

MMM Optimization Report

Time period: Jan 2, 2023 - Jan 6, 2025

Optimization scenario



These are the estimated results from a fixed budget scenario with a channel-level spend constraint of -30% to +30% of the non-optimized spend. The non-optimized spend for each channel is equal to the historical spend during the period from 2023-01-02 to 2024-12-30.

Non-optimized budget

\$1.2M

Optimized budget

\$1.2M

\$0

Non-optimized CPIK

\$20.36

Optimized CPIK

\$20.27

-\$0.10

Non-optimized incremental KPI

66k

Optimized incremental KPI

66k

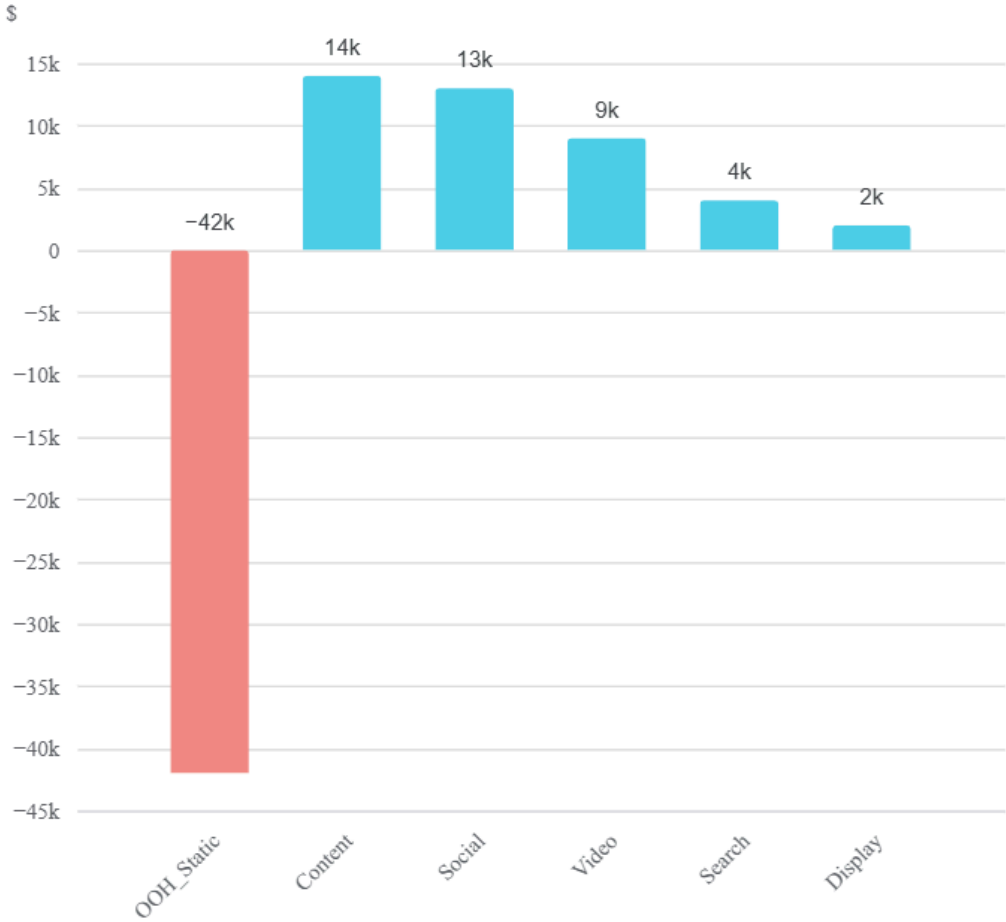
+308

Recommended budget allocation



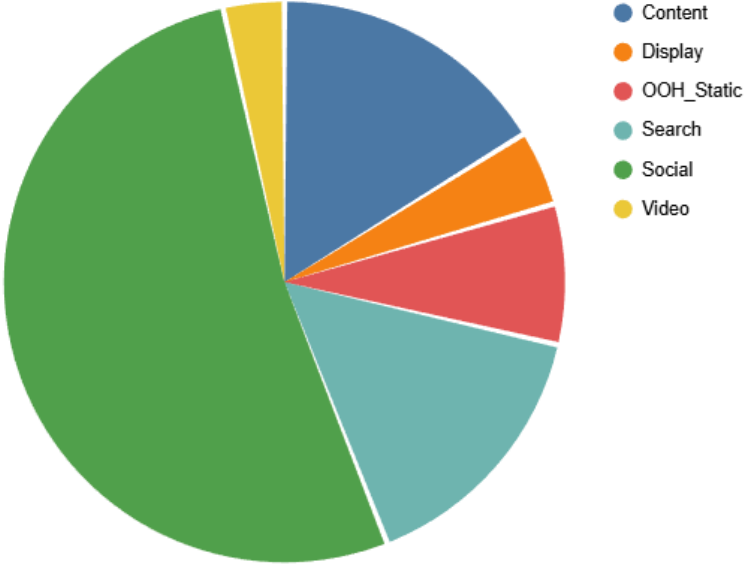
You can see the channel-level budget shifts and the performance lift after optimization.

Change in optimized spend for each channel



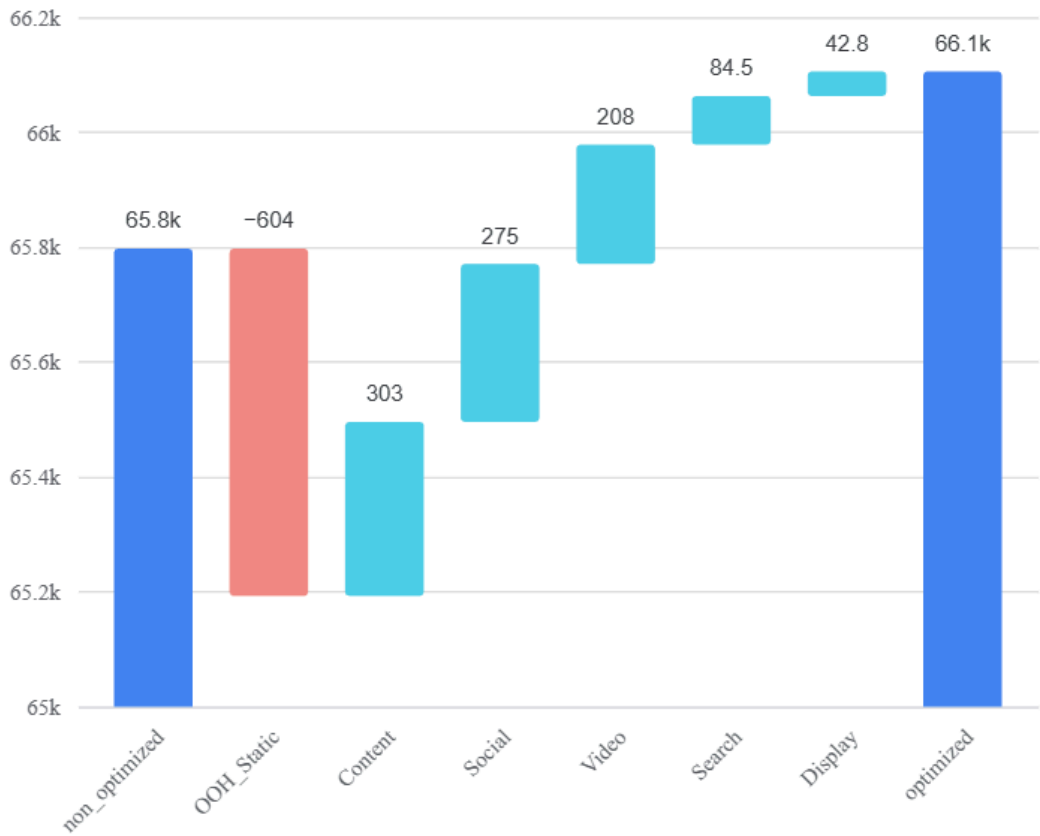
Note: Each bar represents the change in optimized spend for a channel. Negative values indicate a decrease in spend while positive values indicate an increase from your non-optimized spend.

Optimized budget allocation



Optimized incremental KPI across all channels

Incremental KPI



Note: The "non_optimized" bar presents the incremental KPI before optimization, and the subsequent bars represent the change in incremental KPI for each channel based on the optimal spend level. The final bar labeled "optimized" shows the total incremental KPI after optimization.

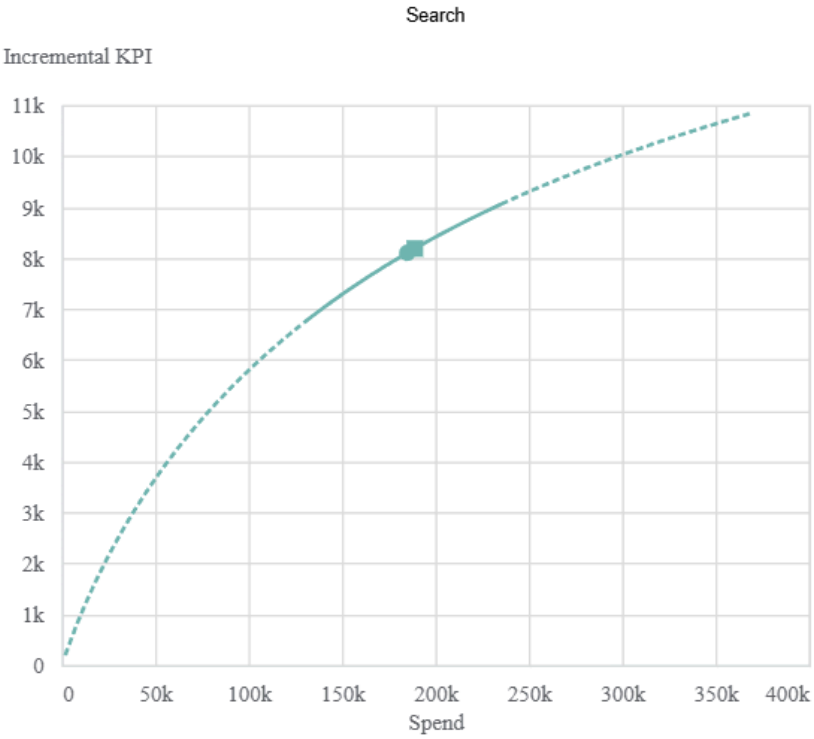
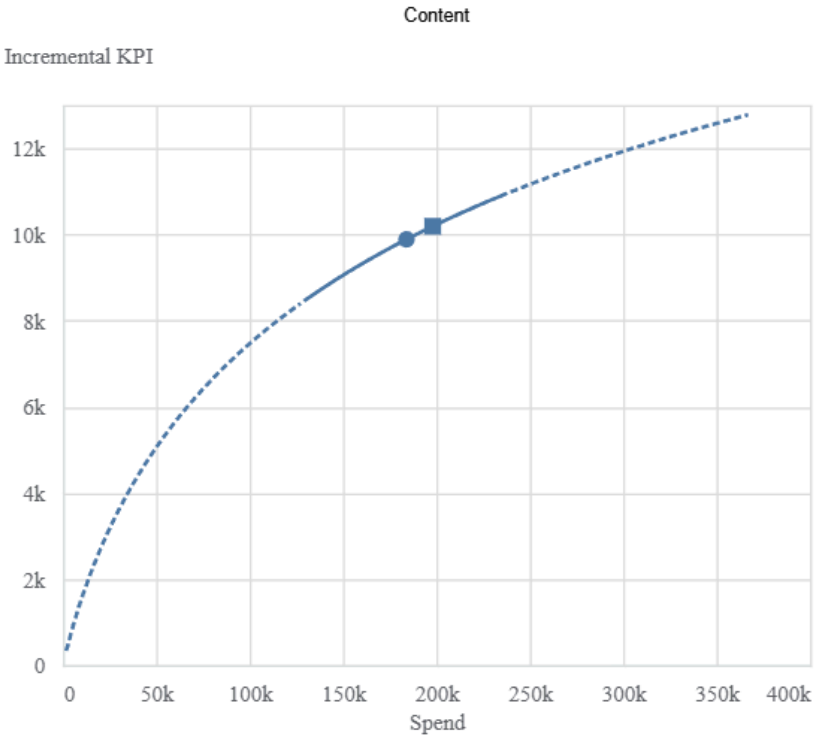
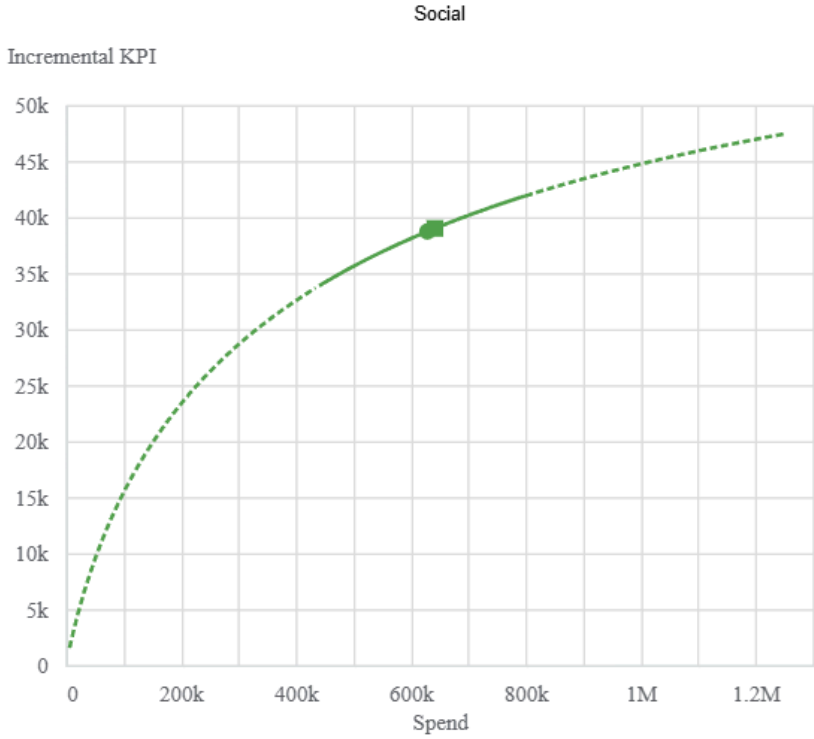
Optimized budget allocation

Channel	Non-optimized spend	Optimized spend
Social	51%	52%
Content	15%	16%
Search	15%	15%
OOH_Static	12%	8%
Display	4%	4%
Video	3%	4%

Response curves with optimized spend



These response curves depict the relationship between marketing spend and the resulting incremental KPI and show the optimal spend amount for each channel that maximizes the total incremental KPI while staying within the channel-level spend constraints.



- Within spend constraint
- - Outside spend constraint
- Non-optimized spend
- Optimized spend

