Mutinex GrowthOS:

The Next Generation of MROI Measurement

Helping you **drive efficiency and growth** across your marketing.

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The **challenges with media attribution** in telecommunications

These common assumptions exist in most click/touch based attribution models and undermine the accuracy and credibility of how you

- Demand is driven by the last channel interacted with
- Channels work independently and don't improve one another
- Media performance isn't impacted by creative
- Media performance isn't impacted by price/promotion
- Advertising only has immediate impacts
- The media landscape isn't changing
- Price / Rate competitiveness isn't important
- External factors don't impact business & media outcomes
- Efficiency (CPA) is equitable to business value

Brand

Owned Channels

Macro economic factors (eg cost of living, cash rate etc.)

Promotions & Offers

PR & Events

Competitor Activity

Price/Rate Competitiveness

Sales Channels (eg direct, affiliates etc.)

Media

"Platform based MMM will enable brands and advertisers to aggregate all their data, and with MMM over the top, have everything they need to have a better conversations with internal and external teams and the CEO about performance. A platform gives more accessibility, more actionability and drives more accountability."

Amir Jangodaz
Marketing Mix Modelling Lead, Google

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MMM is plagued with key problems which prevent it being used **intuitively and regularly** by marketers

	Speed to insight	The entire process from data collection through to modelling and dissemination of the insights is slow and limits the ability to make decisions on current market conditions
	Lack of granularity	Often lacks granularity marketers need – e.g what creative changed, or which format to optimise towards within a channel to drive the greatest return
	Weighted coefficients	All channels look the same over 3 years even though we know this isn't intuitively true as we change creative and buying strategies
	Model instability and the need to rebuild	The need to constantly rebuild models to make them make sense in the real world as the real world changes is a reflection of instability, and a major barrier to wider usage

That's why we (Mutinex) exist..

..to **solve the fundamental problems with MMM** and deliver a tool underpinned by marketing science that enables **better and more frequent decisions** that drive material, and measurable growth.

We exist to turn your market mix model into market mix decisions

GrowthOS is the market-leading **MMM as-a-platform** that transforms MMM outputs into a market mix decisioning engine

Trusted approach

Applying <u>Generalized</u> modelling means the model is built off the causal marketing science domain; rather than fitting statistical techniques to find 'fit'. This means; <u>no rebuilds</u>, fast model refresh and greater accuracy as models are calibrated against the latest business & media conditions.

Verified methodology

Our generalized and Bayesian model is linked to <u>trusted and externally</u> <u>verified</u> methodologies, alongside <u>strong marketing science principles</u>. This means your model is built on marketing science, aligned to first principles and methodology is vetted externally.

Proven track record

The platform's core capabilities unlock marketer's decisions across products, channels, geography, creative publisher and format – <u>on a monthly basis</u>. This approach <u>makes MMM a primary tool</u> for marketers in planning, executing and measuring activities to drive incremental growth.

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Our approach to MMM delivers speed, scale, efficiency and impact advantages through product excellence & a modern support model

Faster & more accurate insights

We reduce the time lag on modelling to less than 5 days, making end to end MROI data timely, accurate and calibrated against market and media conditions.

Delivering cost efficiency & scale

We reduce the time, effort and cost in collecting, organising and modelling data through automation & data tooling to deliver more frequent and more efficient modelling

## Better data driven decision making

Recency of data, timeliness of insights and ability to identify, test and measure on a monthly basis drives 15-25% uplift in MROI

Holistic support & engagement model

A managed services-type experience without any ongoing fees, includes MMM experts, data experts and growth specialists to support your business in leveraging the data to drive better marketing outcomes.
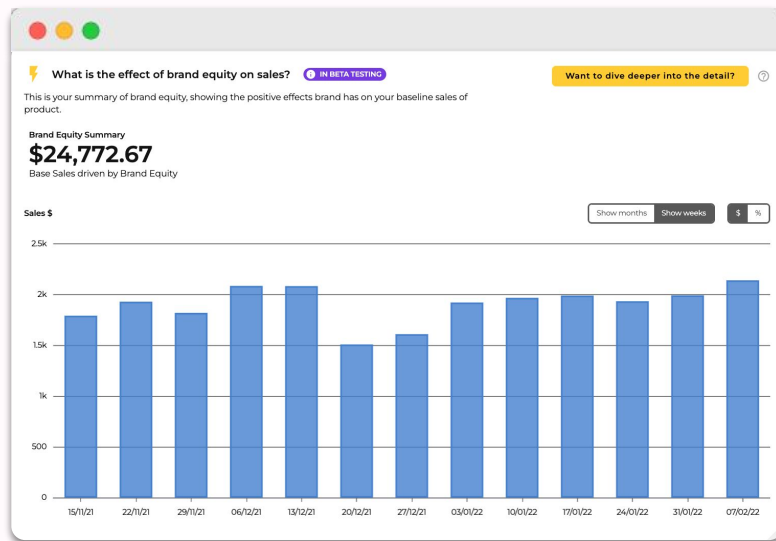
Decisions that deliver immediate impact: Proving ROI and capturing the short and long term effects of media
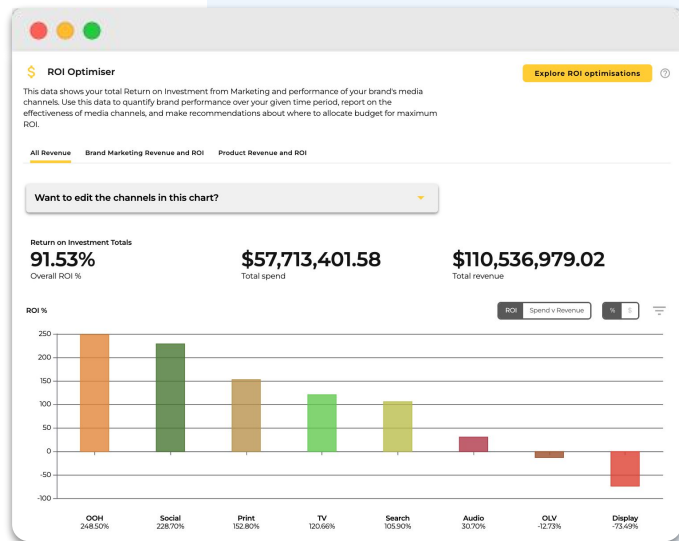
Optimise Top of Funnel vs Conversion

Brand vs Product View unlocks ROI insights across your full sales funnel, helping maximise media efficiency and drive impact throughout the funnel.
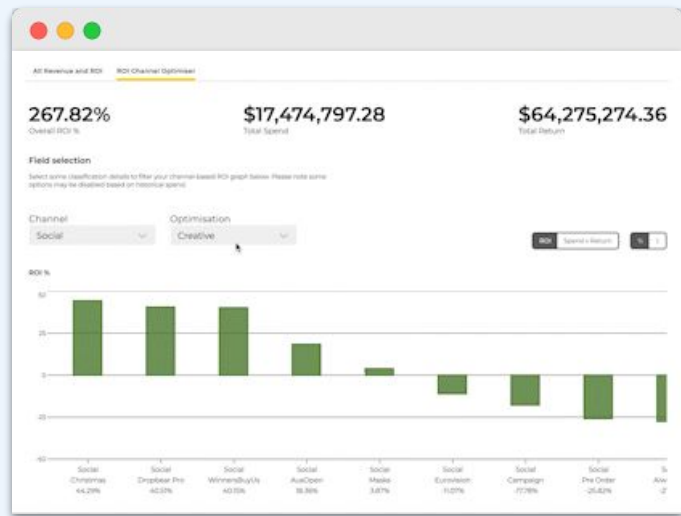
Long term effect of Brand investment

Through our Brand Equity tool, quantify the portion of baseline sales being driven by brand equity and quantify the impact your brand on revenue.

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Dynamic Decisions to improve your MROI deliver direct MMM ROI

Optimise your Channel and Tactic MROI

Find the best performing elements of your marketing mix and help improve make each channel's dollars work harder by digging into channel format, publisher, creative and geography. Monthly optimisations unlock 10-25% improvements within each channel when done ongoing.
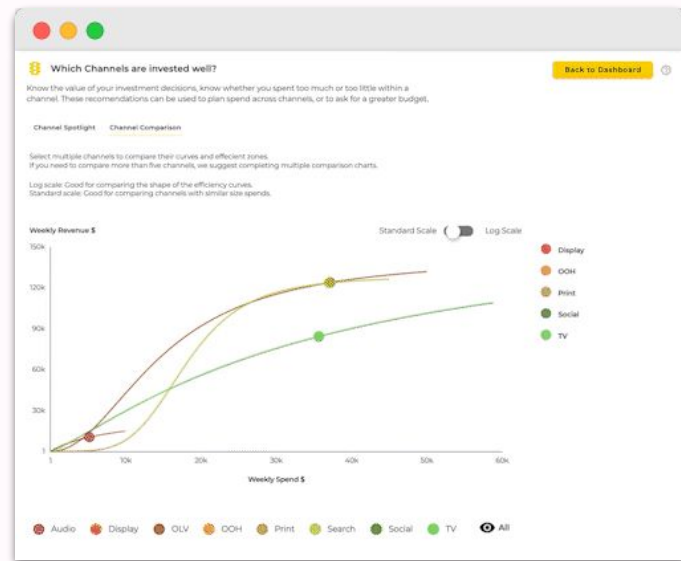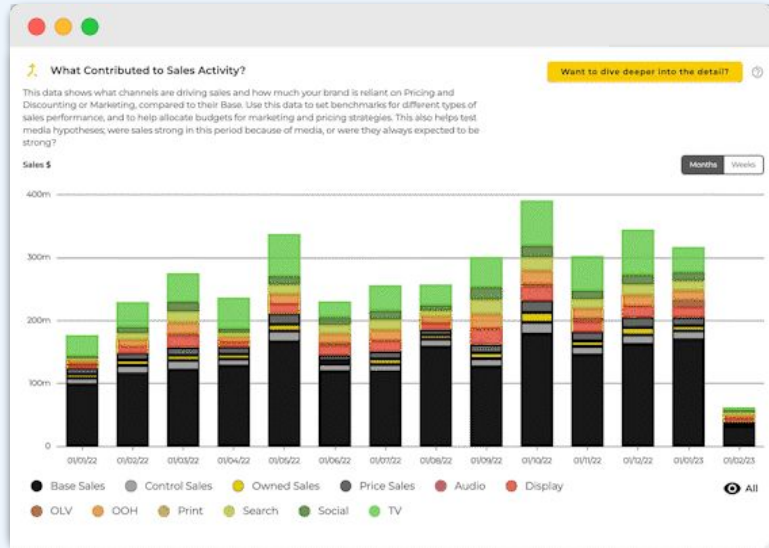
Improve your mix

Identify what to do with each channel within your mix quickly; and have clear direction on whether to review, optimise, scale up or double down on your next dollar.
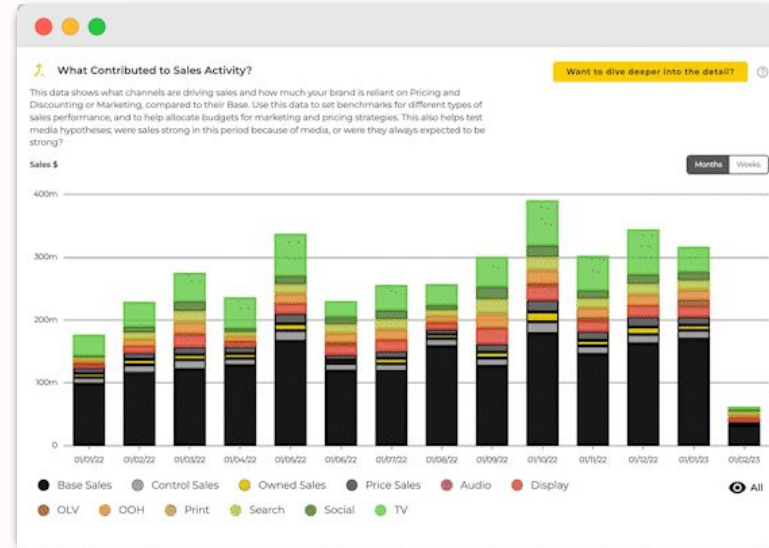
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Decisions: Price & External Factors change weekly - your ROI opportunities do too

Pricing & Promotion impact on total Sales

Track the impact of price and promotion decisions, and develop media strategies to maximise those effects.

Impact of External business factors on sales

Identify the impact (positive or negative) on your total sales of different events/external pressures. Establish a complete view on total sales, with sharper insights on marketing requirements to achieve specific sales and revenue targets.
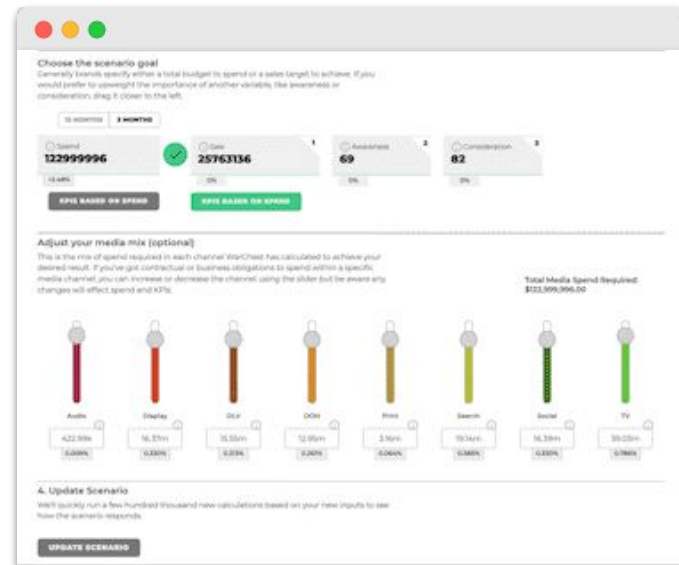
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Decisions: Dynamic Simulations & Optimisations are critical to having a fit-for-purpose MROI tool in today's fast moving world

Improve efficiency and drive ROI growth

Analyse your mix for the scale, spend and efficiency of contribution and identify key strategic decisions to make across your mix (invest more, scale up, optimise or review).

Automatically find the best choices

Use our scenario optimiser to find the best choices across your market mix; and navigate through the complexity quickly.

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Megan Quinn
Senior Manager Data & Digital
Products at Asahi Oceania

" What we've seen with GrowthOS ... is that you have **models that actually empower you to make decisions – because they're dynamic**. You input the data and **within five days you have an analysis of your last month** [of media investment performance], which means you can test things and iterate," adds Quinn.
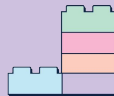
"That has been really empowering for businesses, and it also **helps build belief because you can see the impact of your decisions**. "

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Takeaway Slides

What key data do we need to get started?

Must Have
2+ years minimum dataset
Weekly data granularity

Sales
Pricing (RRP or Scan)
Discounts / Offers
Paid Media

Optional
2+ years minimum dataset
Varied granularity

Competitor Media Spend (weekly/monthly data)
Brand Metrics (weekly/monthly data)
Sponsorship (weekly)
NPS / Competitor NPS (weekly)
Competitor Offers (weekly)
Owned Media (monthly)
Earned Media (start/end dates)
Events (start/end dates)

Our approach to data maximises speed to value, whilst reducing your effort and cost to collect & organise data

A customer recently estimated moving their MMM program to Mutinex from a competitor saved an annual $300,000 in agency & FTE related costs

DataOS

We have the first MMM-purpose built Data Management program. The interface allows users to upload any CSVs simply, easily and securely (data **encrypted at rest**, transfer using **TLS**, **PGP** supported) with guided and structured workflows to make that data model-ready without needing to spend vast amount of internal hours and agency hours.

APIs

Automated data transfer via APIs leveraging Supermetrics (**SOC2** compliant) and other data platforms. This is designed to save you resource effort & costs.
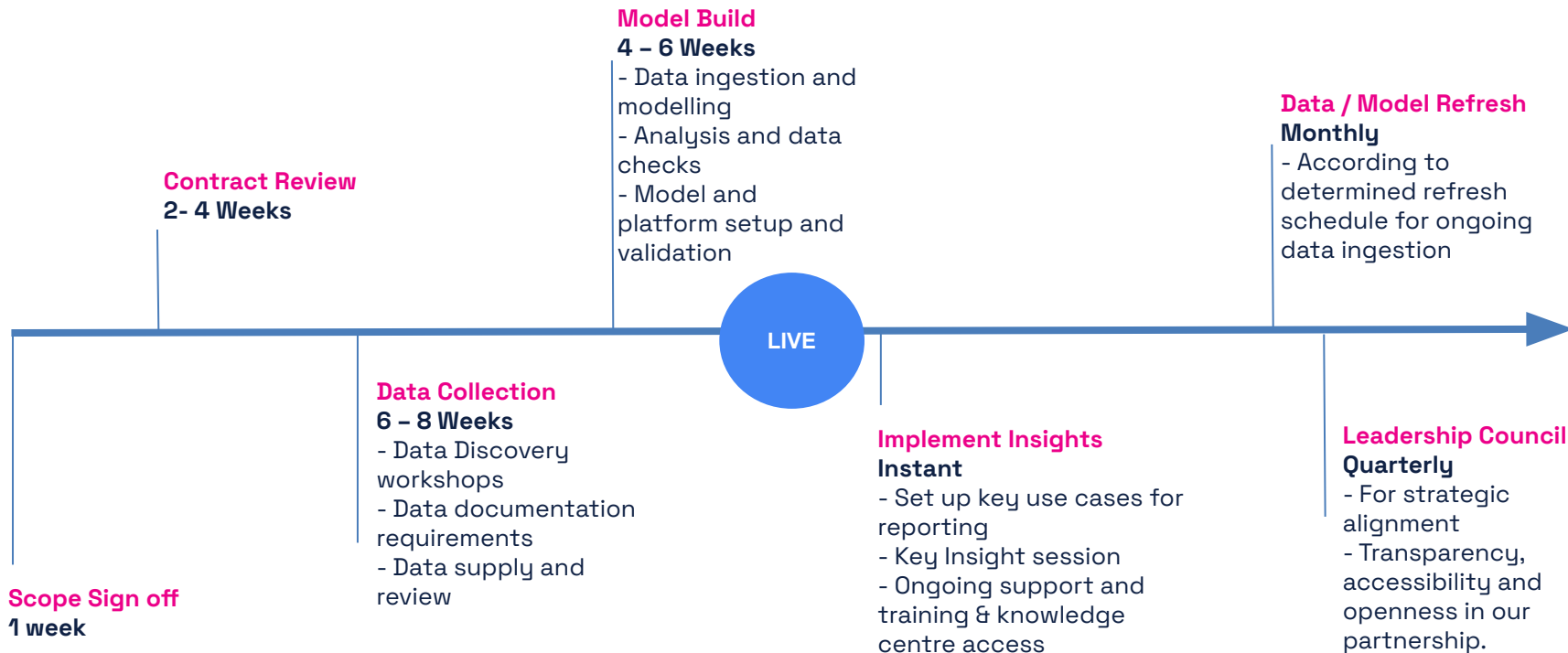
Cloud Data Transfer

If you have already some of your data in Snowflake, Amazon S3, Google Cloud Platform or equivalent, we support secure (inc. **SFTP** and optional **PGP**) automated cloud data transfers to minimise effort and drive efficiency.

We run a proven process that gets our partnership quickly to value; so you aren't waiting to get results

Model Build
4 – 6 Weeks
- Data ingestion and modelling
- Analysis and data checks
- Model and platform setup and validation

Data / Model Refresh
Monthly
- According to determined refresh schedule for ongoing data ingestion

Contract Review
2- 4 Weeks

LIVE

Data Collection
6 – 8 Weeks
- Data Discovery workshops
- Data documentation requirements
- Data supply and review

Implement Insights
Instant
- Set up key use cases for reporting
- Key Insight session
- Ongoing support and training & knowledge centre access

Leadership Council
Quarterly
- For strategic alignment
- Transparency, accessibility and openness in our partnership.

Scope Sign off
1 week

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Utilising GrowthOS to validate the synergy between channels & extract the optimal flighting for greater MROI

With a consistent investment in TV, a global CPG brand had a rare two week period with TV and OLV turned off. The brand wanted to measure the effect of having these two key sales drivers off and understand what value could be extracted for future planning.

Challenge
The customer wanted to evaluate the relationship between TV, Search and OLV, as well as the effect on overall MROI.

Solution
GrowthOS was able to identify the following:

- The synergistic relationship between Paid Search & TV
- The optimal flighting and weighting for TV & OLV

Results
The Customer was able to use the ROI channel optimiser feature (alongside adstock) to compare both digital and non-digital channels within the same methodology to show that Paid Search performs better with TV on. Whilst also learning that the optimal flighting for TV is 3 weeks, with spend off for two weeks the MROI for the channel dipped by -82%.

MROI with TV & OLV on

+56%

Extremely efficient and effective channel with clear ad stock results

Paid Search with TV & OLV on

+33%

Clear evidence of a synergistic relationship

Utilising GrowthOS to evaluate Performance media mix

Historically, this global B2B SaaS company had always heavily relied on performance media since last click attribution pointed towards Search as their biggest contributor. They wanted to re-evaluate whether this was true as sales had been stagnant over the last couple of years despite increased spends.

Challenge
The customer wanted to evaluate each channel's performance outside of last click attribution, specifically Search as 50% of the media budget goes towards Search.

Solution
GrowthOS was able to identify the following:

- Search delivered a negative ROI of -78% despite high volume
- Other channels like Video, Display, Social, Audio had really strong ROIs but limited spend

Recommendation
We recommended that the customer redistribute a significant portion of their Search budget into other performance and brand media channels.

This would allow for Search to still drive sales volume, while moving away from a defensive strategy and building demand higher up the funnel.

MROI of Top Performing Channels

+210% ROI
13% Spend Share

Non-Search channels and ATL channels can be extremely efficient

Paid Google Search

-78% ROI
50% Spend Share

Clear over-investment of Search

Leveraging MROI to fuel improvements in marketing impact and media performance

A global consumer brand had historically managed their marketing and media plans based on media metrics such as reach, engagement and so on. Their goal was to move away from reach towards revenue, with the goal of improving their marketing and media allocation to drive more efficient and effective growth in their flagship category.

Challenge
The customer wanted to understand how best to efficiently invest in new media channels and where efficiencies could be gained by cutting spend from other channels.

Solution
GrowthOS was implemented to deliver the following:

- Predictive capability to model channel cuts and identify savings.
- Ability to look forward and cut key savings quickly for key brands.

Results
MROI increased more than 100% YoY despite increasing investment in marketing, which led to a more diversified media mix and improvements in MROI across priority demographics accessed through the new channels.

Savings

$800k

Savings identified / reallocated

28%

Lift in the underlying sales in key demographics

GrowthOS can help to better understand how pricing and marketing need to work together

A challenger bank utilised GrowthOS to better understand how marketing efficiencies change as their banking fees are more or less competitive in the market.

Challenge
The customer wanted to understand how much harder marketing can work when pricing is more competitive in market. They needed to understand both levers to plan to FY24 goals.

Solution
GrowthOS was able to identify the following:

- MROI changes when the bank had fees in line with the top 4 banks
- Estimated impact to sales when pricing is more competitive

Results

The Customer was able to look at their sales composition over the last 3 years to understand how pricing would impact their sales as well as plan for how much more sales marketing would drive when pricing was more in line with the top 4 banks in Home Loans and Deposit Accounts.

Increase in Home Loans MROI when Pricing is more competitive:

+103%

Historical / Estimated lift in Sales from Competitive Pricing:

+52%

This is based on COVID years to present, so may differ in the current economic environment

Utilizing GrowthOS to protect Marketing budget in tough economic times

With budget constraints incoming, a global CPG company turned to GrowthOS to accurately forecast what would happen if Marketing budgets were to be lowered by $1m as proposed.

Challenge
The customer wanted to demonstrate back to the business not only the effectiveness of marketing on sales, but the necessity.

Solution
GrowthOS was able to identify the following:

- Removing $1m from the yearly marketing budgets would have a detrimental effects on sales.

Results
The Customer was able to use the Predict/Scenario planner to show what MROI their Marketing budgets would achieve before the constraints proposed, and then after, to demonstrate that they needed to retain their current investment levels.

Budget retained:

100%

Retaining investment levels delivered

+7%

Commercial uplift

Thank you

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