

Template to track KPIs

Responsible Marketing Action Plan KPI Dashboard

1 Supply Chain Diversity

KPI	Actual (thru 3Q21)
Mkt + Agency Total POC %	● X.X%
Mkt + Agency Female %	● X.X%
Diverse Spend	
• Video	● X.X%
• Experiential	● X.X%
• Print	● X.X%
Productions using diverse directors	● X.X%
Black owned & operated media spend %	● X.X%

2 Hire and retain diverse talent

KPI	Actual (thru 3Q21)
Mkt + Agency New Hires Total POC %	● X.X%
Mkt + Agency New Hires Female %	● X.X%
Diverse Fellowship retention %	● X.X%

3 Fight racism, bias and stereotypes in advertising, content & media

KPI	Target	Actual (thru 3Q21)
Cultural Insights Impact Measure (CIIM) - % Nat'l TVCs Tested	X.X%	● X.X%
Mkt + Agency Anti-Racism/Bias Training - % of Employees w/ 4+ hours completed	X.X%	● X.X%

4 Responsible content policies

KPI	Target	Actual (thru 3Q21)
Integral Ad Science Brand Safety Measure (IAS) - % of media placement that does not violate brand safety threshold	X.X%	● X.X%

■ On Track
■ At Risk
■ Off Track

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Defining & Setting a KPI:

In partnership with your Legal and HR teams set a baseline of historical measurement/performance where available

Align KPI definitions and targets to each of the core pillars of your action plan for both leadership readouts and governance

1 Supply Chain Diversity

- Measurement of diverse representation throughout the supply chain
 - Internal Marketing + External Agency overall diversity (POC) and gender
 - Spend with diverse owned suppliers across media, video, experiential and print
 - Video production using diverse directors

2 Hire and retain diverse talent

- Measurement of program initiatives to retain diverse talent
 - Internal Marketing + External Agency overall diversity (POC) and gender for new hires
 - Support for diverse talent growth programs (i.e. **adfellows**, MAIP)

3 Fight racism, bias and stereotypes in advertising, content & media

- Measurement and impact of marketer + agency training and resources
 - Internal Marketing + External Agency training hours completed
 - Percentage of TV ads that measured for their cultural insights and impact before going to market

4 Responsible content policies

- Measurement for the overall effectiveness of content policies
 - Ad placement
 - Harassment
 - Hate Speech
 - Misinformation