

GrowthOS Kickoff

19.09.2024

Kickoff Agenda

Our aim: Educate the wider team on both MMM and GrowthOS and provide clarity on your onboarding journey.

Introductions

MMM Refresher

GrowthOS Introduction

Project Plan and Key Checkpoints

Next Steps

Refresher

(re) Introducing Market Mix Modelling

Attribution Challenges

Attribution is moving in the correct direction, but significant challenges remain...



1. Walled Gardens
measure in different
attribution
environments



2. In-app challenges
and the death of the
cookie, means tracking
is missed by browser
and in-app



3. Non-digital media
cannot be included



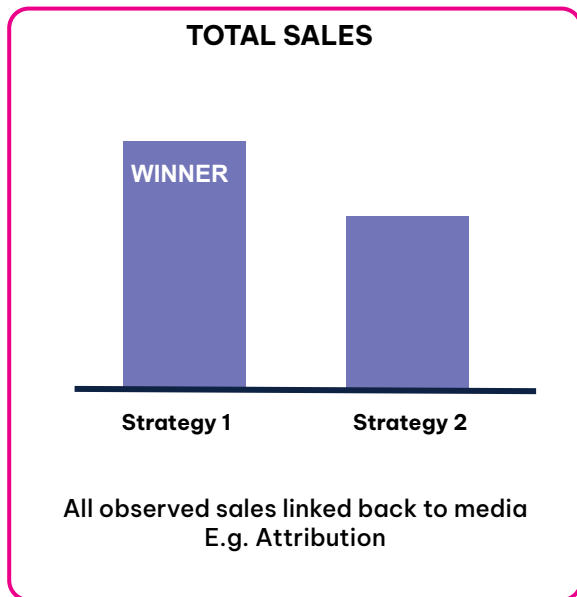
4. Attribution does not
take consideration into
baseline.

Contribution over Attribution

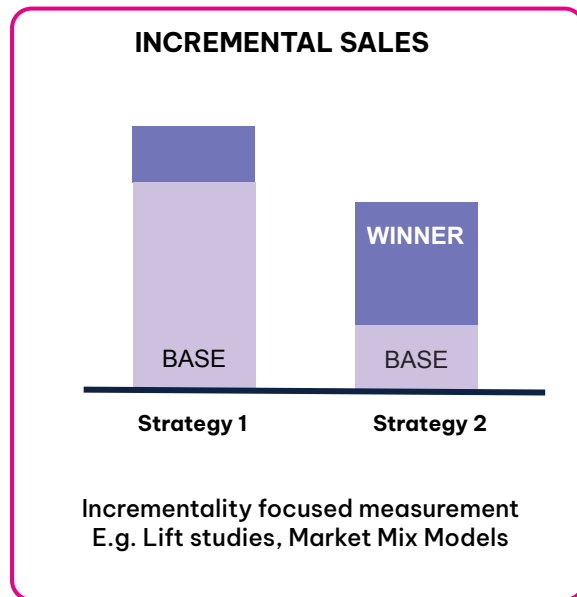
Success should be evaluated on contribution, not attribution

Incrementality identifies the sales delivered above what would have occurred without the marketing activity

Attribution

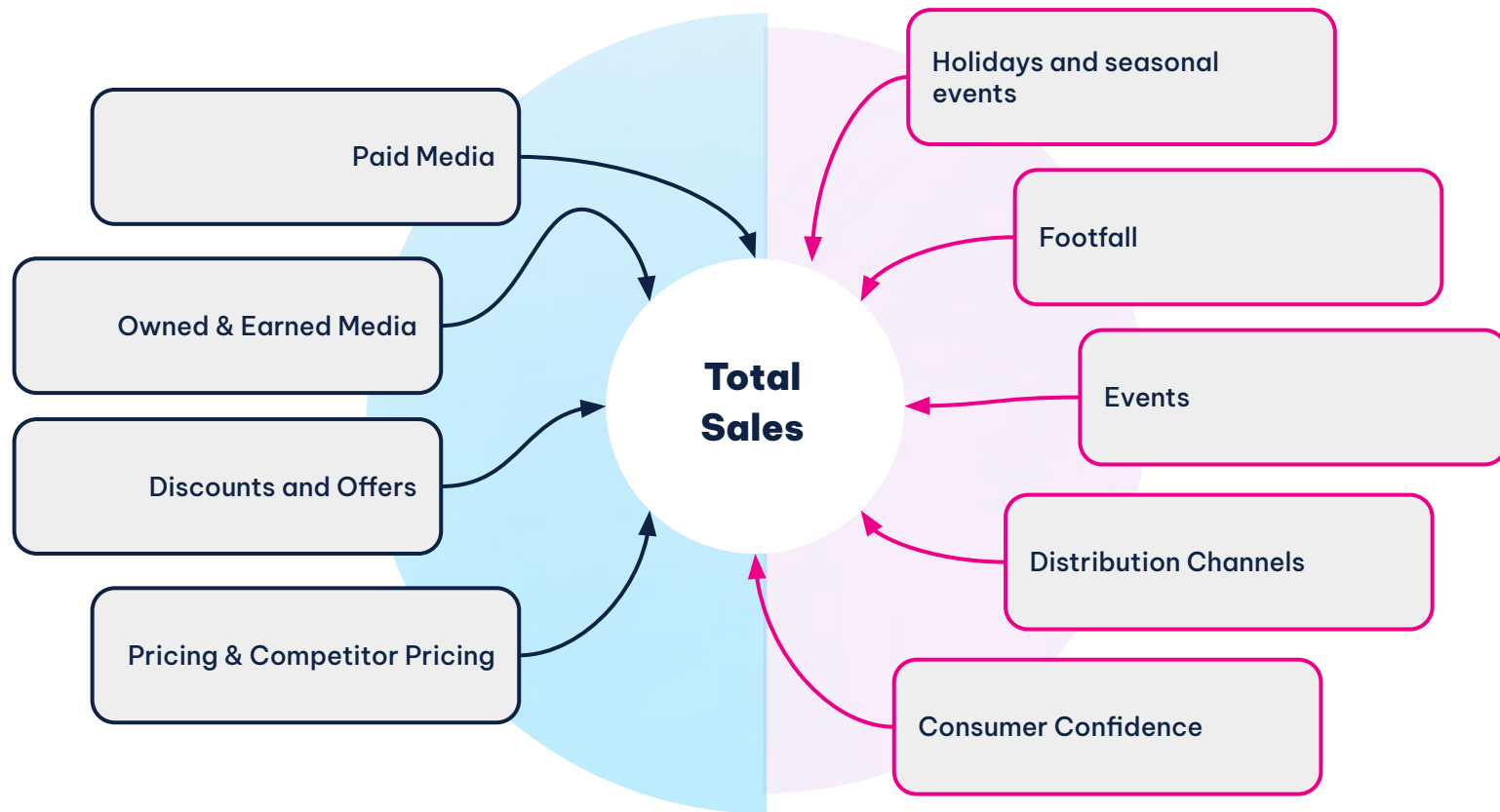


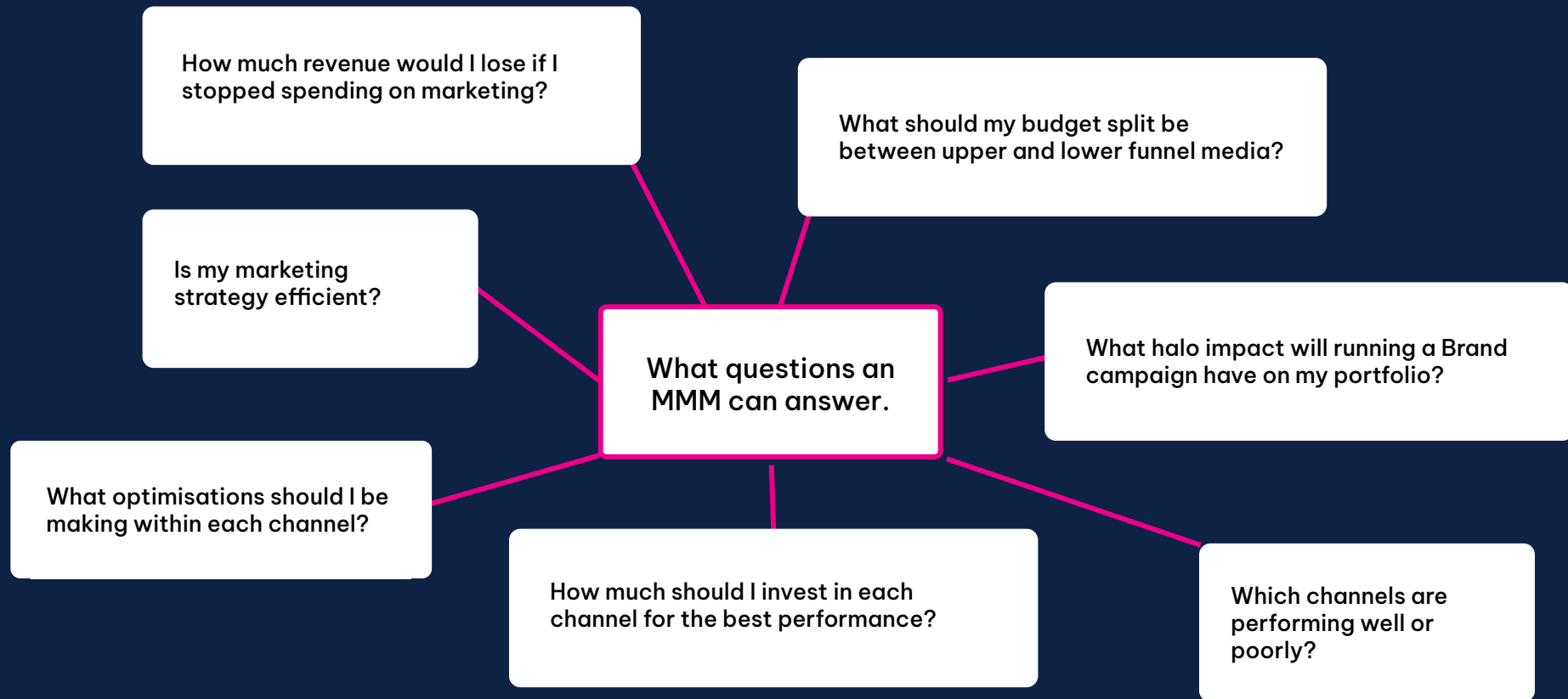
Contribution



Underlying Sales Drivers

We need to determine all the underlying drivers to measure incrementality





Introducing

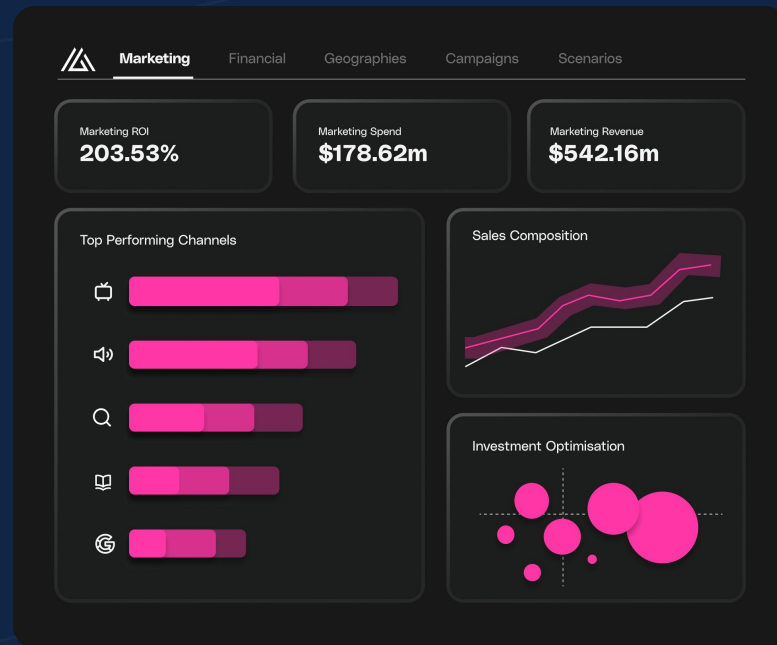
GrowthOS

GrowthOS

Your single source of truth across the business.

An always-on MROI platform to help you plan, analyse and optimise your investment throughout the year to maximise subscription volume and value.

Mutinex GrowthOS helps marketers, media leads, agencies, analytics and finance teams identify and optimize the different factors that drive sustainable business growth.



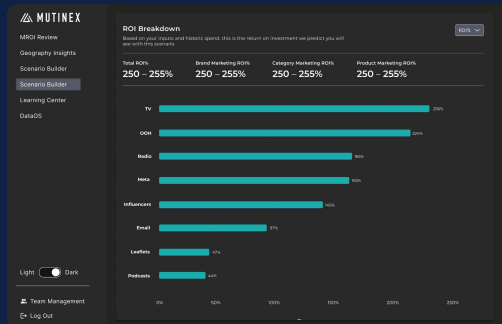
GrowthOS: The Platform

MROI Review



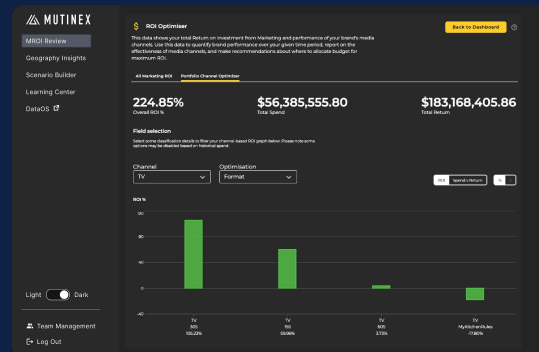
The MROI review panels give you the ability to break out performance by different funnel stages (eg excite, engage and remind), to look at total ROI and how it changes over time, ad stock for each channel and its change over time and with new creative, as well as dig into tactical items too.

Scenario Planner



Scenario Planner is our world-class scenario planning tool. You can build full-funnel scenarios and simulate across complex products for specific periods 3- 12 months out - perfect for quarterly planning! Even better, you can save scenarios and hold us accountable, as well as share them with your colleagues.

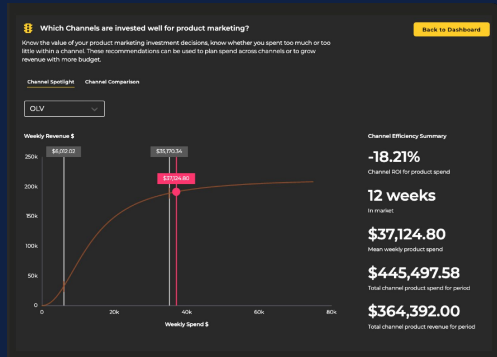
Channel optimiser



Our channel optimiser gives you the ability to dig into every channel and look at ad format, geography, creative and publisher. Many of our customers will drill down to regions recognising that Byron and Bega are quite different. This capability unlocks lots of optimisation opportunities such as the one shared by Mars [here](#)

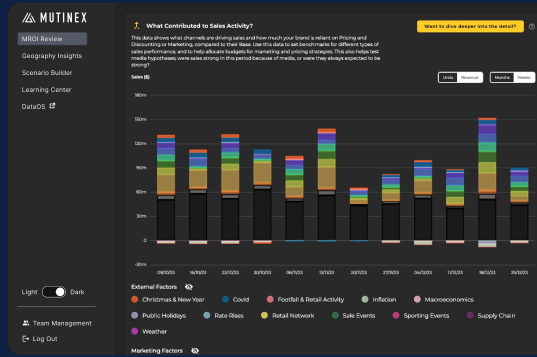
GrowthOS: The Platform (cont.)

Revenue Response Curves



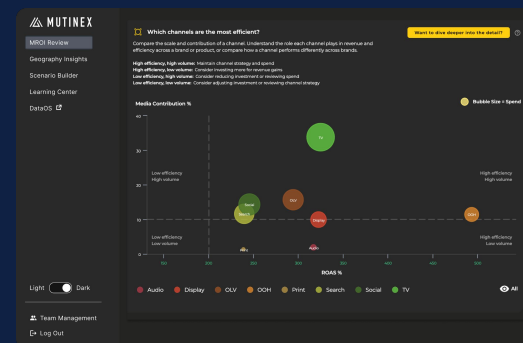
Our response curves are modeled on revenue and are updated each time we refresh your model. We provide prescriptive ranges (min and max) that are easy to see and understand, and they are utilised within the scenario planning tool for each scenario you run.

Full Sales Decomposition



The long form sales composition gives you the ability to get a full breakdown by month or week of your sales composition across paid media, owned media, price/promotion and external factors. As part of this, Mutinex provides 150+ external data points covering economic, social, climate and much more for a more robust model

ROI Optimisation Insights



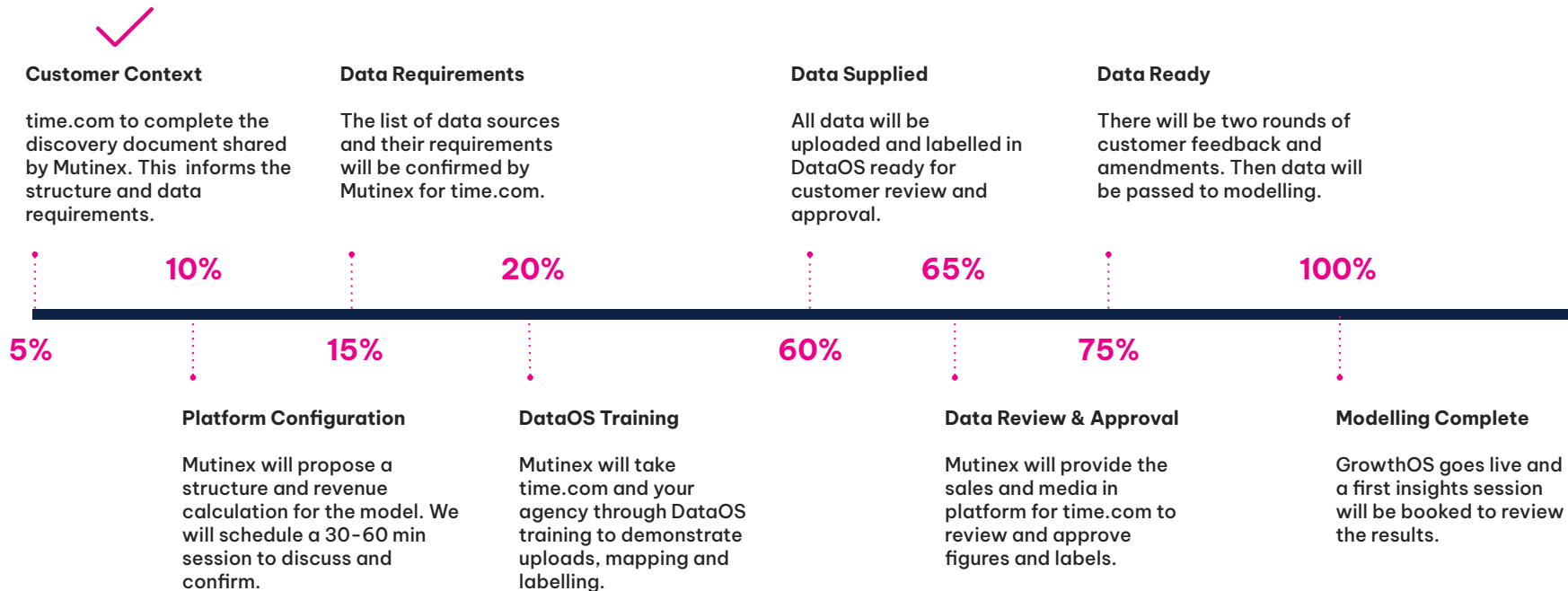
Our ROI optimisation insights tool allows you to analyse not just the ROI, but the impact of volume on channel performance. This is crucial for large market share players. You can quickly see whether channels should scale, optimise, double down or be put into review.

Project Plan

Your Onboarding Overview

The Onboarding Process

Here are the key milestones over the next 2-3 months



Project Plan

Operationalisting GrowthOS

Comprehensive Platform Training and Support

We will provide you with in depth training to empower and upskill your team

1

MMM modules

Our introductory training modules for Marketing Mix Modeling (MMM) are designed to provide your team with a solid foundation in understanding and utilizing an MMM solution.

These video modules cover; the challenges of media, an introduction to MMM, question an MMM can answer and MMM methodology.

2

In depth Platform Training

We will provide comprehensive training to empower your team to independently use the platform to drive strategic decisions and achieve measurable marketing success.

Whether you're a beginner or an advanced user, our training program will enhance your skills and maximize the value you get from our MMM solution.

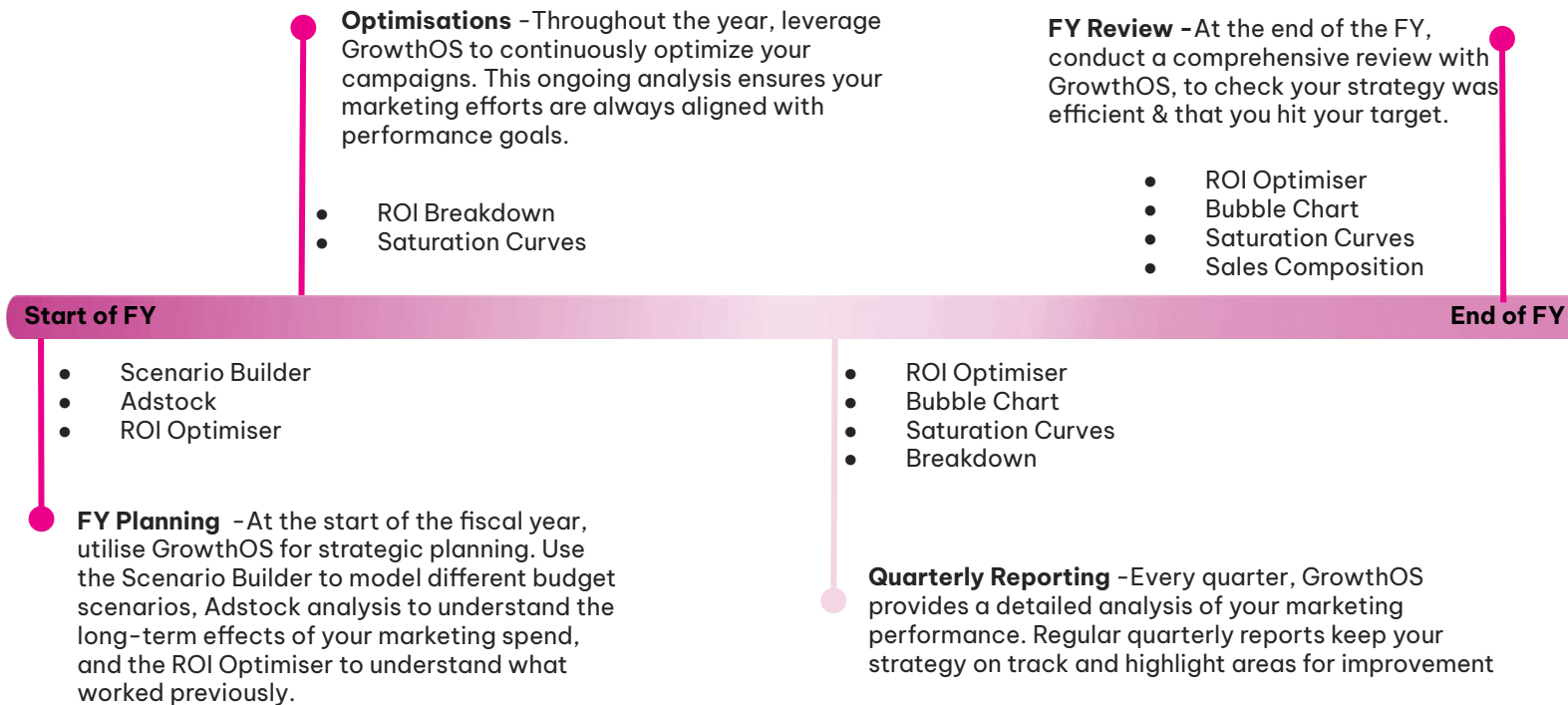
3

Enablement Workshop

This hands-on workshop aims to empower your team with the skills and knowledge needed to fully leverage MMM, ensuring it becomes an integral part of your marketing strategy and drives sustained success.

Enabling MROI & contribution

We'll help you embed into your team's workflow aligning to your cadence



What's Next?

Our immediate next steps following today



Solution Design

Mutinex will book in a session with the time team to finalise your GrowthOS structure and revenue metrics.



Start Data Sourcing

For channels like Google and Meta, We recommend reaching out to your respective contacts over the coming days to begin sourcing the data.



Set Timelines

We'll begin to prepare indicative timelines for data collection, modelling and launch.

Thank you

For more info, please get in touch



Alex Johnson
Delivery Manager

+61 418 453 997
alex.johnson@mutinex.co