

MTP INTELLIGENCE PLATFORM

Media Mix Modeling

Make more informed media, strategic, and client-facing decisions

Messaging Guide for MTP Employees

AGENDA

How You Can Use MMM

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|-----------|---|--|
| 01 | Better Budget Allocation | MMM helps teams identify which marketing investments have the greatest ROI |
| 02 | Stronger Strategic Recommendations | MMM helps teams support media recommendations with evidence |
| 03 | Improved Performance Planning | MMM helps teams forecast outcomes and evaluate potential investments |
| 04 | Cross Team Alignment | MMM creates a shared source of truth for performance insights |
| 05 | Greater Client Confidence | MMM helps teams clearly demonstrate impact and ROI |

Better Budget Allocation

MMM helps teams understand where marketing investments are generating the highest ROI.

**Identify
high-performing
channels**

**Discover
inefficient
spending**

**Optimize
spend across
channels**

**Maximize ROI
for your
client**

Better Strategic Recommendations

MMM helps teams support recommendations with evidence.

**Understand
each channel's
impact**

**Validate
investment
decisions**

**Identify budget
reallocation
opportunities**

**Strengthen
client-facing
recommendations**

Improved Performance Planning

MMM helps teams make more confident planning decisions.

**Forecast
future
performance**

**Model
investment
scenarios**

**Support annual
budget
allocation**

**Reduce
planning
uncertainty**

Cross Team Alignment

MMM creates a shared source of truth for marketing performance.

**Standardized
measurement
model**

**Consistent
methodology
across teams**

**Shared
language
across teams**

**Easier
collaboration
between teams**

Greater Client Confidence

MMM helps teams demonstrate marketing impact.

**Quantify
channel
effectiveness**

Prove ROI

**Improve client
reporting**

**Build trust through
transparency**

What Is MMM?

MMM helps employees make **more informed decisions** by turning marketing performance data into actionable insights.

Strategy Team

Turn marketing performance analysis into **evidence-based** recommendations.

Media planning • Budget allocation •
Investment optimization • Growth forecasting

Data Team

Transform marketing data into **actionable** business insights.

Measurement strategy • Channel effectiveness •
Performance forecasting • Impact analysis

Account Team

Bring **stronger insights** into client conversations.

Performance storytelling • Budget recommendations • ROI
discussions • Strategic planning support

Media Team

Understand which channels are driving the **greatest** business impact.

Channel contribution • Budget optimization •
ROI analysis • Media efficiency