for developing and implementing marketing strategies that are measurable and accountable. The key steps in the modelling process are described in detail, as are the procedures for applying it in practice. Updated throughout, this new edition also includes the latest digital and social media metrics and advice on measuring the effectiveness of multichannel strategies. Marketing Value Metrics will enable marketing executives to measure more effectively the impact of marketing activity against organizational goals, and will empower marketing teams and their managers to justify and defend their plans and strategies to their CEOs and CFOs.

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