



Decision Equity: The Ultimate Metric to Connect Marketing Actions to Profits

Piyush Kumar

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In this book, we introduce Decision Equity as a breakthrough, overarching metric that can help free marketing managers from their existing mental models, and provide avenues to efficiently convert the vast amounts of data at their disposal into powerful information to make informed long-term and short-term decisions about products, customers, markets, and overall business health. There are four key objectives that we wish to achieve through this book. First, we wish to introduce the underpinnings of a new flow-based measurement and management process that can promote truly unshackled thinking both within the marketing function as well as at its interface with other functional areas. Second, we want to demonstrate how firms can win by learning to conceptualize and discover the linkages between marketing and related non-marketing actions and their ultimate marketplace and financial consequences. Third, we aim to provide guidance for how marketing managers and CMOs can significantly improve the outcomes of their decisions by following a verification-based linkage discovery process to connect marketing actions to profits. And fourth, we wish to provide evidence for the efficacy of verification-based thinking centered on the principles of Decision Equity from successful marketing interventions and implementations in well-known organizations.

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