

SHIFT LANGUAGE. SHIFT PERCEPTION.

Translating the language of 'brand' to the C-suite.

YOUR CEO DOESN'T HATE MARKETING. THEY HATE UNCERTAINTY.

The language of marketing is constantly evolving. New media, new opportunities to engage with our audience, gives us new behaviours to diagnose. This constant change and flux makes marketing seem hard-to-pin down, opaque, and difficult to collaborate with.

Marketing becomes a source of uncertainty.

But, when marketing is understood, and even embraced by the CEO, the results speak for themselves.

2.5X

**Companies with strong
CEO-CMO collaboration
are more likely to achieve
revenue growth.**

To make marketing better understood, and easier to work with our language must change. How do we translate the language of marketing success, back to the language of business success?

THE MARKETER’S TRANSLATION GUIDE

How marketing metrics connect to financial outcomes

	MARKETING METRIC		CUSTOMER IMPACT		FINANCIAL OUTCOME
PERFORMANCE	 AWARENESS	→	Maximizing Addressable Demand	→	Revenue Upside
	 CONSIDERATION	→	Conversion Probability	→	Funnel Volume & Efficiency
	 PURCHASE INTENT	→	Brand Commitment	→	Short-term Sales Volume
	 LOYALTY	→	Default Habits	→	Revenue Stability
PERCEPTION	 BRAND PREFERENCE	→	Customer Conviction	→	Pricing Power
	 EQUITY ASSOCIATIONS	→	Distinction, Differentiation	→	Balance Sheet Asset Value
	 NET PROMOTER SCORE	→	Endorsement	→	Organic Revenue Growth

KEY TAKEAWAY

Every marketing metric connects to a financial outcome. Use this to translate campaign results into boardroom language — and make the case for brand investment.



Performance outcomes



Perception outcomes