

Griffin MMM: Advanced Marketing Mix Modelling for Agencies

Optimise Marketing ROI with Bayesian Modelling

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Griffin Analytics

Agenda

- ① The Challenge
- ② Our Solution
- ③ See Griffin MMM in Action

The Challenge

Challenges Faced by Smaller Agencies in Media Mix Modelling

- Limited access to powerful and production-ready MMM tools.
- Some existing open-source solutions (e.g., Robyn) lack methodological soundness, leading to unstable outputs and complex interpretation.
- Other open-source solutions (eg LMMM, Meridian, PyMC-Marketing) are not production ready or require additional software development (standardised reports, wrappers etc etc) to be fully deployed.
- High costs and complexity of developing custom solutions in-house.

Our Solution

Griffin MMM: Empowering Smaller Agencies with Advanced Tools

- **Methodologically Robust:** Built on Bayesian principles for stable outputs and interpretable results.
- **Production-Ready:** Designed for immediate deployment in real-world scenarios.
- **Tailored for Agencies:** Accessible, scalable, interpretable, and easy to use—no need for extensive technical expertise.

Why Griffin MMM is Perfect for You

For Smaller Agencies:

- Eliminate the need for costly in-house development.
- Gain access to a tool that scales with your needs.
- Spend more time optimising campaigns and less time wrestling with models.

For Robyn Users:

- Upgrade to a more methodologically sound solution.
- Achieve stable and interpretable results that inspire confidence.
- Benefit from Bayesian posterior distributions for uncertainty quantification.

See Griffin MMM in Action

See Griffin MMM in Action

- **Try It Yourself:** Visit our GitHub repository to explore the demo notebook.
- **Schedule a Personal Demo:** Contact Peter Lennox at peter@griffin-analytics.com for a walkthrough.
- **Experience the Difference:** Learn how Griffin MMM can transform your approach to media mix modelling.

Take the First Step Towards Smarter Marketing Decisions

- **Contact Us:** peter@griffin-analytics.com
- **Visit:** <https://github.com/griffin-analytics/griffin-mmm-demo>
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Griffin MMM: Simplifying Complexity for Smarter Decisions

griffin-mmm-demo Public

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File	Description	Updated
griffin-analytics	Update README.md	5/6/27 · 2 days ago · 43 Commits
LEGAL	updated October 2024	2 months ago
dashboard	Add files via upload	2 weeks ago
demo	updated "Zip and download files" function	last week
docs	Add files via upload	2 days ago
images	Add files via upload	2 months ago
src	bring the latest changes	last week
license.md	Update License.md	2 months ago
README.md	Update README.md	2 days ago
pyproject.toml	Bring latest changes	2 weeks ago

About

Tools for quant marketing.

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Contributors 2

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- bobuakGriffin

Languages

Python 100.0%

Suggested workflows

Based on your tech stack

- Python application [Configure](#)
Create and test a Python application.
- Python Package using Anaconda [Configure](#)
Create and test a Python package on multiple Python versions using Anaconda for package management.
- Pylint [Configure](#)
Lint a Python application with pylint.

[More workflows](#) Dismiss suggestions

Griffin MMM: Integrated Bayesian Marketing Intelligence

Unlock the Potential of Bayesian Media Mix Modelling

Griffin MMM is a cutting-edge, production-ready solution designed to empower small marketing agencies and data-savvy marketers. Built on an enhanced PyMC framework, Griffin MMM delivers unparalleled insights into your marketing strategy, enabling you to:

- Accurately Measure ROI: Gain a clear understanding of channel performance with robust Bayesian inference.
- Optimize Budget Allocations: Leverage advanced algorithms to maximize marketing effectiveness.
- Drive Confident Decisions: Benefit from interpretable and reliable insights, even with limited data.

Contact us today for a personal walkthrough: info@griffin-analytics.com