



VERSION:: CORE_STABLE_V4.2

SYSTEM_ACTIVE



MEDIA MIX OPTIMIZER

ADVANCED MULTI-VARIATE BAYESIAN DECOMPOSITION ENGINE
SPECIALIZED FOR CROSS-CHANNEL ATTRIBUTION AND STRATEGIC
CAPITAL DEPLOYMENT MODELING.

EXPORT_TELEMETRY

LIVE_MODEL_REFRESH

AGGREGATE ROI

1.84x +12.4%
VS PW

MODEL
CONFIDENCE

94.2% OPTIMAL
VS PW

MCMC R-HAT

1.02 STABLE
VS PW

ACTIVE REACH

2.4M GLOBAL
VS PW



YIELD DECOMPOSITION

REVENUE

PROFIT

INCREMENTAL
CONTRIBUTION V2

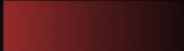
Search



TV



Social



Email



Display



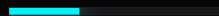
STRATEGIC OPTIMIZER

ALLOCATION_LIMIT \$1

TV // WEIGHT 45%



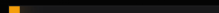
SEARCH // WEIGHT 32%



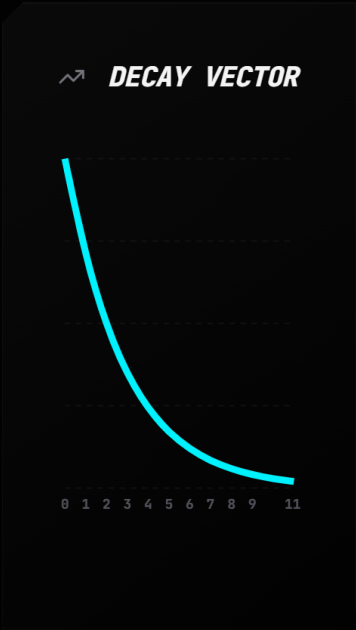
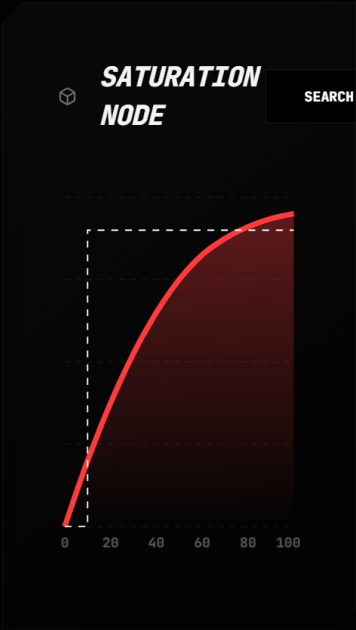
SOCIAL // WEIGHT 18%



DISPLAY // WEIGHT 5%



_OPTIMIZATION



SYSTEM HEALTH

DIAG::RHS

0.02

DIAG::DIV

0

DIAG::ACC

0.96

DIAG::SAH

4k

SYSTEM_STATUS::SECURE

LAST_RUN::15:20:09

MAR_SCI_INTEL_HUB_PRH

BY_MAR_SCI_ENGINEERING

RE_HASH::4A1F29

CPU_LOAD::14.2%