



# Ipsos Loyalty

## **Paper "A Longitudinal Examination of Net Promoter and Firm Revenue Growth" Awarded the 2007 Marketing Science Institute/H. Paul Root Award**

*Ipsos Loyalty Co-Author Recognized for Significant Research Testing Net Promoter Claims*

**New York, NY, December 20, 2007** — Earlier in the year, Timothy Keiningham, Senior Vice President & Head of Consulting for Ipsos Loyalty (USA), Bruce Cooil of Vanderbilt Owen Graduate School of Management (USA), Tor Wallin Andreassen of the Norwegian School of Management (Norway), and Lerzan Aksoy of Koç University (Turkey), co-authored a paper that challenged the fundamentals of the loyalty metric Net Promoter. The paper – "A Longitudinal Examination of Net Promoter and Firm Revenue Growth" – appeared in the July 2007 (Vol. 71, No. 3) issue of the American Marketing Association's *Journal of Marketing*.

This week, that paper was awarded the 2007 Marketing Science Institute/H. Paul Root Award! The award is given to the *Journal of Marketing* paper that had "the most significant contribution to the advancement of the practice of marketing." To download the paper published in the *Journal of Marketing*, click the following link:

<http://www.atypon-link.com/AMA/doi/abs/10.1509/jmkg.71.3.39>

As recipients of the 2007 Marketing Science Institute/H. Paul Root Award, the foursome will be honored at a special Awards Luncheon on February 16, 2008. The luncheon is part of the American Marketing Association's 2008 Winter Marketing Educators' Conference in Austin, Texas.

"My co-authors and I are thrilled beyond words," says Keiningham. "This award represents 'best paper' in the most prestigious scientific journal in all of management and economics – as measured by the citation index – and is a significant statement by the scientific community regarding our research into Net Promoter."

Added Tom Markert, CEO for Ipsos Loyalty Worldwide, "We are very proud of the work Tim and his co-authors have completed. They took a very unpopular position when they started the research. This reward recognizes the validity of their approach and their dedication to research excellence".

### **Note To Editors:**

This article (1) employs longitudinal data from 21 firms and 15,500-plus interviews from the Norwegian Customer Satisfaction Barometer to replicate the analyses used in Net Promoter research and (2) replicates data reported in the book, *The Ultimate Question*, showing exemplars for Net Promoter and compares this data with the American Customer Satisfaction Index. For further information on the Net Promoter research you can visit:

<http://www.ipsosloyalty.com/knowledgecenter/event-070501.cfm>

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Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of

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innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group.

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