

The Metrics That Marketers Muddle

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Financial Metrics

10.5%

What is the difference between ROI and ROA?

Measuring effectiveness

Analytics for Decision Making

WHICH WAY TO GO?

EQUITY

Good equity can be defined from different perspectives and the following metrics (Baker, 2002):

- 1. The number of shares owned by the shareholders.
- 2. The value of the shares.
- 3. The ability to influence the company's decisions.

The author suggests that a good equity is the one that is the most valued by the shareholders.

PROMOTION



CUSTOMER FOCUS

Service with a smile

Customer Focus

Customer Service

Metrics

Customer Satisfaction

Customer Retention

Customer Lifetime Value

Customer Churn Rate

Customer Acquisition Cost

Customer Effort Score

Customer Net Promoter Score

Metrics

Customer Satisfaction

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Customer Effort Score

Customer Net Promoter Score



Mckinsey Global Institute (2011)

Service

Customer Focus

Customer Service

PEOPLE

Customer Service

Customer Focus

Customer Service

Intelligence

Data

Information

Good activity (4) p.40

1850

1900

1950

2000

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What is the difference between the two?



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CUSTOMER FOCUS

THEY RESPOND TO THE WAY YOU SERVICE WITH IT

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PROMOTION

Marketing Mix: Product, Price, Place, Promotion

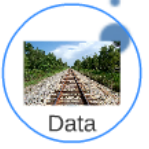
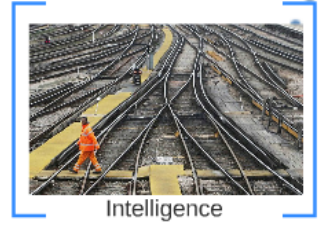
metrics



Mckinsey Global Institute (2011)

PEOPLE PLANT TREES

PROFIT



Brand Positioning

Good activity (4) p.40

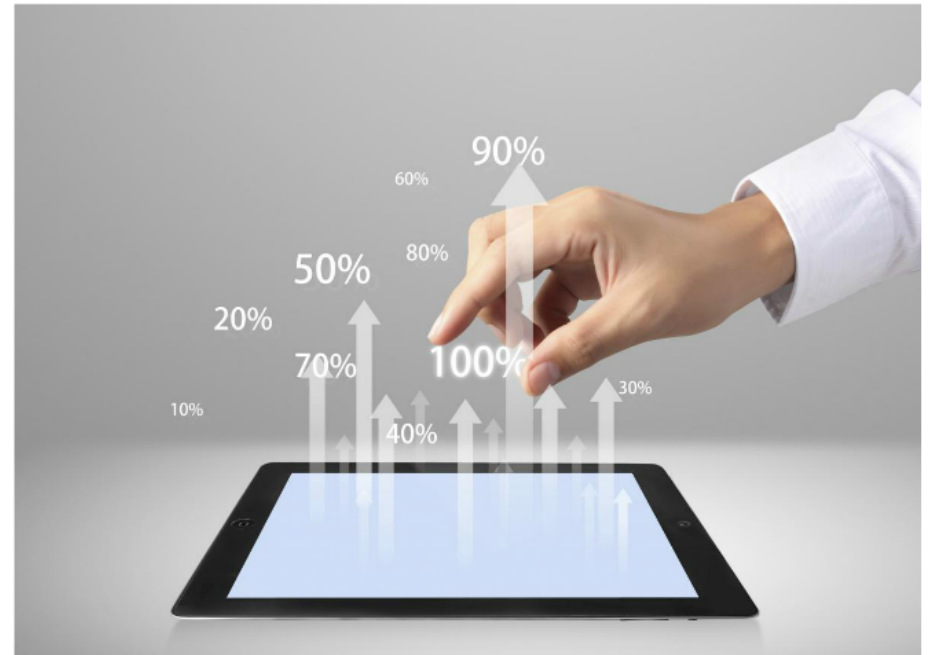
EQUITY

850

1900

1950

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What is the difference between the two?

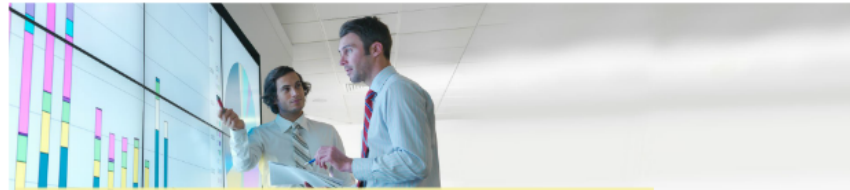
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What is the difference between the two?

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**Analytics for
Decision Making**

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What is the difference between the

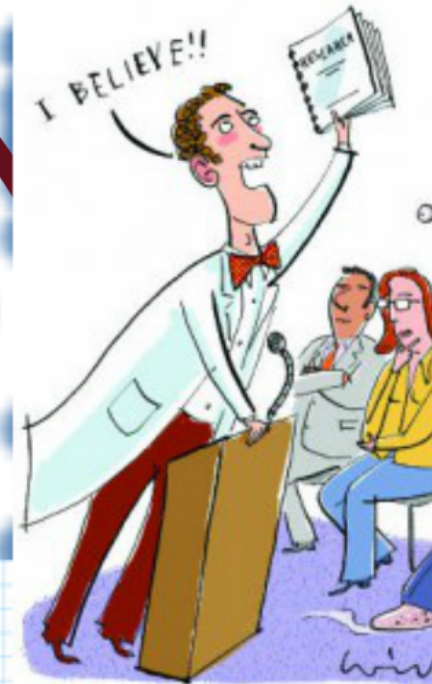
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Measuring Effectiveness



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EVERY day is CUSTOMER day

100%

CUSTOMER FOCUS

TIMELY RESPONSE

100%

Service with a 

The customer is ALWAYS right




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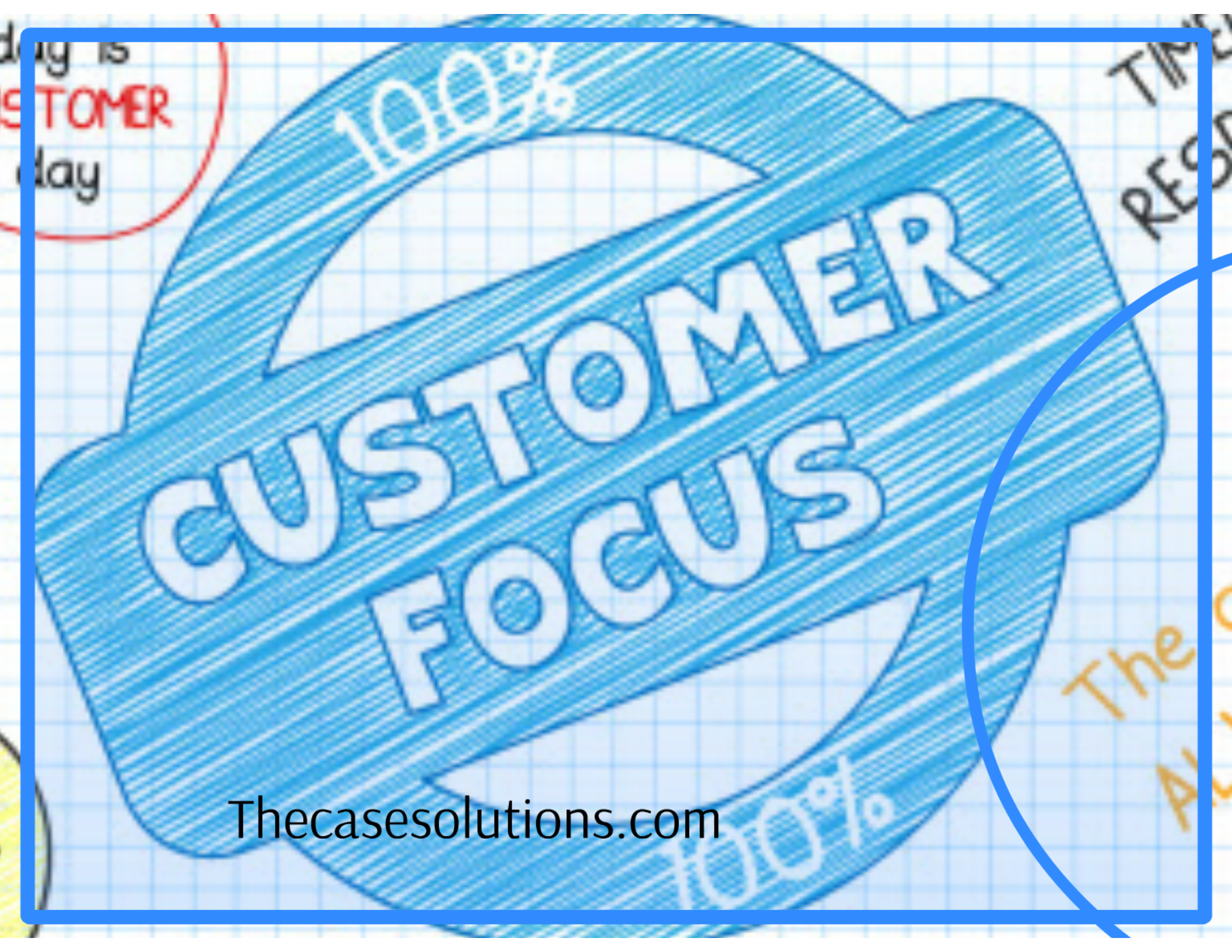


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