

DIRECT **MARKETING** **NEWS**

ONE TOUGH QUESTION: MARKETING MEASUREMENT

Getting the Most From Marketing Investments

12 experts offer advice on how marketers can gain a better understanding of marketing performance to optimize their spend.



Revolution in Contemporary Marketing Measurement Gerard J. Tellis

Galileo Galilei revolutionized astronomy with his discovery of rings of Venus, moons of Jupiter, and sunspots and championing of the sun-centered solar system. All his discoveries and conclusions were due to a new tool he developed, the telescope, which allowed for more precise observation and measurement.

Likewise, today, marketing is at the threshold of a revolution due to new digital media and metrics. The digital media are wireless and fiber optic cables, the internet, and various gadgets that enable consumers to access information, vent feelings, and purchase instantly. These media in turn enable amazing new metrics of ad exposure, consumer word of mouth, and purchasing.

The age of annual advertising data is dead. Even monthly or weekly advertising data are obsolete. Today advertising can be measured in exposures delivered in seconds to individual consumers identified by phone number, email address, or IP address. Likewise consumer response can be measured not by annual surveys but by clicks, browsing, commenting, or online purchases by the second. Marketing researchers frequently spoke of “word-of-mouth” as that huge but mysterious force that drove consumer behavior. No longer! Word-of-mouth can now be tracked live through online customer reviews, tweets and retweets, and sentiment on the blogger sphere.

This measurement revolution has enabled exciting and insightful new discover in marketing phenomena. True, the revolution in measurement gives marketers a clearer picture of their customers and more efficient targeting of buyers. But the revolution also provides consumers with tremendous power. They can instantly expose inferior products and services and more easily search for the best prices and quality in the market.

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