

Mutinex 23.329/Marketing Mix Modeling/MSIA/SVC/TENDER Part 1 - Task 1

CUSTOMER

TT DOTCOM SDN BHD

ATTENTION

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DATE

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This submission is in three parts due to document size constraints of SRM Portal.

Task 1: This document

Task 2: Continued in Part 2 submitted with this document

Criteria: Continued in Part 3 submitted with this document

Executive Summary

Dear Andrew and team at TIME dotCom,

On behalf of Mutinex, we are incredibly excited to submit our proposal and showcase how our expertise and experience can help TIME dotCom achieve its desired business objectives of increasing sales and market share through its use of a superior marketing mix model solution.

At Mutinex, we understand the complexities of consumer behaviour and the challenges that arise from the multitude of channels, messages, and external factors influencing business outcomes. Our GrowthOS platform is designed to empower TIME dotCom to make informed decisions and measure the contribution of different channels to its marketing efforts effectively.

As you will see in our response, Mutinex's MMM offering is market leading and in response to your briefing, clearly meets the needs of TIME dotCom. To meet your requirements, our platform will identify the main drivers of growth, ensuring you are able to maximise ROI and creative performance, understand the dynamics and impacts of brand and product marketing as well as have a constant and evolving view of how other factors such as seasonality have in driving the relevant business outcomes.

Our belief is that MMM should be an internal capability for TIME dotCom and not something deferred to consultants. That very belief influences our product roadmap, our ways of working with agencies and how we think about delivering value to our customers. Our approach to MMM is centred on giving both your internal teams and agency partner's the tools, insights and support needed to leverage MMM insights to make informed and valuable decisions and drive incremental growth.

We are the MMM provider category leader in terms of market share and penetration in Australia. Mutinex has a proven track record of delivering successful marketing mix modelling projects for similar organisations, and we pride ourselves on our expertise, reliable systems, processes, and tools. We are committed to ensuring ease of use and value through our entire platform, with a high priority and focus on information security to protect our customers' data.

We believe that Mutinex is the ideal partner to fulfil TIME dotCom's MMM needs. Our extensive experience, proven success, and commitment to delivering excellence make us confident in our ability to help TIME dotCom make data-driven decisions and optimise marketing outcomes.

Thank you for considering our partnership to deliver your marketing objectives over the next three years. . We not only welcome the opportunity to discuss our offering further and any questions you may have, we really look forward to the possibility of working together and joining you on the journey to drive TIME dotCom's marketing and commercial success.

Yours sincerely,



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We're excited to deliver TIME dotCom a cost-effective, scalable and platform-driven solution to MROI.

Shifting MROI from a study, to a sophisticated analytics capability will provide the means for Time dotCom to increase its annual investment across creative, media and agencies, fueling its growth and desire to increase both sales and its telecommunications market share across Malaysia.

The Brief

Mutinex has a clear understanding of your brief; your business objectives, strategic marketing approach and your objectives for success over the next three years.

Business Objectives

You stated the objectives are to increase sales and grow market share within the brief. Within your category, these are often contingent on doing two key things:

1. Identifying drivers of incremental sales
2. Allocating capital to those drivers to further boost incremental sales

In order to achieve those business objectives, TIME dotCom will need analytics and data to support decision making around these two aspects. This is where market-mix modelling comes in.

The challenge facing the telecommunications sector is these objectives and drivers are not static. Different competitors, market conditions and economic factors all change drivers and capital decisions correspondingly. This is why for most telcos, to truly grow and maintain market share, rapid market mix modelling is required to make decisions effectively.

Mutinex has worked with over 4 telcos in the Australian market as well as has customers in the Malaysian market and so deeply understands these objectives, how to achieve them and why they are important to you.

Marketing Strategy

In order to achieve these objectives, you believe you need to fully optimise marketing channels to create leads and drive sign ups. Optimisation of channels is a common strategy within the marketing landscape today.

What truly sets organisations apart is their ability to optimise their marketing mix as a singular asset. This is how Mutinex GrowthOS can complement and enhance your current strategy.

You stated you wanted to do this in three core ways over the next three years:

1. Run effective marketing campaigns
2. Optimal allocation of marketing budget
3. Scenario planning, forecasting and testing

Strategically, an MMM platform supports strategic execution within the three of these pillars by generating smart, causal datasets for you to act on.

Running effective marketing campaigns

In order to identify effectiveness, campaigns need to be based on their true incremental value and understand how this drives performance. With GrowthOS, you are able to achieve these objectives by identifying successful campaigns and their rate of incremental lift. This is a key data point to select, replicate and incorporate multiple marketing campaigns.

Optimal allocation of marketing budget

Optimising marketing budget effectively means allocating budget between channels, within a channel or within a channel's various tactics. GrowthOS allows you to rapidly visualise which channels you may optimise between, ensure you aren't hitting diminishing returns within a channel and makes sure that you are able to see which tactics within a channel you should allocate budget to. In short, it's a better way to ensure you are allocating to the right budget decision.

Scenario planning

GrowthOS allows you to rapidly scenario plan and forecast, alongside test different budget settings and tactics. This capability extends further - letting you save predictions and forecasts to compare how they played out in real-time, and identify how your brand marketing impacts your product marketing. In short, it's a world-class tool that is built to handle enterprise Telco marketing.

Task 1: Marketing Mix Assessment and Optimisation Proposal:

Objective: Showcase the model MMM dashboard to demonstrate the following but not limited to:

- 1. Descriptive model analysis (key drivers and analysis)**
- 2. Prescriptive actions**
- 3. Predictive results and impact**
- 4. Budget allocation and recommendations**
- 5. Ongoing optimization**

Product overview

It's important to note **Mutinex goes beyond a dashboard approach**. We have a fully integrated platform approach that encompasses:

- DataOS: data management platform to make collection easy, streamlined and simple
- GrowthOS: insights platform to make finding market mix decisions easy, simply and actionable
- Scenario Builder (GrowthOS): scenario simulator to make simulating ongoing results easy to execute

The entire product stack is an integrated experience, meaning that all marketers are able to access the full suite of Mutinex's product in an easily accessible manner with Single Sign On logins. This unlocks integration, reduces friction and of course leads to more time saved for TIME dotCom to focus on generating and using insights.

1.1 Descriptive model analysis (key drivers and analysis)

Within the Telecommunications category, there are a number of key model drivers that need to be analysed that go beyond just the media spend and investment. At Mutinex, we are aware of the complexity of doing driver analysis within the Telecommunications category. As such, we have a focused way to assess this from both a product perspective (in-platform) and a statistical governance perspective collaborating with your data science teams.

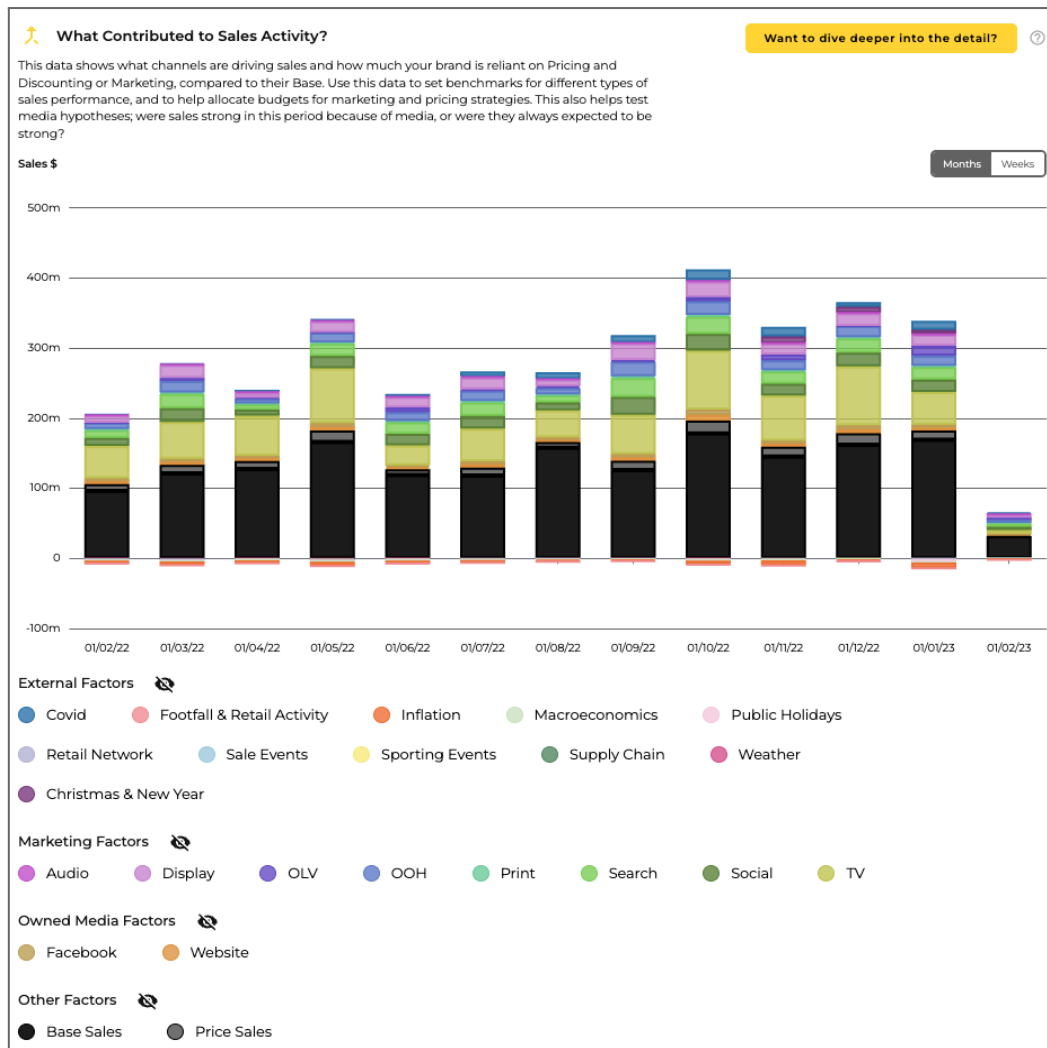
Telecommunication providers have four distinct attributes and classes that need to be considered:

- Baseline sales: overall baseline sales trend (often linked and broken into brand equity driver analysis)
- Media spend: overall media investment, spend analysis
- Economic and external factors: factors external to the business
- Pricing: price per gb and speed per product line; which factors into competitive offer strength

Mutinex assists with descriptive model analysis by handling these issues both in a sales composition, allowing for long-form granular analysis of model outputs, alongside collaborating with data scientists to handover coefficients and confidence intervals for each driver should this be required.

Any priors or domain knowledge assumptions brought into the modelling process are disclosed to your data science team. The rationale behind this is to ensure that the model can be described with confidence, transparency and clarity by your internal data science teams.

An example of our sales composition feature, with long-form driver analysis, can be seen below:



Screenshot of GrowthOS Sales Composition feature, with long-form driver analysis (Sample data used for illustrative purposes)

1.2 Prescriptive actions

For every marketer, the number one objective of an Analytics product is to move from **descriptive to prescriptive actions** where the analytics is crafted and linked to a core decision module. Mutinex adheres to this philosophy, and has a number of prescriptive modules for users to take action.

Mutinex has a prescriptive workflow philosophy for taking action on a channel, which follows the following framework:

- **Channel mix analysis.** This tool allows users to analyse what to do across four key quadrants, which guide the user to decision making about what to do in the channel.
- **Channel action.** Multiple tools then help the user take action on that specific decision specifically for that channel, which reshapes how a user would then have an action prescribed.

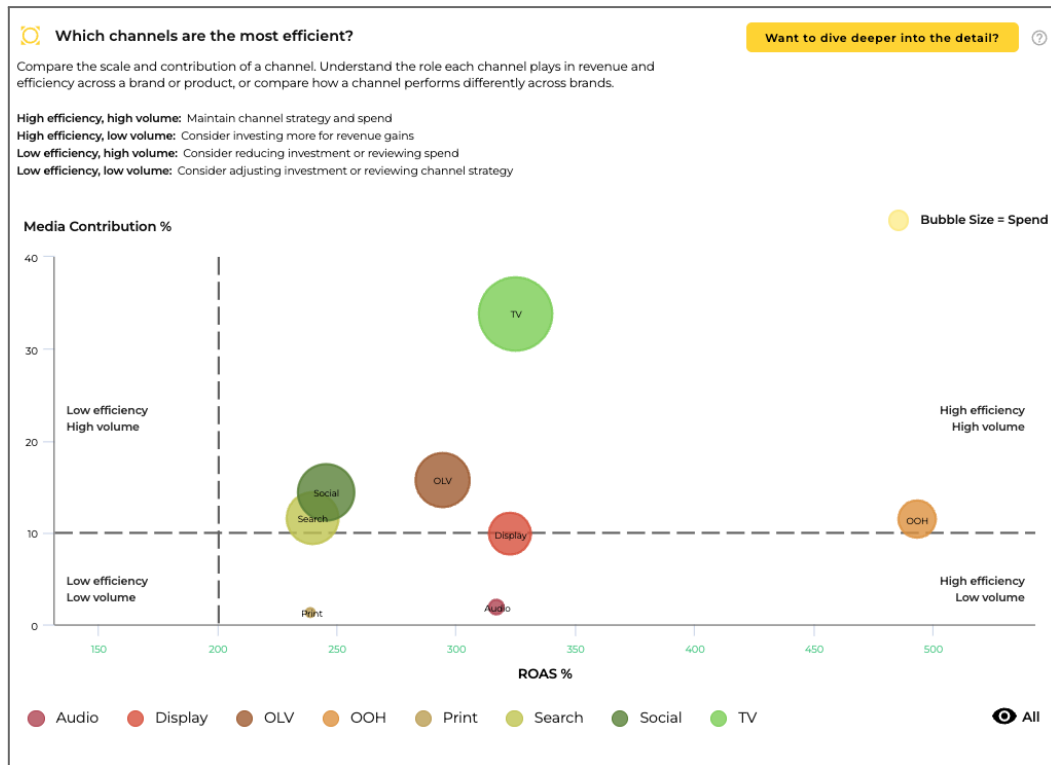
Channel mix analyser

We start with a prescriptive tool called the Channel Analyser. This automatically shapes the channels into a four-chart quadrant, guiding the user to a key decision in the workflow within that channel.

- The Channel Efficiency bubble chart can be used to strategically compare which channels are more efficient or effective across time, and prioritise certain channels for your brand campaigns
- This tool is designed to support channel decisioning by understanding which channels TIME dotCom should make a decision about.

The prescriptive actions are as follows:

- High Efficiency, High Volume - Maintain spend and investigate more investment
- High Efficiency, Low Volume - Scale up the channel
- Low Efficiency, High Volume - Optimise the channel
- Low efficiency, Low Volume - Review execution of the channel or creative within the channel



Screenshot of GrowthOS Channel Mix Analyser (Sample data used for illustrative purposes)

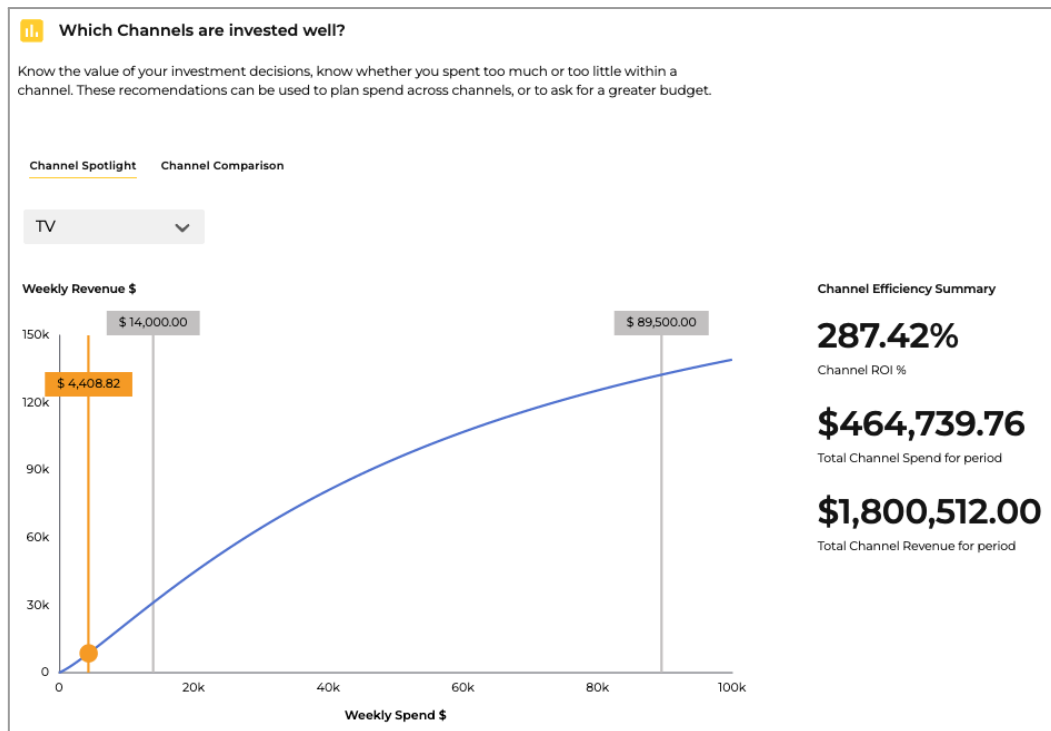
Optimising level of Channel Investments with Saturation Curves in GrowthOS

We've identified that a channel may either have too much or too little spend in it, and now want to consider how much we need to spend or should spend within a channel. GrowthOS accounts for this by generating saturation curves with a set of prescriptive actions in it.

Each saturation curve visualises:

- **Point of inflection and diminishing return.** This helps each user visualise and see the curve.
- A **prescriptive guide range** which directly tells the user how much they should spend in a guide range within each channel.
- **Overall channel investment ratings** which tells the user how many channels are well invested, under invested or overinvested.

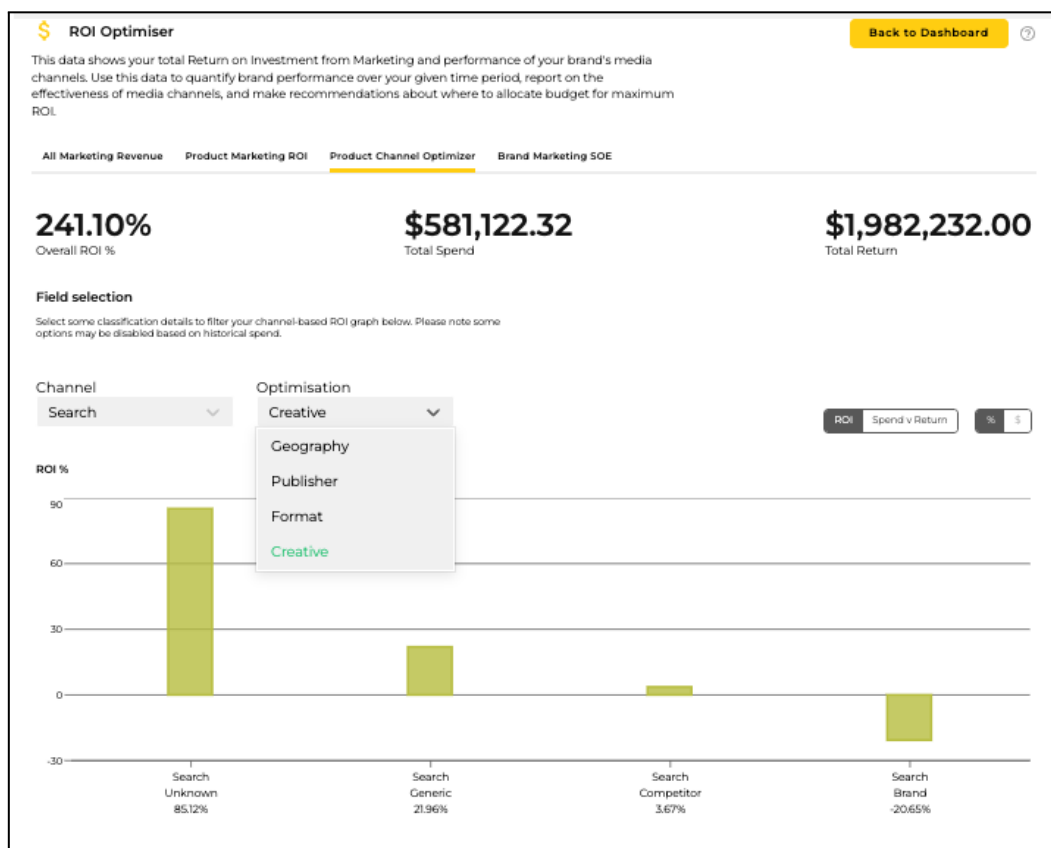
This means GrowthOS goes beyond simple response curves, generating a highly prescriptive guide range to help the user immediately make a decision to execute well within their budget and help them immediately know the right investment level for the channel and product.



Screenshot of Saturation Curves (Sample data used for illustrative purposes)

Scaling up a channel and investing in the right tactics

When scaling up a channel, knowing which tactics and opportunities to invest in is key. This is why GrowthOS has a prescriptive tool that allows you to breakdown a channel's tactical attributes so you can know precisely what the best decision is to invest in is.



Screenshot of GrowthOS ROI Optimiser (Sample data used for illustrative purposes)

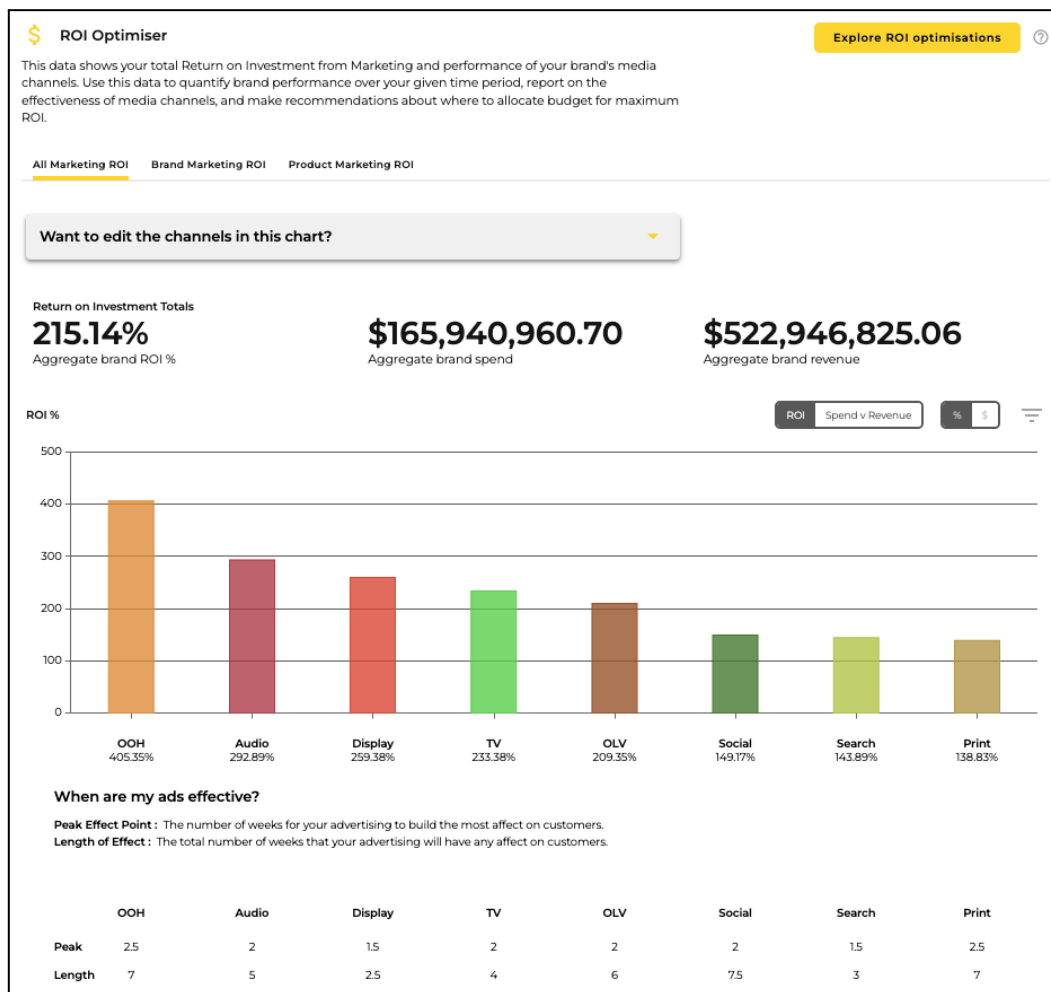
Each ROI optimiser contains:

- **Breakdown of a channel's various attributes** across format, geography, creative, campaign, targeting
- Filter **high performing tactics automatically**
- Filter **low performing tactics automatically**

This means all recommendations are not just data-driven, but highly prescriptive using the filter feature.

Reviewing the execution of a channel

As Mutinex operates a **time varying generalised model**, we are able to isolate different campaign adstocks. This allows you to use an adstock optimiser to identify when adstocks are changing, and identify when poor execution is the underlying driver of a channel's ineffectiveness.



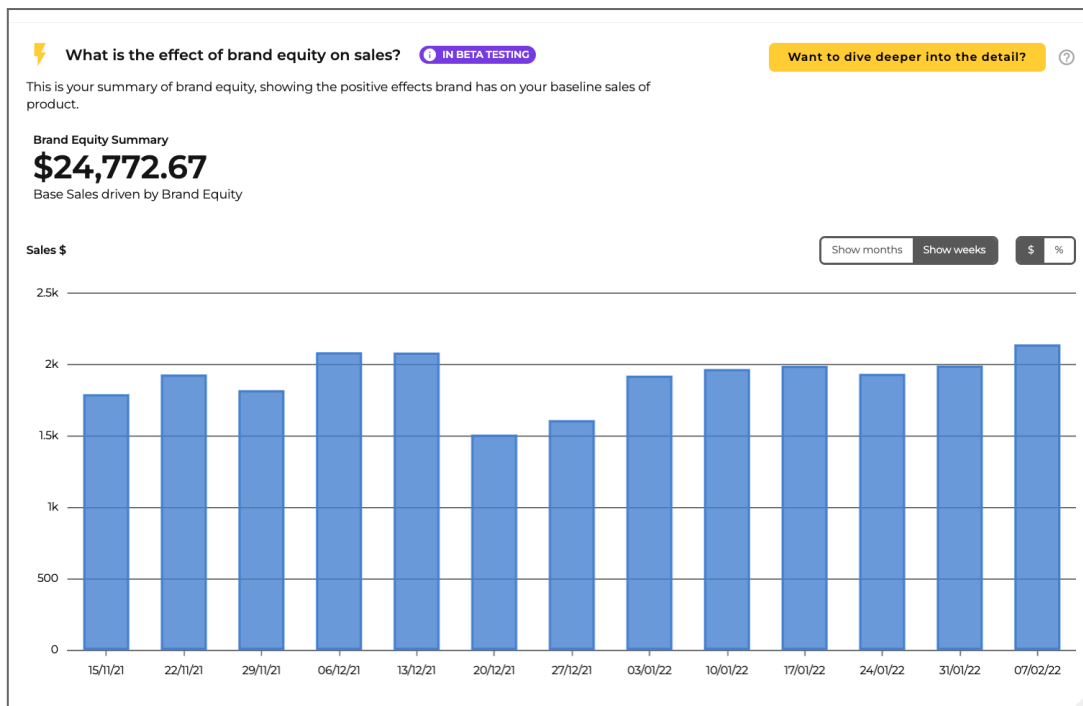
Screenshot of GrowthOS ROI Optimiser (Sample data used for illustrative purposes)

Quantifying the long-term effect of media spend

Our Brand Equity feature allows TIME dotCom to show that driving brand equity metrics is not only crucial for the health of its brand, but that it has very real (and quantifiable) financial benefits.

The Brand Equity chart presents the value of a brand over time, by showing which portion of Base Sales are driven by awareness of your brand in the market. It provides invaluable insight for TIME dotCom by measuring the long term impacts of their investment in media and activations.

- Measure the impact of brand health metrics on overall performance
- Quantify the revenue impact of long term effect through your brand's impact on baseline sales



Screenshot of Brand Equity feature (Sample data used for illustrative purposes)

Revenue driven by brand equity is in addition to revenue attributed to media spend. TIME dotCom can use this chart to show the revenue that is a direct result of brand health and can be used as supporting evidence to increase resources and spend on activity that increases brand health.

1.3 Predictive results and impact

Scenario Planning (Predict Tool)

Our platform's core feature is its scenario planner, designed to model and forecast a range of budget scenarios across different levels - brand, category, and product. This tool is exceptionally dynamic, being refreshed monthly to align with the latest market trends and media conditions, ensuring the accuracy and relevance of our forecasts.

Key to our scenario planning approach is the incorporation of recent sales, pricing, media, and macro-environmental data into each prediction. These predictions are accompanied by a likelihood score, providing a range of probable outcomes with associated confidence levels. This feature enables a precise assessment of the potential success of each scenario.

GrowthOS offers flexible planning approaches. Whether TIME dotCom prefers a top-down approach, beginning with a set budget, or a bottom-up strategy, focusing on specific KPIs, our platform adapts seamlessly. The tool allows for the modelling of two primary KPIs: Acquisition volume in units and Revenue in dollars.

Here's how TIME dotCom can leverage our platform:

- Use the scenario planning tool to evaluate the impact of different budget levels over 3 and 12-month horizons, aiding in the achievement of desired sales outcomes.
- Input various media budgets to assess their potential effects on key performance indicators, or vice versa.
- Utilise our predictive capabilities to identify the optimal media mix, tailored to either expenditure limits or specific KPI targets.
- Make informed decisions on investment weighting to meet targeted sales figures and broader KPI objectives.
- Evaluate the ROI contribution of each media channel.
- Understand the ranking and probability of achieving desired KPIs based on the chosen level of investment and media mix.

This advanced capability empowers TIME dotCom to confidently plan and execute strategies over the next quarter and year, ensuring the best possible outcomes in terms of both investment efficiency and market impact. With GrowthOS, TIME dotCom gains a powerful ally in navigating the complexities of market mix modelling and scenario planning.

Predict: Scenario Simulation

Tell us how much you have to spend, or which metrics you need to achieve, and we'll run thousands of simulations really quickly to give you the resource allocation most likely to achieve your goal.

Based on the data you've already uploaded to WarChest, we've added some guardrails to your spend and target variables to make sure we can give an accurate prediction. You'll see these underneath the cell as you populate your variables. You can only populate one or the other - total spend, or your selected target variables.

Scenario Simulations are really useful for pitching for extra budget or resources from your organisation. Take this data to the business and show them what the future could look like, and where you need to spend to make it happen.

\$ Build your scenario

Predict the future for your brand in three easy steps.

Select the brand you want to use

☒ Brand 1 - Product 1 ☐ Brand 1 - Product 2 ☐ Brand 2 - Product 1 ☐ Brand 2 - Product 2

Choose the scenario goal

Generally brands specify either a total budget to spend or a sales target to achieve. If you would prefer to upweight the importance of another variable, like awareness or consideration, drag it closer to the left.

12 MONTHS

3 MONTHS

① Spend

34999996

+3.00%

KPIs BASED ON SPEND

① Sale

18167318

1

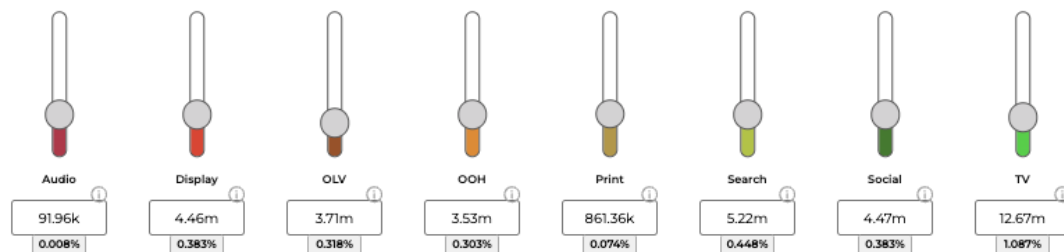
KPIs BASED ON SPEND

Screenshot of Predict Scenario Planning Analyser (Sample data used for illustrative purposes - TIME dotCom is expected to have access to Predict 2.0 and new features)

Adjust your media mix (optional)

This is the mix of spend required in each channel WarChest has calculated to achieve your desired result. If you've got contractual or business obligations to spend within a specific media channel, you can increase or decrease the channel using the slider but be aware any changes will effect spend and KPIs.

**Total Media Spend Required:
\$34,999,996.00**

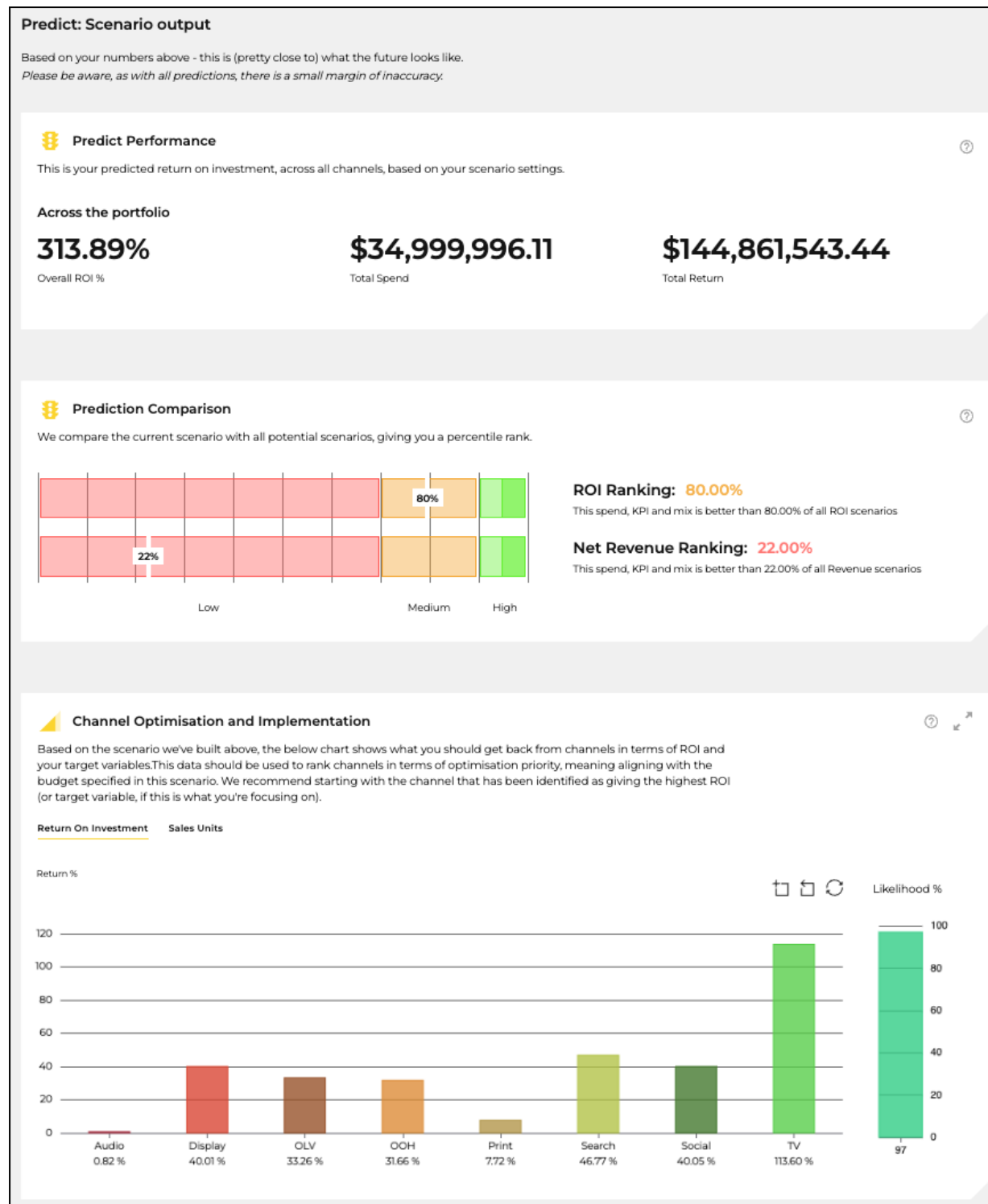


4. Update Scenario

We'll quickly run a few hundred thousand new calculations based on your new inputs to see how the scenario responds.

UPDATE SCENARIO

Screenshot of Predict Scenario Planning Analyser (Sample data used for illustrative purposes - TIME dotCom is expected to have access to Predict 2.0 and new features)



Screenshot of Predict Scenario Planning Analyser (Sample data used for illustrative purposes - TIME dotCom is expected to have access to Predict 2.0 and new features)

We are in the process of releasing Predict 2.0 and it is highly likely that TIME dotCom would be onboarded to the new Scenario Builder which is planned to include:

- Neural network predictions. These are constrained by a modelling range within the data. We can set this across multiple hierarchies to predict for each level including optimum allocations.

- Leverage the scenario planning tool to look at any custom time period between 1 month and 12 months to determine optimal investment levels to achieve desired sales results
- Leverage predict across business/product divisions and brand investment, as well as within specific product lines to maintain or improve performance and drive growth. Analysing data across
- The ability to save predictions to provide you confidence and transparency in measuring what you manage and your decision making.

1.4 Budget allocation and recommendations

Forecasting and budget setting is one of the ways TIME dotCom will maximise value from GrowthOS. Supported by your dedicated Marketing Science team, TIME dotCom will be able to use GrowthIS to inform powerful decisioning. The types of budget allocation questions TIME dotCom will be able to ask and answer using GrowthOS include:

- What channel tactics should I allocate budget to?
- What budget settings over what time periods are best to allocate budget to?
- What product lines or brand/product marketing is best to allocate budget to?

By understanding the commercial growth trends driven by marketing, TIME dotCom can optimise its marketing budget allocation. Identify high-performing marketing channels and tactics, reallocate resources from underperforming areas, and justify marketing investments to secure appropriate budgets.

Ultimately GrowthOS makes TIME dotCom's data more valuable through action. We talk about MMM, but what we really are is a decision making engine. We've built a world class generalised model, designed a platform for marketers and decision makers to take action (not just analysts), and we've embedded marketing science throughout.

Channel allocations

GrowthOS can help TIME dotCom increase channel performance through prescriptive recommendations in 3 key areas.

- Changing tactics with a channel using the ROI Channel Optimiser to inform:
 - Optimising towards a best performing format
 - Turning off a creative
 - Upweighting a geography
- Changing investment levels in a publisher using the Saturation Curves to inform:
 - Decreasing publisher weights due to over investment
 - Upweighting publisher due to under investment
- Channel Mix: Changing investment or scaling up channels using the Channel Efficiency tool to inform:
 - Moving spend from a poor performing channel, into a better performing channel.

Budget allocations

GrowthOS predictive capability is an incredible tool to forecast what's ahead and how to make decisions accordingly

- Forecast different investment scenarios on Sales using the Predict Tool to:
 - Run scenarios to see the best scenario for your marketing budget and then action these.
- Forecast different investment mix scenarios for best MROI using the Predict tool to:
 - Run scenarios to predict the best investment mix for best MROI and action these.

Commercial allocations

GrowthOS can give you data to prove out commercial growth trends driven by marketing

- Identify opportunity to grow strength of brand on your product line(s) using Topline MROI and Financial Overview to:
 - Understand brand halo across products & where to target
- Identify areas to grow sales using the Sales Composition tool and Financial Overview to:
 - Find opportunities to prioritise a product within your marketing efforts, to ultimately grow your product sales.

-
- Identifying trends for prioritisation using the Sales Composition tool and Financial Overview to:
 - Understand how external factors impact your business and how to optimise towards these events.

Data to allocate budgets effectively means you can defend budgets effectively

Click on the image below to read how one of our customers, Melody Townsend, shares her confidence in how she leveraged the predictive capabilities of GrowthOS to scenario plan around different budget proposals to inform her finance team and executive of the impact for incremental ROI and the decisioning that followed.

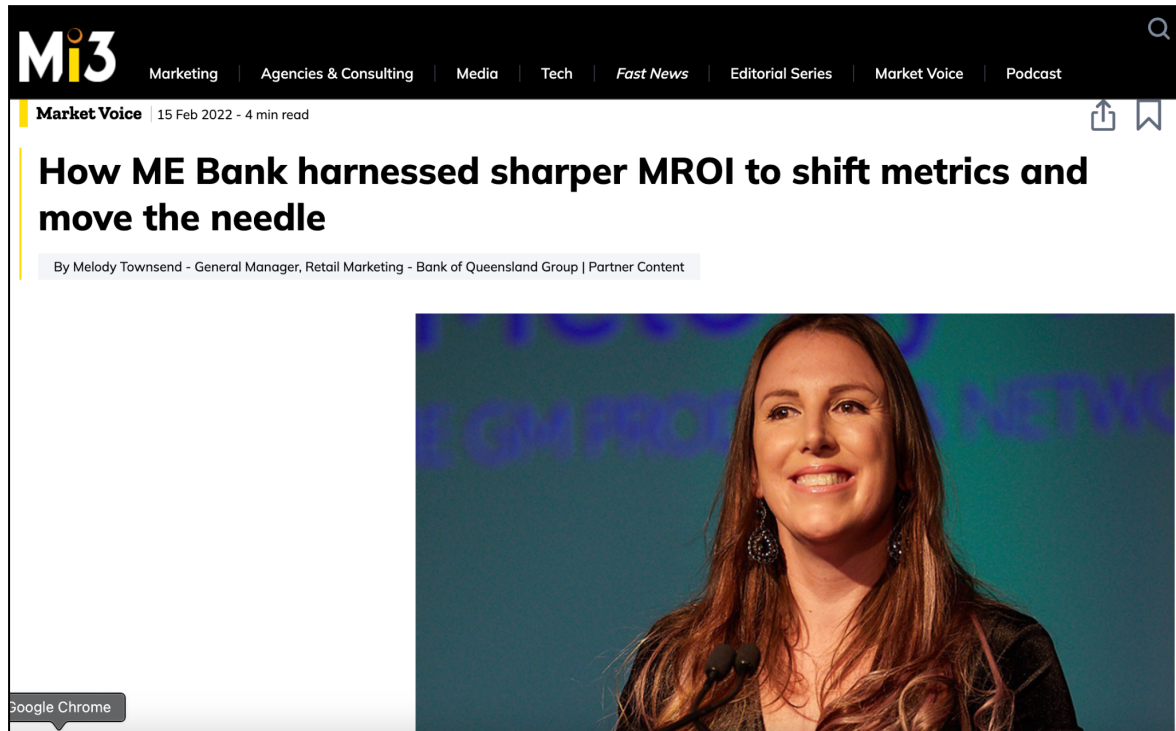


Image from article published on www.mi3.com.au featuring our Customer Melody Townsend, speaking about Mutinex GrowthOS

Testimonial from Melody Townsend, General Manager - Retail Marketing at BOQ Group:

"Since ME Bank started working with Mutinex and implementing their GrowthOS platform, we've started to change the conversation within the business about marketing's contribution to sales; demonstrating that marketing plays a tangible role in generating incremental revenue. We've leveraged the platform to connect our data, gain a deep understanding of the relationship between online and offline channels and make more informed decisions around our strategic planning and budget cycles. And we often use its predictive capability to forecast holistically and test scenarios to explore what efficiency can be gained and opportunities can be leveraged.

Furthermore, GrowthOS has unlocked insights about the impact of pricing, helping us better understand marketing's role vs the role of low rates and pricing offers. We no longer need to rely solely on our agency partners providing post-campaign reports, but access results ourselves when we need them in near real time (as quickly as we refresh data)."

1.5 Ongoing optimisation

To support ongoing optimisation, the GrowthOS model is re-trained with every data refresh, and we recommend monthly data refreshes as standard for TIME dotCom, because it drives better workflows, visibility and enablement of MROI improvement in an ongoing way.

The model allows for **MTA style optimisations each month**. This is due to the highly frequent and granular refresh settings the model can take in, which are hierarchical in nature. The model is able to see how a channel's effectiveness is changing over time and report this back.

We would recommend running ongoing tests each month to both validate and drive the model further forward and ensure we get to high frequency of incremental improvement. This would be done in partnership with your marketing science team, focusing on uplifts both within channel and across the mix.

CONTINUED IN PART 2