

# Executive Summary



Mutinex is an Australian B2B SaaS provider, with its market-leading software GrowthOS. GrowthOS is a market mix modelling solution that is privacy friendly and will help the marketing and media teams (including external partners) better understand if and how marketing is working. This in turn assists the marketing team to budget, allocate and manage the performance of the marketing function quickly. It is considered a critical enabler to efficient budget management, processes and decisioning in the marketing analytics stack.

This document serves as an introduction of Mutinex to internal procurement, compliance and infosec teams. It is recommended that this document is provided to the respective internal teams alongside the relevant artefacts as part of your vendor onboarding process.

There are four key sections to this document;

1. Key uses cases and business case
2. Data requirements and provision
3. Security & compliance
4. Legal terms & IP
5. FAQs

## 1. Key Use Cases and Business Case

Market mix modeling (MMM) helps businesses optimize their marketing investments, improve decision-making, and drive better business outcomes by providing a quantitative understanding of the impact of marketing variables on sales and profitability.

Market mix modeling helps businesses determine how different marketing variables, such as advertising, promotions, pricing, and distribution, contribute to sales and other key performance indicators. By quantifying the impact of each marketing element, businesses can optimize their marketing strategies and allocate their resources more effectively.

- **Budget allocation:** By analyzing the historical data and running simulations, businesses can determine the optimal distribution of their marketing budget across different brands, products, channels and activities. This allows them to maximize the return on investment (ROI) and achieve the desired outcomes within their budget constraints.
- **Planning and forecasting:** By understanding the relationship between marketing inputs and business outcomes, companies can forecast the impact of future marketing campaigns and activities. This enables them to set realistic goals, anticipate the potential outcomes, and make necessary adjustments to achieve their objectives.
- **Strategic decision-making:** Businesses can make data-driven decisions regarding product development, pricing strategies, market entry, and target audience selection.
- **Performance evaluation:** By comparing actual results with the modeled outcomes, businesses can assess the effectiveness of specific campaigns or marketing activities. This helps in identifying areas of improvement, optimizing marketing efforts, and refining strategies for future success.

Businesses who leverage MMM insights for regular decision making, experimentation and optimisation improve their MROI by 15-25% through removal of inefficient investment and wastage, whilst maximising performance drivers.

#### **Commercial upside**

With marketing investment analytics, the marketing team expects the implementation of this solution addresses urgent gaps in data maturity and commercial decisioning, including:

- Single source of truth for marketing investment
- Returns of up to 10%+ per channel through marketing tactic optimisation
- Net revenue improvements of up to 20%+ by improving the levels of investment within individual channels
- Overall improvements of 20%+ in efficiency by improving the allocation between channels

*Please refer to the GrowthOS proposal for a more detailed breakdown including information on the features and support model.*



## 2. Data requirements and provision

Summary Table:

Data Required	Data <b><u>NOT</u></b> Required
Aggregate Sales Data	Customer identity or PII
Aggregate Media Data	Payment information
Aggregate Pricing / Promotion Data	Transaction-level information
	Media exposure
	Purchase history

### What data is required?

To accurately measure marketing ROI we require specific primary datasets that can be industry specific. Additional optional datasets should be provided for greater accuracy into financial forecasts. *GrowthOS requires a minimum 2 years of data for each dataset, though 3-4 years will create more robust results.*

Typical Primary Datasets	Typical Additional Datasets
<ul style="list-style-type: none"> <li>• Sales Data</li> <li>• Pricing Data</li> <li>• Paid Media Data</li> </ul>	<ul style="list-style-type: none"> <li>• Discount Data</li> <li>• Owned Media Data</li> <li>• Offers Data</li> <li>• Sponsorship Data</li> <li>• Event Data</li> <li>• Earned Media Data</li> <li>• Brand Metrics Data</li> <li>• Competitive Spend</li> <li>• Co-operative Activity Data</li> </ul>

### Data Provisioning with Mutinex

Summary Table

Option	Description
DataOS	Purpose built Data Management program. The interface allows users to upload any CSVs simply, easily and securely ( <b>data encrypted at rest, transfer using TLS, PGP supported</b> ) with guided and structured workflows to make that data model-ready without needing to spend vast amount of internal hours and agency hours.
API	Automated data transfer via APIs leveraging Supermetrics ( <b>SOC2 compliant</b> ) and other data platforms. This is designed to save you



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

Data Sourcing and Provisioning is one of the most important aspects of any MMM program. This document provides a high level overview of the process and answers some of the most common questions about data requirements, data supply and data security.

Provisioning is one of the first stages of your onboarding experience with Mutinex, and is crucial to the success of the GrowthOS platform. A well-run data provisioning process lowers the total cost (and effort!) of implementation, and ensures the results and recommendations delivered through GrowthOS start to deliver immediate impact and improve MROI from day 1.

## Process Overview

The data collection phase is sequences in 5 simple stages. The process is streamlined such that it minimises potential friction points, and ensures that your teams can work through the requirements in a simple, low effort and efficient manner.

1. **Discovery:** We start with a 90 minute 'decisions' workshop involving senior stakeholders, before having two more targeted 60 minute sessions specific to data; the first for business & price data, and the latter for media data. In these sessions our Data Engineers and Marketing Science experts will guide your teams through the various questions and decisions on what to include, how best to include etc.
2. **Documentation:** Mutinex creates a centralised document that describes all the data required based on the discovery sessions, outlines the provisioning details and cadences, and details around data storage and security.
3. **Collection:** The customer collects and reviews the initial data extracts internally.
4. **Submission:** Through DataOS or APIs, customers and media agencies will submit and validate the data.
5. **Modelling:** Mutinex will then start modelling through GrowthOS

## DataOS Overview

DataOS is a data warehousing tool purpose-built for MMM. The platform addresses the major tasks involved in provisioning model-ready data, including;



1. Team creation and management: assign responsibility for data sources across internal and agency users.
2. Self-service upload and mapping: simple and powerful tooling for non-technical users to map data extract with minimal individual editing.
3. Machine-powered validations: ensure your data is complete and correct before the modelling stage.
4. Notification: keep teams and individuals accountable for timely data submission.

DataOS ensures your internal teams and agencies can upload data safely and securely. Data stored within DataOS is fully encrypted at rest. Data is secured during transfer using Transport Layer Security (TLS). If required, we support receiving data encrypted using PGP.

### 3. Security & Compliance

Summary Table

Authentication	Mutinex utilises Auth0 a best-in-class authentication layer that enables various forms of SSO (Single Sign On) for security purposes. All best practice forms of security (session time out / salting and hashing / encryption of keys) are followed
Data Sovereignty	All customer data is stored on shore
Data Encryption	All customer data is encrypted both in-motion and at-rest. Further encryption (via PGP) can be requested and provided
Internal Testing	<p>Actions taken by Mutinex</p> <ul style="list-style-type: none"> <li>- Mutinex performs an annual penetration test via a third party</li> <li>- Vulnerability scanning is performed on all code using Google Cloud Artifact</li> <li>- QA and security testing is standard as part of new code releases which is reviewed in a staging environment</li> </ul>
Audits, compliance and certifications	<ul style="list-style-type: none"> <li>- Mutinex reviews most internal risk on an annual basis, with further testing and analysis where required based on a standard risk framework. We have</li> </ul>



	<p>standard processes that are reviewed around disaster recovery and incident managements and business continuity plans</p> <ul style="list-style-type: none"> <li>- Mutinex does not currently conduct any third party internal audits</li> <li>- Mutinex is not currently SOC compliant however there are plans in the future to achieve SOC compliance</li> </ul>
Data Privacy	Mutinex does not require, nor request to store PII (Personally Identifiable Information) or any other legally regulated information
People and device security	<ul style="list-style-type: none"> <li>- No contractors are employed to work on customer information</li> <li>- All employees are subject to reference checks and there is a documented investigation process for any breaches</li> <li>- Access to customers are requested and provided on a needs basis</li> <li>- Standard password requirements and</li> </ul>
Servers and infrastructure	<ul style="list-style-type: none"> <li>- All customer data is stored or handled by either Google Cloud or Supermetrics; both are SOC compliant on the cloud and no customer data is stored physically or on Mutinex owned servers</li> </ul>
Security Management	<ul style="list-style-type: none"> <li>- All emails are encrypted via TLS</li> <li>- MFA is enabled</li> <li>- Malware and device management is kept up to date</li> </ul>

## What is the security setup?

Mutinex utilises Google Cloud Storage for all customer data, which is [fully encrypted](#) and has [SOC compliance and ISO certification](#). Data is secured during transfer using Transport Layer Security ([TLS](#)). We also utilise Supermetrics for selected API transfers, which is SOC2 compliant and uses strong encryption during data transfer. To learn more read [Supermetrics Security](#).

The technology upsides are fairly considerable given the solution is a critical enabler



to organisational agility. In particular, the technology partnership unlocks from a process perspective:

- Reduction in ongoing ETL resources for data transformation in marketing BI
- Reduction in data science resource required for ongoing market mix modelling
- Security enhancements for storage, management and traceability of market mix modelling projects
- Improved enterprise model output versioning to lift model governance capacity and capability in the MMM forecasting capability

## 4. Legal & IP

Summary Table

Common Query	Response
IP creation and use.	Existing customer IP remains with the customer — this includes original data, files and other collateral. Similarly for Mutinex, existing IP (incl. Source and object code, upgrades, applications etc.) is retained. Given that Mutinex is a platform solution, all IP created in advance and during an engagement with a customer resides with Mutinex. Application Output (results of the platform as it pertains to the customer) can be retained by exporting the data prior to license conclusion.
Data use for R&D.	To gain access to new features, model advancements and other significant competitive advantages, Mutinex conducts deep R&D to benefit individual customers. It is one of the primary benefits of licensing Mutinex products. In order to access these advantages, customers must allow Mutinex to use aggregated and anonymised data. The data is used in a 'federated learning model' meaning it is specific for each customer, completely protected and secure.
Data use for benchmarking.	Mutinex can provide customers with media industry wide benchmarking by granting permission to use their aggregated and anonymised data to do so. There is no possibility of traceback. Customers can opt-out of this, but will lose their rights to benchmarking.
Guaranteeing complete security.	In our Terms of Use, we acknowledge that whilst we maintain strict security protocols and technologies, we cannot warrant against absolute security. A simple example may be that a customer employee unknowingly provides access to a 3rd party (via phishing or other malicious means).



Termination for convenience.	Mutinex does not accept termination for convenience clauses in agreements with customers.
------------------------------	---

## 5. FAQ

### Q. What Data needs to be shared?

At a minimum the 'primary datasets' are required. This will vary category to category, but can usually be simplified to the following;

- Sales Data;
  - Weekly sales volume
  - Weekly sales 'value'. Depending on the category this will be either a average sales value, lifetime value or a proxy for value (we'll help you determine the right value so don't stress!)
- Media Data; weekly media data by channel
  - Must have: spend \$\$
  - Nice to have:
    - Reach/impressions (not required for all channels)
    - Granularity; Geography, Publisher, Format, Creating/Campaign
- Price Data varies by category is optional and will vary category to category. Some examples of pricing data re as follows;
  - Average price per product/unit
  - Relative price/fees (often sourced from aggregators like Finder, Canstar, Mozo etc.)
  - Internal promotion schedules

### Q. What customer / personal information is included?

We do not require nor do we accept any PII data. MMM is privacy-friendly, and works off aggregated data.

### Q. What external data is included?

We provide over 100 external data sources including macroeconomic indicators (eg CPI, Unemployment etc.), Environmental (eg weather), Societal (eg public holidays and other major events). Customers can include industry/business specific data such as competitor spend, share of spend, competitor NPS etc.

### Q. What data needs to be through API vs DataOS

How you provide data is up to you and will be determined through the onboarding process. Generally speaking APIs (specifically [Supermetrics](#)) are used for digital media





channels. Most other data is provided via DataOS as this is a secure and simple way to transfer data.

**Q. Where is the data hosted?**

All data is hosted in Australia on Google Cloud Platform and is secured by the highest level of encryption and security provided by Google.

**Q. What if we don't have enough data?**

One of the benefits of the Bayesian model is that we have a 'noise' (or 'unknown') element within the model (i.e. we don't try to attribute everything). We'll know once we ingest the data and do the modelling if we have sufficient data and will work with you to identify the gaps to improve model fit and certainty. It is normal to think you don't have enough data, but provided you have 2+ years of data then rest assured that you most likely do have sufficient data for MMM.

**Q. What security features do you have in place?**

GrowthOS Access: Our authentication service is SOCS 2, ISO27001, and ISO27018 compliant.

Key features and practices we follow:

- SSO options in addition to standard authentication methods.
- Sessions follow best practices including idle timeouts.
- Support for 2FA

Our platform provides user access control through a secure team management system.

- Allows assignment of roles which limit view access.
- Granular permissions to restrict data access per user.
- Only approved users from your organisation can access the platform.

Relevant information security policies can be provided on request.

**Q. Can Owned and Earned data be included?**

Yes absolutely! It is common that customers will include owned channels including their loyalty programs. Similarly, earned can be included both from a reach/activity perspective, as well as sentiment should that be relevant to your business or category.

**Q. Is / How is my data used in aggregated benchmarking?**

Data is opt-in/opt-out for benchmarking – essentially if you want benchmarks, need to contribute. The use case is extremely detailed within the customer contract and essentially sets it at market-wide aggregate, specifically excludes category benchmarking and any form of granularity. The use case is more limited and explicit than as set out by other MMM and Brand Tracking providers, who often assume opt-in and provide less limitations around data usage.

