

MTP INTELLIGENCE

MMM READINESS REQUIREMENTS

Data Quality & Solution Fit Framework

Before scoping a Media Mix Modeling (MMM) engagement, RADaR evaluates four inputs from the client's data: history, granularity, per-channel attribution, and how much of the total business the data represents. Together these determine which MMM solution — if any — the data currently supports.

THE FOUR INPUTS

- 1. History** — Length of available spend + outcome data. Minimum 1 year; 3+ years is ideal.
- 2. Granularity** — Reporting cadence of the data. Daily is strongest; Weekly is workable with caveats; Monthly is generally too coarse.
- 3. Attribution Availability** — Does direct outcome (lead/sale) data exist for EACH channel/audience's spend? Yes or No.
- 4. Business Representativeness** — Share of total business sales reflected in the dataset (see key below).

BUSINESS REPRESENTATIVENESS KEY

High — ≥80% of total sales	Intermediate — 50–79%	Low — <50%
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SOLUTION FIT KEY

MMM Platform	MMM Analysis	Not Ready for Model
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MMM Platform — Full model buildout in RADaR's MMM Platform. Requires direct outcome (lead/sale) data tied to each channel's spend.

MMM Analysis — A modeled analysis without per-channel attribution. Directional read on channel contribution, not a live platform build.

Not Ready for Model — Data does not yet meet the minimum history, granularity, or business-coverage thresholds for a reliable model.

DECISION MATRIX

IF ATTRIBUTION DATA IS AVAILABLE					
Data Quality	History	Granularity	Business Rep.	Solution Fit	Notes
Strong	3+ years	Daily	High	MMM Platform	—
Good	3+ years	Daily	Intermediate	MMM Platform	—
Fair	3+ years	Daily	Low	MMM Platform	Use cautiously — scope/extent of results should be limited
Good	2+ years	Daily	High, Intermediate	MMM Platform	—
Fair	2+ years	Daily	Low	MMM Platform	Use cautiously — scope/extent of results should be limited
Weak*	2+ years	Weekly	High, Intermediate	Not Ready for Model	Use cautiously — scope/extent of results should be limited — see note below
Weak	2+ years	Weekly	Low	Not Ready for Model	—
Weak	2+ years	Monthly	High, Intermediate, Low	Not Ready for Model	—
Weak	1 year	Weekly	High, Intermediate, Low	Not Ready for Model	—
IF ATTRIBUTION DATA IS NOT AVAILABLE					
Data Quality	History	Granularity	Business Rep.	Solution Fit	Notes
Strong	3+ years	Daily	High	MMM Analysis	—
Good	3+ years	Daily	Intermediate	MMM Analysis	—
Fair	3+ years	Daily	Low	MMM Analysis	Use cautiously — scope/extent of results should be limited
Good	2+ years	Daily	High, Intermediate	MMM Analysis	—
Fair	2+ years	Daily	Low	MMM Analysis	Use cautiously — scope/extent of results should be limited
Fair	2+ years	Weekly	High, Intermediate	MMM Analysis	Use cautiously — scope/extent of results should be limited
Weak	2+ years	Weekly	Low	Not Ready for Model	—
Weak	2+ years	Monthly	High, Intermediate, Low	Not Ready for Model	—
Weak	1 year	Weekly	High, Intermediate, Low	Not Ready for Model	—

* This scenario is not currently viable but could be supported in a future version of MMM as methodology evolves.