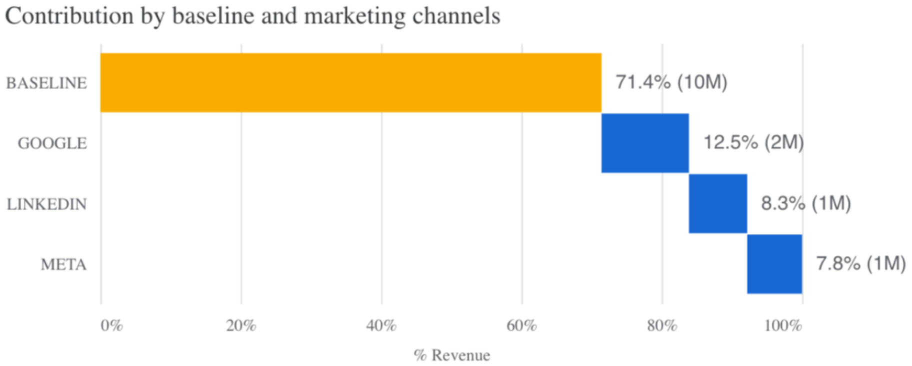
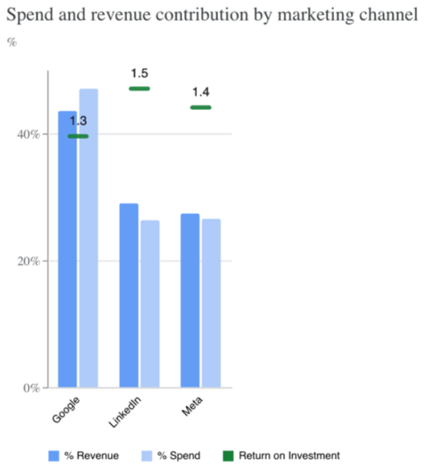
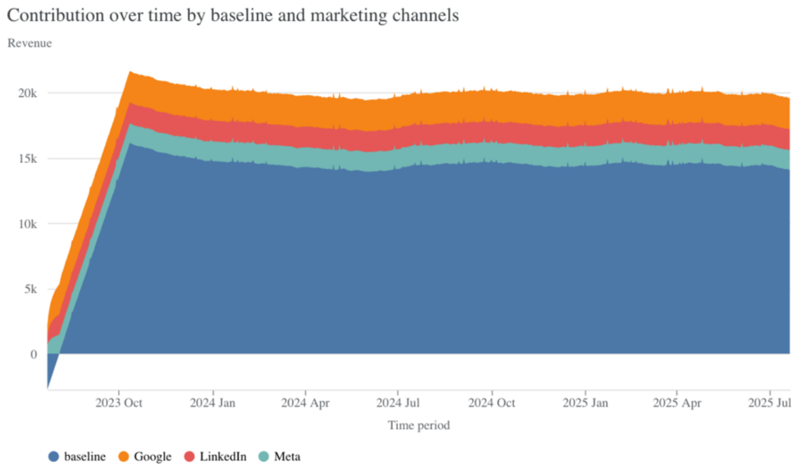
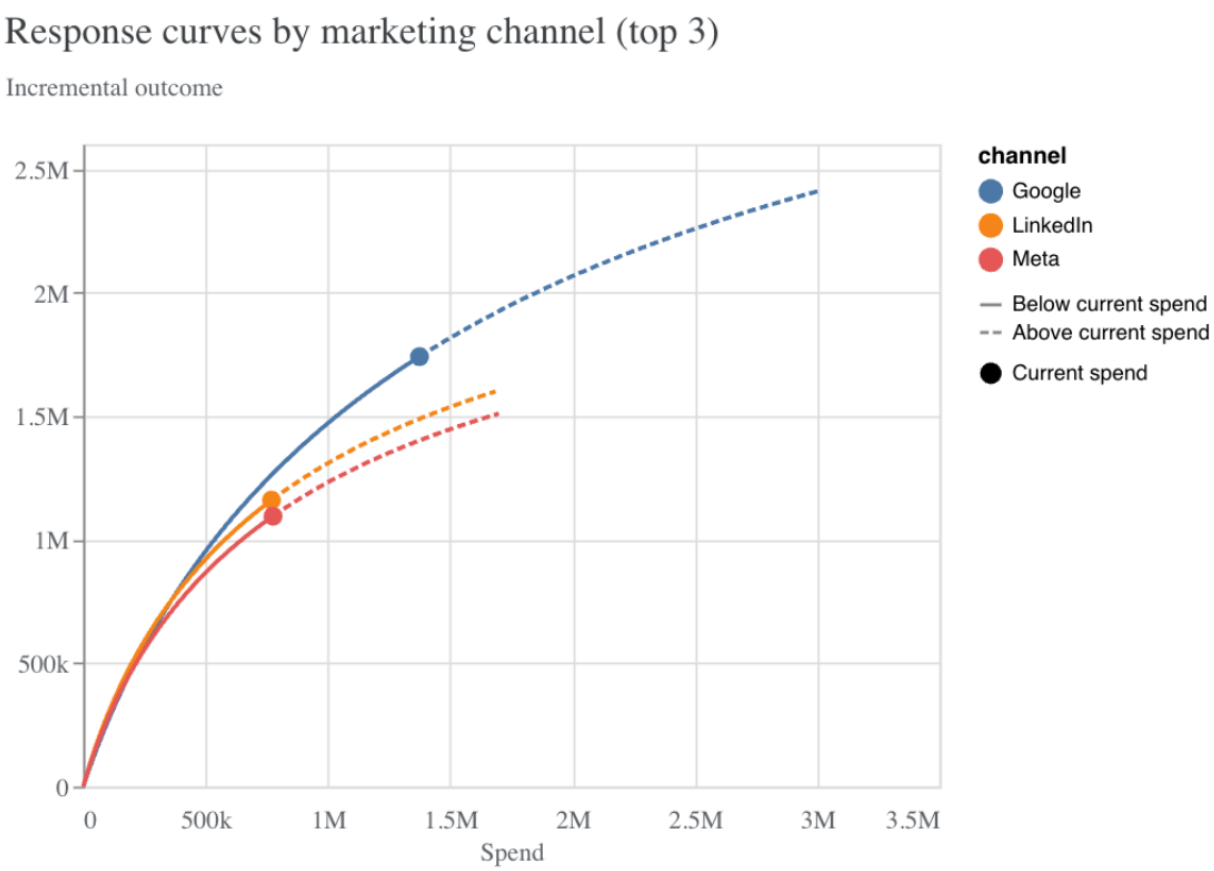
Executive Summary of MMM Findings







Our analysis shows that about 70% of revenue comes from baseline factors like brand strength and organic demand, while nearly 30% (~$4M) is directly driven by marketing. Google is the largest contributor, adding around $2M, with LinkedIn and Meta each delivering about $1M. In terms of efficiency, LinkedIn shows the highest ROI (1.5), followed by Meta (1.4) and Google (1.3). Over time, channel contributions have been steady, with Google driving volume and LinkedIn and Meta providing strong cost efficiency. This means our marketing is adding real, sustained value on top of a strong business foundation.



This is the heart of our analysis. This response curves show how incremental revenue grows with additional spend across Google, LinkedIn, and Meta.

At today's spend levels (the dots), Google's curve is still steep and keeps rising beyond current spend, indicating strong headroom before diminishing returns bite. Additional budget there should convert to meaningful incremental revenue. LinkedIn's curve is steeper than Meta's above the current point, so the next dollar is expected to work harder on LinkedIn than on Meta; there's room to scale, but with more moderate headroom than Google. Meta's curve flattens earliest, signaling faster diminishing returns and the weakest marginal payoff among the three.

What this means for budget: prioritize incremental dollars to Google first, then LinkedIn; keep Meta flat and focus on creative/targeting improvements before adding spend. If reallocating, trim Meta before LinkedIn, and continue funding Google and LinkedIn until their marginal return falls to your profitability threshold.