



Frequently Asked Questions

1	What is MMM?	MMM is an AI-enabled tool that analyzes historical marketing and business performance data to estimate the impact of each channel and identify opportunities to optimize spend and maximize ROI.
2	Why was MMM created?	Marketing teams are increasingly challenged to prove ROI. MMM provides a data-driven approach to measurement that helps teams make more confident client decisions and recommendations.
3	What business challenges can MMM help me with?	MMM can help you understand: • Which marketing channels are driving the greatest ROI • Where budget should be increased/decreased • Efficiency of the current media spend • How ROI can be improved
4	How is MMM different from attribution?	MMM takes a broader view by analyzing overall business performance and estimating how investments contribute to outcomes over time.
5	What are the biggest benefits of using MMM	• Better budget decisions • Stronger strategic recommendations • Improved marketing efficiency ✦ • Greater confidence