Hello everyone.

This video is to provide a brief introduction to Analytic Edge’s flagship Marketing Mix Modelling platform called Demand Drivers.

* Demand Drivers is a cloud-based platform that enables Always-On MMM and provides cost, speed, and scale advantages.
* It is hosted on Analytic Edge’s (AE’s) Microsoft Azure cloud but we can seamlessly migrate the platform to our client’s cloud environment, if they choose to host it for more control over their data
* AE uses this platform to deliver all our full-service MMM engagements and we provide complete transparency in the modelling process by providing our clients access to the platform
* Several clients have licensed Demand Drivers for in-house MMM and AE provides training and consultancy as part of our Do-It-Yourself offering
* One of the key differentiators of Demand Drivers is that it facilitates continuous marketing and planning effectiveness measurement, and this is a recurring theme you will encounter throughout the course of these training videos.

As you can see at the top of your screens in the menu bar, there are six distinct modules within Demand Drivers. The first module is the Input module, which is the data ingestion module. This is followed by the Review module, which is our data visualization or visual data exploratory analysis module. We then come to the Modelling module which is where you can run multiple model iterations before selecting the optimal marketing mix model. This is followed by the reporting module, which as the name suggests, is where you can view the standard outputs from any marketing mix modelling activity such as Contributions, Decompositions, RoAS, Response Curves etc. The last two modules, which are the simulation and planning modules are targeted at the business facing functions. The Simulation module is targeted primarily at the marketing function within an organization, wherein the users may run multiple what-if scenario simulations and algorithm-driven optimizations to arrive at the optimal allocation of budget across the various marketing tactics. The Planning module is targeted at the finance function or at business planners and performance managers. It allows the users to run forecasts by providing granular assumptions for both marketing investments as well as non-marketing factors such as execution, macroeconomic effects, competitive effects, and even key events.

With this, we conclude this video. Thank you for tuning in.

In the next video, we will look at the features in the Input module in greater detail.