



Media Mixed Model (MMM)

The Strategic Advantage for Your Brand

Today's marketing landscape is more complex than ever. Brands invest across multiple channels, but understanding which investments truly drive business outcomes can be difficult.

Traditional attribution models often provide an incomplete picture, making it challenging to confidently optimize budgets, forecast performance, and demonstrate marketing impact.

Here's the current landscape:

Limited Visibility into Channel Impact

Many measurement approaches aren't able to accurately quantify how each channel is contributing to business results.

Budget Allocation Uncertainty

Teams typically rely on historical spending patterns rather than evidence-based investment decisions.

Increasing Pressure to Prove ROI

Clients expect clear answers about marketing channel effectiveness, efficiency, and overall business impact.

What is MMM?

Media Mixed Modeling (MMM) helps MTP teams understand how marketing investments are impacting business outcomes. By analyzing historical marketing performance, MMM identifies the contribution of each channel and highlights opportunities to improve efficiency and maximize ROI.

How MMM Works

MMM uses advanced statistical modeling to evaluate the relationship between media investments and business results over time. The tool accounts for external factors to estimate the true impact of marketing activity. Teams can use these insights to optimize media spend, predict outcomes, and make confident investment recommendations backed by data.



Key Features



Measure Channel Contribution

Understand how each media channel is contributing to business outcomes and performance.



Optimize Budget Allocation

Identify where investments are generating the best ROI and identify opportunities for improvement.



Predict Future Performance

Model different investment scenarios and predict potential business outcomes before decisions are made.

Why MMM Matters

Create More Effective Media Strategies

Support planning and optimization decisions with data-driven insights into marketing performance.

Improve Client Conversations

Provide clients with evidence-based recommendations on how to invest their marketing budget.

Increase Marketing Efficiency

Identify opportunities to reduce wasted spend and maximize ROI across media channels.

See MMM in Action

See how MTP teams can use MMM to optimize investments, improve forecasting and drive stronger business outcomes.

[Watch Product Demo](#)

