Marketing Accountability Standards Board

Where Marketing Activities Meet Financial Return

Marketing accountability drives business growth and empowers CMOs by demonstrating Marketing’s contribution to enterprise value. MASB brings top-tier marketers, measurement providers and academics together to establish and advance accountable marketing practices that drive business growth.

Active Assessment and Development Teams

- **SPONSORSHIP ACCOUNTABILITY METRICS**: designing a roadmap for brand sponsorship investment and activation
- **FINANCIAL VALUATION OF BRANDS**: valuing brands monetarily to guide marketing investment decisions
- **DIGITAL ACCOUNTABILITY RESEARCH**: identifying/removing obstacles to effective, brand-safe digital marketing
- **MARKETING METRIC AUDIT PROTOCOL / MMAP METRIC CATALOG**: certifying specific metrics that tie marketing to financial performance
- **MEDIA AND BRAND ENGAGEMENT**: elucidating how emotional commitment amplifies financial return

Educational Resources

- **COMMON LANGUAGE MARKETING DICTIONARY**: marketing-dictionary.org
  eliminating ambiguity with more than 1,800 marketing terms defined
- **FINANCE IN MARKETING LIBRARY**: on the MASB YouTube Channel
  topical videos by some of today’s top minds in marketing measurement

ISO TECHNICAL COMMITTEE 289

Through participation in ISO (International Organization for Standardization), MASB develops global brand standards. As a member of ANSI (American National Standards Institute), MASB represents the U.S. on ISO Technical Committee 289, which released standards for brand evaluation (ISO 20671) and brand valuation (ISO 10688). A standard for geographical indications is the committee’s next priority.

MASB MEMBERSHIP

MASB members belong to an accomplished, forward-thinking community of top-tier marketers, measurement providers, industry associations and business academics committed to linking marketing actions to financial return.

As MASB members, your team will:
- help shape our work with a seat on the Board or Advisory Council
- influence project agenda and participate in projects of interest
- demonstrate vision & leadership in the business community
- network with colleagues committed to accountability & collaboration
- participate in Summits with key project updates and valuable presentations
- apply lessons learned in your organization
- gain access to the knowledge and expertise of top business academics
- access MEMBERS-ONLY content including the MMAP Metric Catalog

To join this transformational collaboration contact:
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