Hello everyone. Welcome to the training session on Analytic Edge’s Marketing Mix Modelling platform.

We will provide you with a detailed overview of how to use the platform to build Marketing Mix models through a series of training videos.

We begin this series with a brief overview of the MMM concept and why it is gaining importance in continuous marketing effectiveness measurement.

Marketing Mix Modelling, or MMM, is a Machine Learning technique that uses historical data to measure the effect of marketing activities as well as other relevant factors such as product updates, competitor activity, macroeconomic factors and seasonality on KPIs such as Revenue, Subscriptions, Installs, New Users, etc. It helps measure the ROI of media investments. Traditional businesses use MMM to measure the ROI of online and offline media spending.

Digital businesses have typically used attribution techniques to measure media effectiveness. However, this approach relies on individual user-level data, and with the increasing regulatory restrictions due to privacy concerns such as GDPR, CCPA, Apple’s ATT rollout, attribution-based measurement is proving to be a challenge.

Marketing Mix Modelling is based on aggregated data and is not impacted by these new data privacy restrictions. MMM is a more holistic approach because it can measure online and offline media channels and evaluate branding and direct response campaigns. And importantly, MMM estimates incrementality-based ROI. Incrementality is the lift in a KPI that is driven by investment in a media channel over the organic KPI. Unlike MMM, the attribution-based approach is typically based on last touch attribution and does not exclude organic KPI when estimating ROI. Incrementality-based techniques such as MMM can provide advertisers with a more accurate view of the true contribution of their media across their entire portfolio.

The SaaS platform from Analytic Edge is an innovative, advanced MMM platform that is being used globally by a diverse range of advertisers.

It offers the following key advantages over traditional MMM and other attribution techniques

* Our automated API integrations with media platforms provide advertisers with a holistic, cross-channel view of their marketing mix in less than 24 hours,
* This agility helps inform tactical decision-making at the channel-campaign level by rapidly delivering the insights needed to run daily mix optimization what-if scenarios
* Since models can be built at a daily granularity, digital native businesses are no longer required to provide at least 2-3 years of data to generate insights.
* The automated data ingestion and ML-driven auto-modelling capabilities facilitate weekly model updates and insights dashboard refreshes, including a weekly recalibration of incremental Return on Advertising Spend or RoAS
* It is easy to deploy and can be set up to deliver initial insights within 4-6 weeks with minimal manual supervision, making it an attractive proposition for smaller businesses with lean data teams. Attribution-based platforms have been known to take more than 6 months to deploy
* It’s holistic measurement framework makes it a highly relevant alternative to SKAN in the iOS space
* It offers significant cost, scale, speed, security, and privacy advantages, thereby providing a compelling alternative to both attribution and traditional MMM approaches.

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

In the next video, we will provide you with a brief introduction to Analytic Edge’s SaaS MMM platform. In subsequent videos, we will review each module in greater detail.