

# Griffin MMM: Advanced Marketing Mix Modelling for Agencies

## Optimise Marketing ROI with Bayesian Modelling

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# 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 to deliver stable outputs and clear, interpretable results.
- **Production-Ready:** Seamlessly deployable via a Jupyter notebook optimised for Google Colab.
- **Tailored for Agencies:** Accessible, scalable, 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](mailto: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](mailto:peter@griffin-analytics.com)
- **Visit:** <https://github.com/griffin-analytics/griffin-mmm-demo>
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# Griffin MMM: Simplifying Complexity for Smarter Decisions

The screenshot shows the GitHub repository for 'griffin-mmm-demo'. The repository is public and has 61 commits. The file list includes: LEGAL (updated October 2018, 2 months ago), dashboard (Add files via upload, 2 weeks ago), demo (updated 'Zip and download file' 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), and pyproject.toml (Bring latest changes, 2 weeks ago).

The README file is selected, showing the title 'Griffin MMM: Integrated Bayesian Marketing Intelligence' and a logo of a stylized red and orange griffin. The text describes Griffin MMM as a cutting-edge, production-ready solution for small marketing agencies and data-savvy marketers. It lists three key features: accurately measuring ROI, optimizing budget allocations, and driving confident decisions. Contact information for a personal walkthrough is provided at the bottom.

The right sidebar shows the repository's statistics: 0 forks, 0 stars, 0 watchers, and 0 forks. It also lists releases, packages, and contributors.