

Traditional MMM

VS

Measured MMM



CAUSALITY

- Limited to correlative measurement, doesn't measure the causal impact of media on sales
- As most media channels are intercorrelated with one another, a regression model alone can't determine specific channel performance
- Demand-driven channels, such as brand search and retargeting will always be highly correlated with sales - making an MMM unable to determine their true impact

- ✔ Uses incrementality experiment results as Bayesian priors into mix model, calibrating model for causality
- ✔ Solves for the most prevalent challenges of traditional MMM - such as accurate measurement of codependent, lower-funnel tactics
- ✔ MMM reads improve for ALL media channels when an experimental prior is used, even for just one channel



COST

- Often costs well over \$1MM for enterprise-size brands
- Often requires a large setup fee to integrate necessary data
- Data collection is typically manual and highly resource-intensive

- ✔ Built into the Measured platform at no extra charge, eliminating the need to pay other vendors
- ✔ The Measured Data Warehouse has a ready-made data stack for MMM, saving money and time on ETL



ACCURACY/EXPERTISE

- Without incremental calibration, traditional MMMs are calibrated by data scientists, resulting in highly subjective outcomes
- Priors for traditional MMM are often taken from other MMM models, creating a loop of assumptions that are never validated against the brand's own performance
- Parameters for model response functions are based purely on assumptions around how media should behave as it's scaled

- ✔ Measured provides decades of expertise in both MMM and incrementality, with a focus on practical application and real-world decision-making for the specific brand
- ✔ Measured's MMM uses a proprietary model solver that calculates response functions based on historical media platform data specific to each brand



TIMELINESS (deployment and adoption)

- Built from the ground up and often take over six months to produce their first viable set of results
- Traditional MMMs provide attribution reporting that is only available in the cadence at which the model can be refreshed - often quarterly for enterprise brands
- Models produce static coefficients that represent the average impact of media over time, meaning it cannot measure how shifts in your strategy/creative impact customer response

- ✔ Measured's data warehouse is a fully managed, automated API-based data architecture, unique in the industry, that allows brands to onboard within four weeks
- ✔ Measured applies MMM results to an existing attribution and reporting system, which means attribution is available at a daily level in near real-time and changes as you shift creative/strategic execution



GRANULARITY

- Models provide attribution reporting only at the macro level, such as by channel
- Campaigns within a channel are typically so intercorrelated that a regression alone has no ability to determine their differences in performance

- ✔ Measured attribution and reporting provides measurement insights down to the campaign and even adset level, allowing brands to make real-time, campaign-level optimizations