* Things one can measure or estimate: Marketing productivity, brand equity
* Say that metrics are being used -> How certain are these metrics?
* Measures to measure marketing performance
  + market share, customer satisfaction, customer loyalty/ retention, brand equity, and innovation
  + nonfinancial measures, and their joint impact on financial performance
* Building (non-financial) constructs and estimate their impact on e.g. financial performance
* How large is the uncertainty that is caused by these constructs?