Case Study Prompt

Background on Customer:

- **Brand:** [Brand Name]
- **Marketing Spend:** Approximately $5 million per year
- **Main Sponsor:** Chief Marketing Officer (CMO)
- **Primary Concern:** The CMO wants to validate top-of-funnel spend. Multi-Touch Attribution (MTA) has been difficult to rely on for these channels due to tracking limitations, and there is a lack of trust in the performance metrics of branded search as reported by MTA. The belief is that top-funnel channels, which are not currently being tracked effectively, might be influencing these metrics.
- **Experience with MMM:** The customer has familiarity with MMM, has been leveraging Rockerbox for MTA for 3+ years

Prompt:

You have been provided access to a Google Drive folder containing analysis and data on the Baby Mattress brand's MMM output.

You have a 1-hour Marketing Mix Modeling (MMM) review call with the customer. Based on the provided information, prepare a presentation and outline the main takeaways you would discuss with the CMO.

Use any format you see fit for the presentation.