

Our Team



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Our Vision

We imagine a future where marketing analytics is simple, fast and accessible to all

This is the future we are building every day!

At Analytic Edge we are working to solve for marketing ROI, in a way that is simple, scalable and cost-efficient. Rich data sets and rapid advances in technology and machine learning are coming together in new and exciting ways to finally solve for marketing ROI at scale.



How to Build an MMM Model in just 20 mins!



How does MMM fit amongst other measurement types?

In the privacy-first world, marketers should triangulate with multiple approaches

01



MODELING

Marketing Mix Modeling (MMM)

Holistic view: Use to guide budget allocation by capturing all possible drivers of business

02



EXPERIMENTS

Conversion Lift, Geo-testing

Use as ground truth to calibrate MMM and attribution

03



DIGITAL ATTRIBUTION

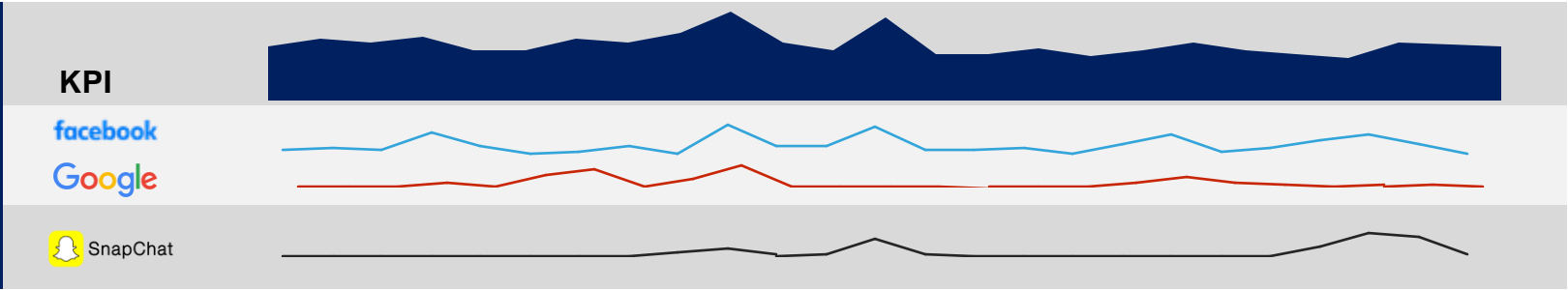
Last touch, MTA

Day to day decisions and optimization for digital channels with faster and more granular insights. More impacted by privacy policies.

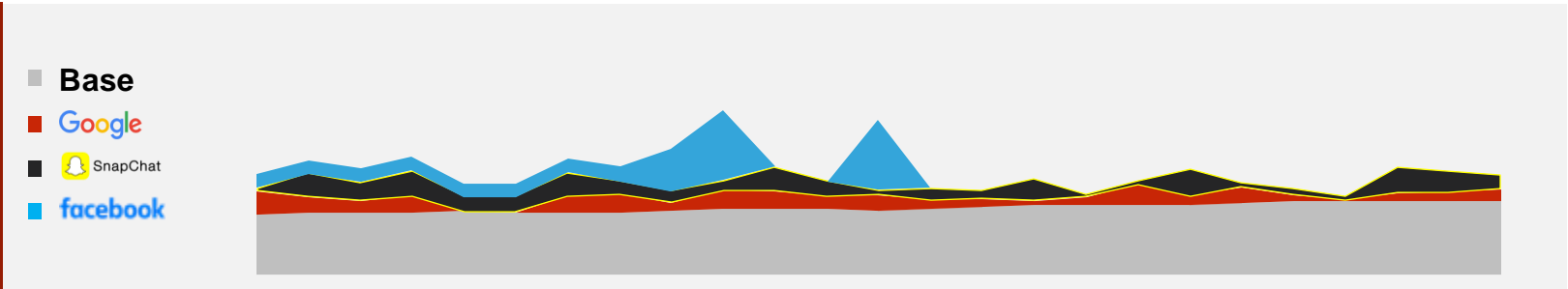
Methodology used for modeling



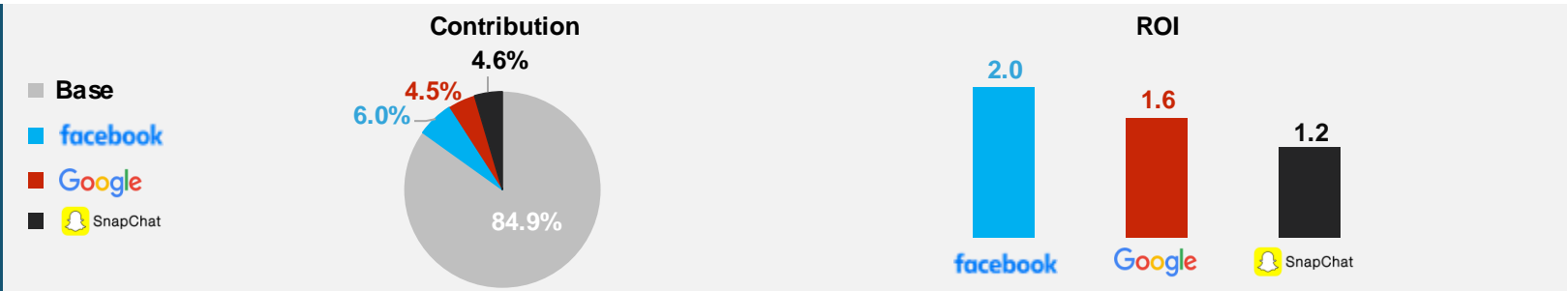
Align historical KPI with media, and non-media factors



Machine Learning model attributes KPI to peaks and dips in media & non-media activities



Analyze performance



Build an MMM Model



Build an MMM Model (cont'd)

ANALYTIC EDGE QUBE

Your all-in-one toolkit for marketing analytics and data-driven decision-making

Welcome, Sebastien Jeanneret
Select a product to get started.

- DemandDrivers**
Always-On Marketing Mix Modeling solution
[Learn More](#)
- PriceSense**
Pricing and promotions analytics solution
[Learn More](#) [Get Access](#)
- SynTest**
AI-powered, no-code Test and Learn solution
[Learn More](#) [Get Access](#)
- PowerView**
Analytics visualization dashboard solution
[Learn More](#)

Build an MMM Model (cont'd)

The screenshot shows a web browser window with the URL `https://uat.demand-drivers.prod.analytic-edge.net/projects`. The page header includes the 'DemandDrivers' logo and a user profile icon for 'EN'. The main content area displays a welcome message: 'Welcome, Sebastien' and 'Select a project or create a new project to get started'. Below this is a search bar labeled 'Search projects' and a dropdown menu labeled 'Name'. A 'Create New' button is located to the right of the dropdown. A project card for 'Online_retail' is visible, showing details: 'Brand Brand1', 'Year 2022', and 'Created by Sebastien Jeanneret'. The card also features a 'P' icon and a settings gear icon.

Build an MMM Model (cont'd)

The screenshot shows a web browser window with the URL `https://uat.demand-drivers.prod.analytic-edge.net/input/upload/UHJvamVjdDo2`. The application header includes the logo 'DemandDrivers', a dropdown menu for 'Online_retail', and navigation tabs for 'Input', 'Review', 'Modelling', 'Reports', and 'Simulation'. The 'Input' tab is active. Below the header, there are three main steps: 'Upload File*', 'Classify Data*', and 'Financial Inputs'. An 'Advanced' settings button is also visible.

Here are the required format and guidelines for your dataset.

- The file should always be in .csv or .xlsx format.
- The file should consist of only one sheet. Make sure there are no hidden sheets in the file.
- The dataset should be sorted by the most Granular Dimension (subject) Column followed by the Time granular Column.
- For Quantitative variables, only numeric values are allowed. No spaces or special characters are permitted.
- Column names should be unique.
- Column names can have a maximum of 50 characters.
- For Dimension Values and Column headers, no special characters are allowed except underscore. Note: No consecutive underscores.

Drag and drop or upload your dataset in .csv or .xlsx format.

Current File : Datacube.csv
Uploaded On : 24th-Sep-2023

Build an MMM Model (cont'd)

Week	Country	Revenue	Google_Shopping	Performance_Max	TikTok	Meta_Conversions	X	OOH_M	OOH_Large	Events	Shipping_Fees	OOS	Pricing	YF_Events
05.01.2020	UAE	521'311	20'521'062	560'490	0	75'085	0	180	50'020	0	6.63	0.92	-0.07	0
12.01.2020	UAE	510'311	23'134'556	563'064	0	76'418	0	311	45'941	0	6.57	0.90	-0.63	0
19.01.2020	UAE	561'839	24'576'464	530'950	0	83'402	0	216	30'259	0	6.17	0.87	-0.74	0
26.01.2020	UAE	652'835	30'737'540	504'550	0	97'625	0	428	45'565	0	5.92	0.87	-0.45	0
02.02.2020	UAE	581'737	28'204'116	504'429	0	75'158	0	595	50'731	0	6.03	0.87	0.19	0
09.02.2020	UAE	531'840	26'550'028	512'596	0	69'810	0	909	56'475	0	6.14	0.87	0.43	0
16.02.2020	UAE	482'340	26'099'298	541'417	0	64'653	0	891	45'985	0	6.01	0.86	-0.02	0
23.02.2020	UAE	626'382	22'849'096	225'174	0	99'270	0	146	48'192	0	5.74	0.84	-0.39	0
01.03.2020	UAE	621'035	26'224'628	499'189	0	98'337	0	39	41'005	0	5.87	0.83	-0.30	0
08.03.2020	UAE	561'930	29'041'208	591'505	0	90'092	0	430	70'448	0	5.90	0.83	-0.14	0
15.03.2020	UAE	639'883	33'147'516	785'874	0	94'690	0	1257	63'276	0	5.58	0.82	-0.18	0
22.03.2020	UAE	926'313	38'531'964	888'972	0	136'071	0	1144	64'470	0	6.69	0.78	0.09	0
29.03.2020	UAE	879'204	38'742'924	841'606	0	147'939	0	725	53'950	1	8.97	0.70	1.06	0
05.04.2020	UAE	1'034'500	33'178'066	647'549	0	157'633	0	948	57'208	0	7.57	0.46	1.40	0
12.04.2020	UAE	611'724	7'090'712	154'377	0	30'131	0	1814	7'751	0	8.95	0.46	1.75	0
19.04.2020	UAE	423'788	-	-	0	-	0	921	-	0	9.76	0.56	1.86	0
26.04.2020	UAE	524'825	-	127'572	0	-	0	1251	-	1	10.01	0.71	1.08	0
03.05.2020	UAE	566'768	-	230'635	0	-	0	1262	-	1	10.13	0.74	0.18	0
10.05.2020	UAE	518'047	-	232'628	0	-	0	1353	7'544	0	9.82	0.71	-0.64	0
17.05.2020	UAE	342'703	-	54'740	0	-	0	2137	-	0	8.37	0.64	-0.88	0
24.05.2020	UAE	459'626	-	-	0	-	0	401	-	0	8.94	0.73	-1.09	0
31.05.2020	UAE	660'108	-	-	0	-	0	641	-	0	9.37	0.78	-0.92	0
07.06.2020	UAE	659'415	27'640'272	-	0	-	0	2237	10'277	0	9.50	0.75	-1.16	0
14.06.2020	UAE	843'989	32'128'852	735'683	3527789	-	0	724	51'551	0	9.15	0.70	-1.04	0

Build an MMM Model (cont'd)

The screenshot shows the 'Classify Data' step of the Demand Drivers marketing mix model. The interface is divided into several sections:

- Classify Variables:** A list of variables to be classified, including Google_Shopping, Performance_Max, TikTok, Meta_Conversions, X, and Pricing. A 'Classify all' button is at the bottom.
- Time:** A bucket for time-related variables. 'Real_Week' is selected.
- Dimension:** A bucket for dimension variables. 'Country' is selected.
- Base:** A bucket for base variables, categorized into BaseLine, Execution, and Price. Each category has a 'Create new group' button and a list of variables (Events, OOS).
- Incremental:** A bucket for incremental variables, categorized into Media, Digital, Traditional, and NonMedia. Each category has a 'Create new group' button and a list of variables (OOH_M, OOH_Large).
- Dependent:** A bucket for dependent variables. 'Revenue' is selected.

Navigation buttons at the bottom include 'Export Classification', 'Import Classification', 'Back', and 'Save and Next'.

Build an MMM Model (cont'd)

Demand Drivers marketing mix x +

https://uat.demand-drivers.prod.analytic-edge.net/input/classify/UHJvamVjdDo2

DemandDrivers Online_retail Input Review Modelling Reports Simulation EN SJ

Upload File* Classify Data* Financial Inputs Advanced

To build our model, we need to classify your data so the system understands your measures. Just click a bucket on the right, choose your measures on the left, and hit "classify". Let's get to it!

Classify Variables Base

Select the appropriate bucket on the right and tag the relevant variables.

3 Selected

Search

Select All Clear All

- Google_Shopping Classify
- Performance_Max Classify
- TikTok Classify
- Meta_Conversions Classify
- X Classify
- Pricing Classify

Classify all

Time Select the variable which represents the time.

Real_Week

Dimension Select all Dimension Variables. (E.g., Geographies, Trade Classes, etc.)

Country

Base Select all Base Variables. (E.g., Price, Economy, Competition, Distribution, etc.)

- BaseLine
 - + Create new group
 - Trends
- Execution
 - + Create new group
 - Events
 - OOS
- Price
 - + Create new group
 - OwnPrice
 - + Create new group

Incremental Select all Incremental Variables. (E.g., TV, Digital Media, Promotions, etc.)

- Media
 - + Create new group
 - Digital
 - + Create new group
 - Traditional
 - + Create new group
 - OOH_M
 - OOH_Large
 - NonMedia
 - + Create new group

Export Classification Import Classification Back Save and Next

Build an MMM Model (cont'd)

The screenshot shows the 'Classify Data' step in the Demand Drivers software. The interface is divided into several sections:

- Classify Variables:** A list of variables to be classified, including Google_Shopping, Performance_Max, TikTok, Meta_Conversions, and X. A 'Classify all' button is at the bottom.
- Time:** A bucket for variables representing time, with 'Real_Week' selected.
- Dimension:** A bucket for dimension variables, with 'Country' selected.
- Base:** A bucket for base variables, containing sub-groups:
 - BaseLine: Trends
 - Execution: Events, OOS
 - Price: OwnPrice (with sub-group Pricing)
- Incremental:** A bucket for incremental variables, containing sub-groups:
 - Media: Digital, Traditional (with sub-groups OOH_M, OOH_Large)
 - NonMedia

Navigation buttons at the bottom include 'Export Classification', 'Import Classification', 'Back', and 'Save and Next'.

Build an MMM Model (cont'd)

The screenshot shows the 'Classify Variables' interface in the Demand Drivers software. The browser address bar shows the URL: <https://uat.demand-drivers.prod.analytic-edge.net/input/classify/UHJvamVjdDo2>. The navigation bar includes 'DemandDrivers', 'Online_retail', and tabs for 'Input', 'Review', 'Modelling', 'Reports', and 'Simulation'. A secondary navigation bar has 'Upload File*', 'Classify Data*', and 'Financial Inputs' buttons, along with 'Advanced' and a lock icon.

A message at the top states: "To build our model, we need to classify your data so the system understands your measures. Just click a bucket on the right, choose your measures on the left, and hit 'classify'. Let's get to it!"

The main interface is divided into several sections:

- Classify Variables:** A list of 8 selected variables: Google_Shopping, Performance_Max, TikTok, Meta_Conversions, and X. A 'Classify all' button is at the bottom.
- Time:** A bucket containing 'Real_Week'.
- Dimension:** A bucket containing 'Country'.
- Dependent:** A bucket containing 'Revenue'.
- Base:** A bucket with sub-sections: BaseLine (Trends, Execution), and Price (OwnPrice, Pricing).
- Incremental:** A bucket with sub-sections: Media (Digital, Traditional), and NonMedia.

Buttons at the bottom include 'Export Classification', 'Import Classification', 'Back', and 'Save and Next'.

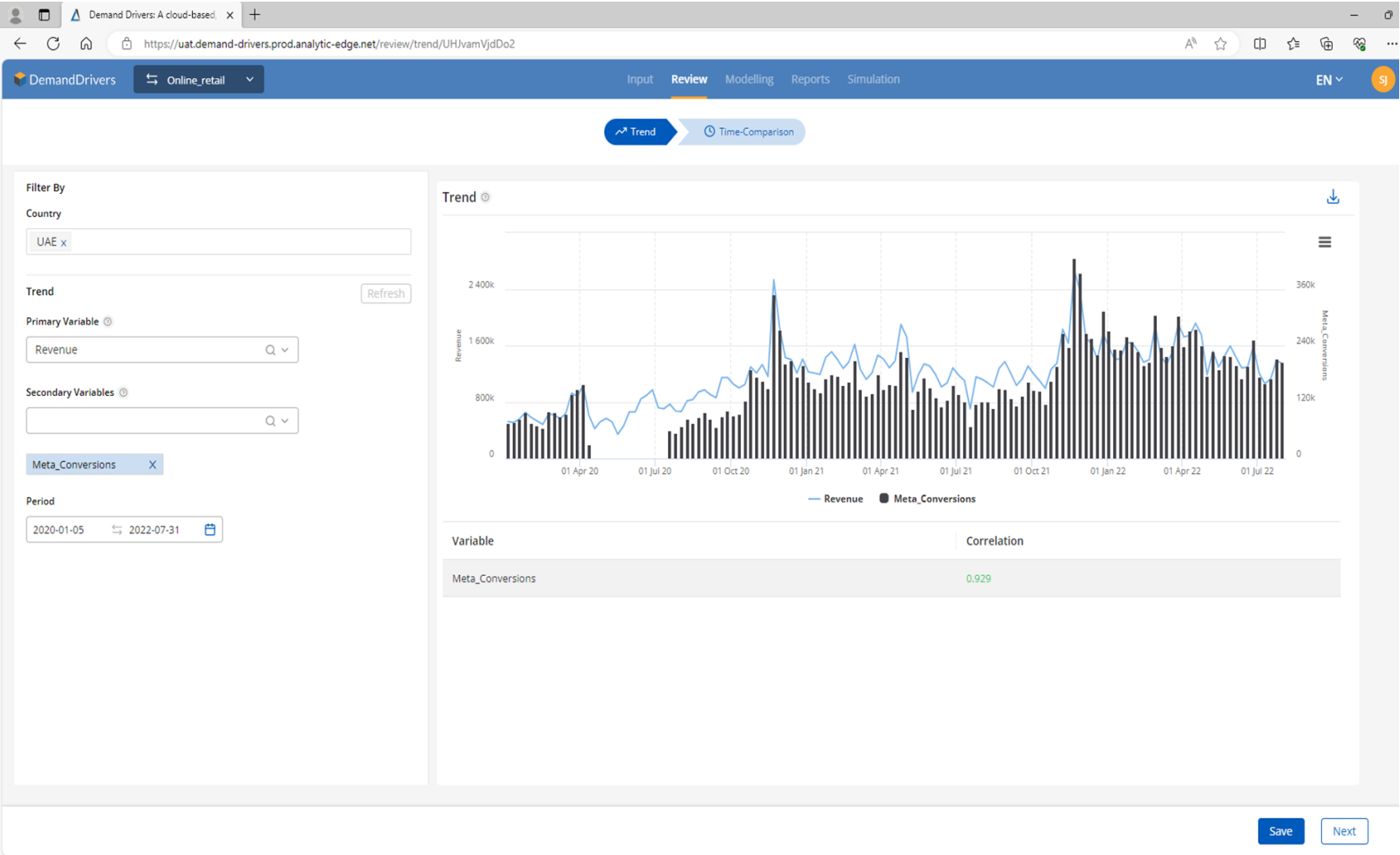
Build an MMM Model (cont'd)

The screenshot shows the 'Classify Data' step in the Demand Drivers software. The interface is divided into several sections:

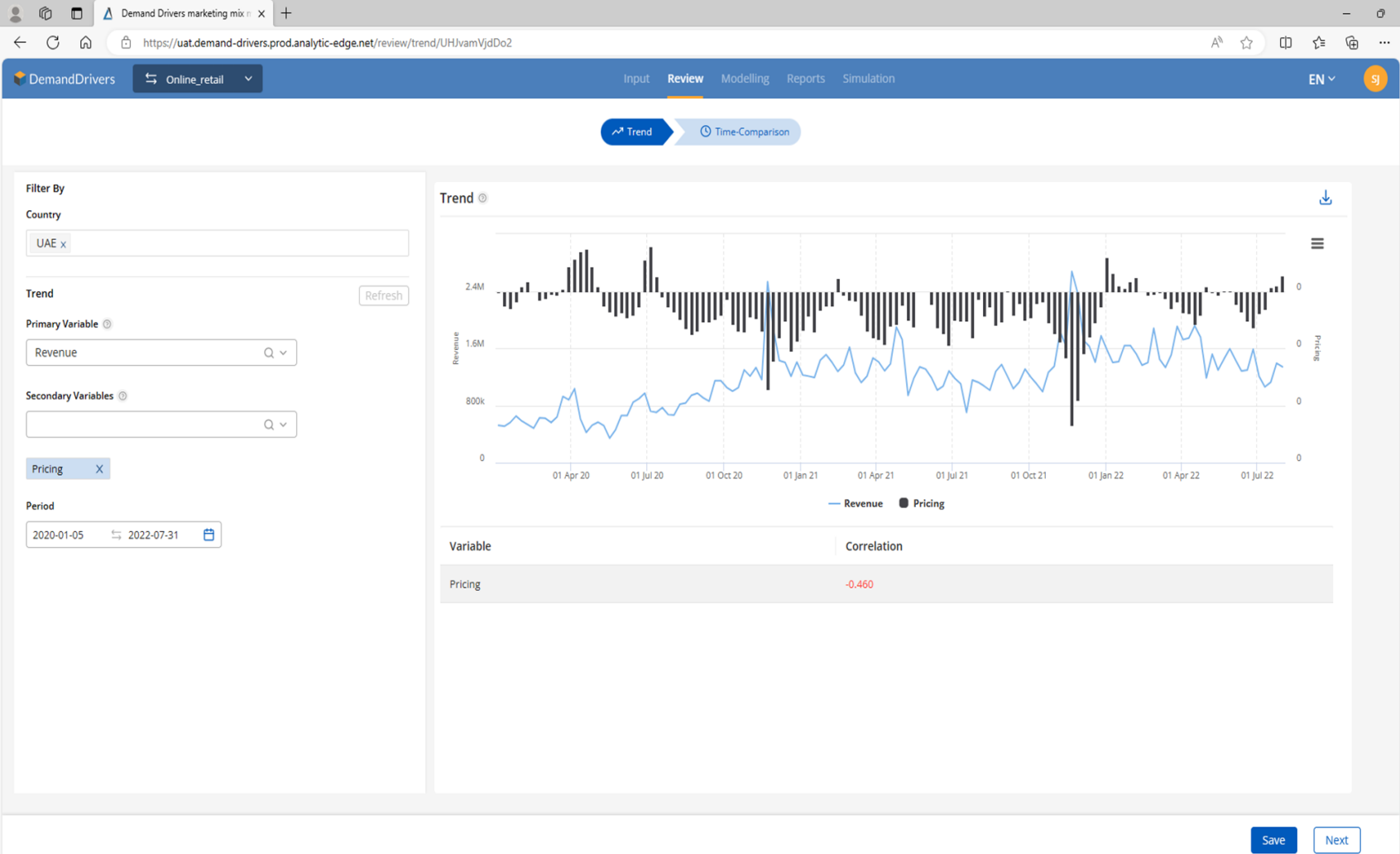
- Classify Variables:** A search bar and 'Select All' buttons are present. A 'Classify all' button is at the bottom.
- Time:** A bucket containing 'Real_Week'.
- Dimension:** A bucket containing 'Country'.
- Dependent:** A bucket containing 'Revenue'.
- Base:** A bucket containing sub-categories: 'BaseLine' (with 'Trends' and 'Execution'), 'Price' (with 'OwnPrice'), and 'Events/OOS'.
- Incremental:** A bucket containing sub-categories: 'Media' (with 'Digital' and 'Traditional'), and 'NonMedia'.

Buttons at the bottom include 'Export Classification', 'Import Classification', 'Back', and 'Save and Next'.

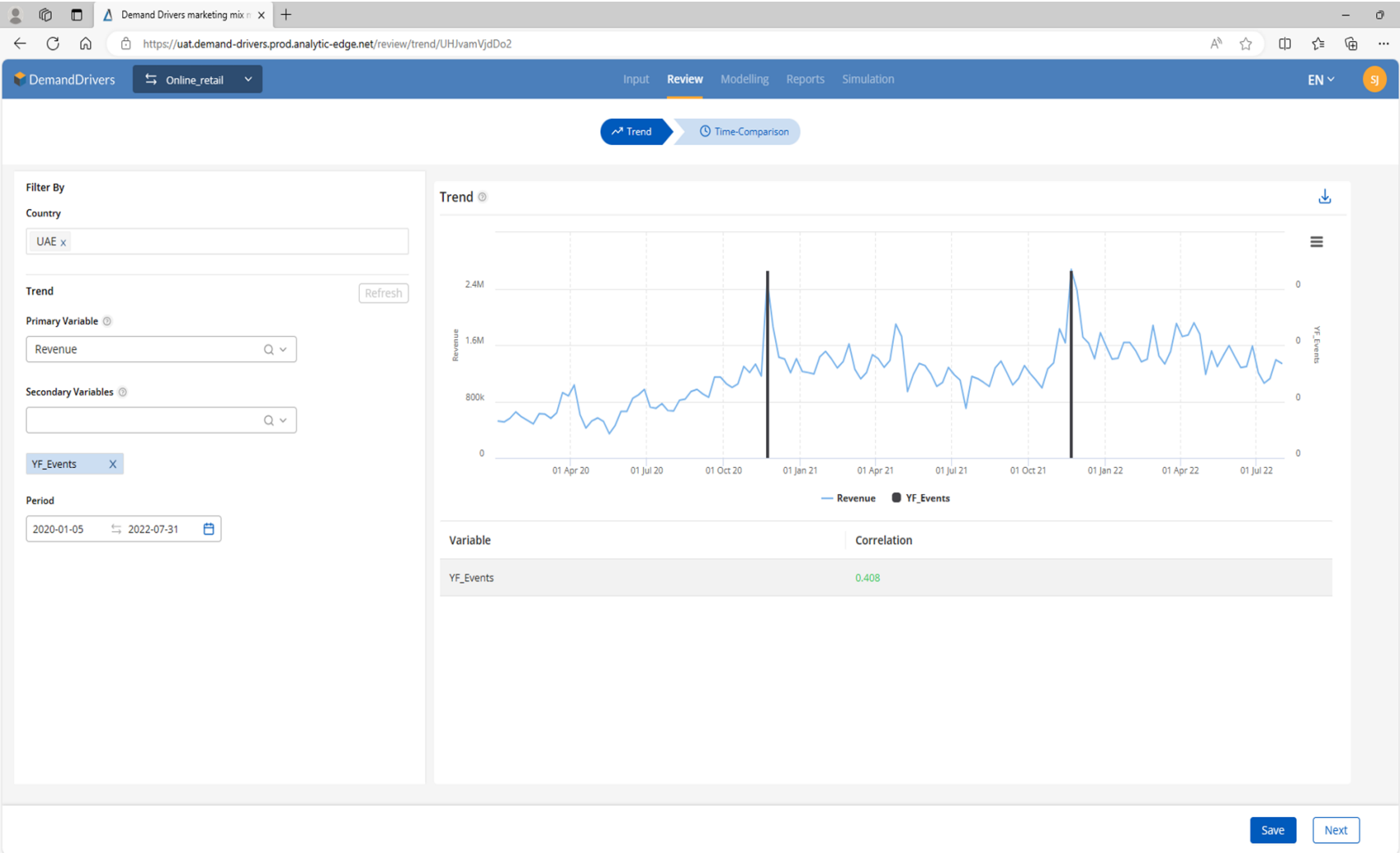
Build an MMM Model (cont'd)



Build an MMM Model (cont'd)



Build an MMM Model (cont'd)



Build an MMM Model (cont'd)

The screenshot shows a web browser window with the URL `https://uat.demand-drivers.prod.analytic-edge.net/batchmode/landing/UHJvamVjdDo2?activeTab=batch`. The application interface includes a top navigation bar with 'DemandDrivers', 'Online_retail', and tabs for 'Input', 'Review', 'Modelling', 'Reports', and 'Simulation'. The 'Modelling' tab is active. Below the navigation bar, there are tabs for 'In Progress' and 'Model Results'. The 'Model Results' section contains two panels:

- Batch 8** (25/09/2023 16:58):
 - Variables Used: Mandatory: 12, Optional: 0
 - Dependent Variable Revenue
 - Duration: 05/01/2020 - 31/07/2022
 - Performance Metrics: $R^2 \geq 85\%$, MAPE $\leq 10\%$, Incremental Contribution $\geq 10\%$
 - Saved Iterations: 0
 - Buttons: Priors, Copy, Refresh
- Batch Demo** (25/09/2023 16:20):
 - Variables Used: Mandatory: 11, Optional: 0
 - Dependent Variable Revenue
 - Duration: 05/01/2020 - 31/07/2022
 - Performance Metrics: $R^2 \geq 80\%$, MAPE $\leq 15\%$, Incremental Contribution $\geq 10\%$
 - Saved Iterations: 1
 - Buttons: Priors, Copy, Refresh

A 'Create New Model' button is located at the bottom right of the interface.

Build an MMM Model (cont'd)

The screenshot shows a web browser window with the URL `https://uat.demand-drivers.prod.analytic-edge.net/batchmode/landing/UHJvamVjdDo2?activeTab=batch`. The application interface includes a top navigation bar with tabs for 'Input', 'Review', 'Modelling', 'Reports', and 'Simulation'. The 'Modelling' tab is active. Below the navigation bar, there are two panels for 'Batch 8' and 'Batch Demo'. Each panel displays 'Variables Used' (Mandatory and Optional counts), 'Dependent Variable Revenue', and 'Duration'. Performance metrics for R^2 , MAPE, and Incremental Contribution are shown. A modal dialog box titled 'Would you like to' is centered on the screen, offering three options: 'Resume Setup' (Continue with drafts), 'Create New Model' (Configure a fresh batch), and 'Edit Model' (Edit an existing configuration). A 'Create New Model' button is also visible at the bottom right of the interface.

Build an MMM Model (cont'd)

The screenshot shows the 'Demand Drivers' software interface. The main window is titled 'Demand Drivers' and has a navigation bar with 'Input', 'Review', 'Modelling', 'Reports', and 'Simulation'. The 'Modelling' tab is active. Below the navigation bar, there are buttons for 'Correlation', 'Model Configuration*' (highlighted), and 'Model Output*'. There are also 'Advanced' and 'Model Setup' buttons. The 'Model Setup' dialog box is open, showing the following configuration:

- Dependent Variable:** Revenue
- Model Duration:** 2020-01-05 to 2022-07-31
- Holdout Duration:** 2022-01-24 to 2022-07-31
- Advanced:** Mean Center Dependent Variable? (No selected)
- Model Type:** Unpooled
- Model Form:** Additive

A 'Confirm' button is visible at the bottom right of the dialog box. In the background, the 'Variable Selection' panel is visible, showing a tree view of variables under categories like 'Base', 'Trends', 'Events', 'Shipping_Fees', 'YF_Events', 'Execution', 'OOS', 'Price', 'OwnPrice', 'Pricing', 'Incremental', 'Media', and 'Digital'.

Build an MMM Model (cont'd)

The screenshot shows a web browser window with the URL `https://uat.demand-drivers.prod.analytic-edge.net/batchmode/model-configuration/UHJvamVjdDo2`. The application interface includes a top navigation bar with 'DemandDrivers', 'Online_retail', and tabs for 'Input', 'Review', 'Modelling', 'Reports', and 'Simulation'. A breadcrumb trail shows 'Correlation' > 'Model Configuration*' > 'Model Output*'. A 'Model Setup' button is located in the top right. The main content area is titled 'Variable Selection' and 'Report Format'. It features a search bar, a 'Hierarchy' radio button, and a list of variable categories with checkboxes: Base (BaseLine, Trends, Events, Shipping_Fees, YF_Events), Execution (OOS), Price (OwnPrice, Pricing), Incremental, Media (Digital, Google_Shopping, Performance_Max, TikTok, Meta_Conversions), and X. A 'Next' button and a disabled 'Run' button are at the bottom right.

Build an MMM Model (cont'd)

The screenshot shows the 'Modelling' phase of the Demand Drivers software. The breadcrumb trail indicates the current step is 'Model Configuration*'. The 'Variable Selection' panel is active, showing a search bar and a tree view of variables. The tree view includes categories like Base, Trends, Execution, Price, Incremental, and Media, with sub-items like BaseLine, Events, Shipping_Fees, YF_Events, OOS, OwnPrice, Pricing, Google_Shopping, Performance_Max, TikTok, Meta_Conversions, and X. The right panel lists the selected variables: Performance_Max, X, Meta_Conversions, TikTok, Google_Shopping, OOS, Pricing, OOH_M, OOH_Large, and Trends. A warning message asks 'Are there mutually exclusive variables in the list below?' with 'No' and 'Yes' buttons. At the bottom, there are 'Next' and 'Run' buttons.

Build an MMM Model (cont'd)

The screenshot shows the 'Demand Drivers' software interface. A 'Model Summary' dialog box is open, displaying the following information:

- Dependent Variable: Revenue
- Model Duration: 05/01/2020 - 31/07/2022
- Advanced >
- Mandatory Variables: 12
- Optional Variables: 0
- Model Outputs: 60
- Estimated Processing Time: 01m

The background interface includes a 'Variable Selection' panel with a tree view of categories and a 'Model Setup' panel with a table of variables and their status.

Build an MMM Model (cont'd)

The screenshot shows a web application interface for 'Demand Drivers'. The browser address bar indicates the URL: <https://uat.demand-drivers.prod.analytic-edge.net/batchmode/landing/UH/vamVjdDo2>. The application has a navigation menu with 'Input', 'Review', 'Modelling', 'Reports', and 'Simulation'. The 'Modelling' tab is active. Below the navigation, there are tabs for 'In Progress' and 'Model Results'. The main content area displays a table of model batches:

Batch Name	Model Type	Date	Time	Status	
Batch 10	Auto	27/09/2023 18:30	3m	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	View Batch ⊗
Batch 8	Auto	25/09/2023 16:58	2m	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	View Batch ⊗

At the bottom right of the interface, there is a button labeled 'Create New Model'.

Build an MMM Model (cont'd)

Browser: Demand Drivers: A cloud-based. x +
 URL: https://uat.demand-drivers.prod.analytic-edge.net/batchmode/model-output/UHJvamVjdDo2/QmFOY2hDb25maWc6NjA=

Navigation: DemandDrivers | Online_retail | Input | Review | **Modelling** | Reports | Simulation | EN | SJ

Process: Correlation | **Model Configuration*** | Model Output*

Batch 10 (60) | Saved | **Recommended(6)** | Qualified(60) | Disqualified

Rank	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
	<input type="checkbox"/> Model 15 rsq	<input type="checkbox"/> Model 0 rsq	<input type="checkbox"/> Model 11 rsq	<input type="checkbox"/> Model 19 rsq	<input type="checkbox"/> Model 17 rsq	<input type="checkbox"/> Model 3 nrmse
Qualifying Criteria						
R ²	91.70%	91.83%	89.50%	89.53%	88.09%	89.67%
Adj-R ²	90.65%	90.80%	88.17%	88.21%	86.59%	88.36%
MAPE	10.12%	10.28%	11.93%	11.41%	12.36%	11.78%
Holdout MAPE	5.73%	5.86%	5.02%	5.74%	6.11%	6.57%
Durbin-Watson	0.9	1.0	0.8	0.9	0.8	1.0
Incremental Contribution	70.00%	65.97%	61.81%	70.00%	70.00%	61.51%
Coefficient						
Google_Shopping	0.001	0.0010	0.0004	0.001	0.0005	0.001
Performance_Max	0.006	0.003	0.005	0.005	0.004	0.005
TikTok	0.006	0.006	0.002	0.002	0.002	0.002
Meta_Conversions	3.83	3.66	3.68	3.53	3.99	3.20

[Edit Model Configuration](#)



Build an MMM Model (cont'd)

Browser: Demand Drivers: A cloud-based. x +
 URL: https://uat.demand-drivers.prod.analytic-edge.net/batchmode/model-output/UHJvamVjdDo2/QmFOY2hDb25maWc6NjA=

Navigation: DemandDrivers | Online_retail | Input | Review | **Modelling** | Reports | Simulation

Process: Correlation | Model Configuration* | Model Output*

Batch 10 (60) | Saved | **Recommended(6)** | Qualified(60) | Disqualified

Rank	Rank 1	Rank 2	Rank 3	Rank 4
	<input type="checkbox"/> Model 15 rsq	<input type="checkbox"/> Model 0 rsq	<input type="checkbox"/> Model 11 rsq	<input type="checkbox"/> Model 19 rsq
Qualifying Criteria				
R ²	91.70%	91.83%	89.50%	89.53%
Adj-R ²	90.65%	90.80%	88.17%	88.21%
MAPE	10.12%	10.28%	11.93%	11.41%
Holdout MAPE	5.73%	5.86%	5.02%	5.74%
Durbin-Watson	0.9	1.0	0.8	0.9
Incremental Contribution	70.00%	65.97%	61.81%	70.00%
Coefficient				
Google_Shopping	0.001	0.0010	0.0004	0.001
Performance_Max	0.006	0.003	0.005	0.005
TikTok	0.006	0.006	0.002	0.002
Meta_Conversions	3.83	3.66	3.68	3.53

Filter | Sort

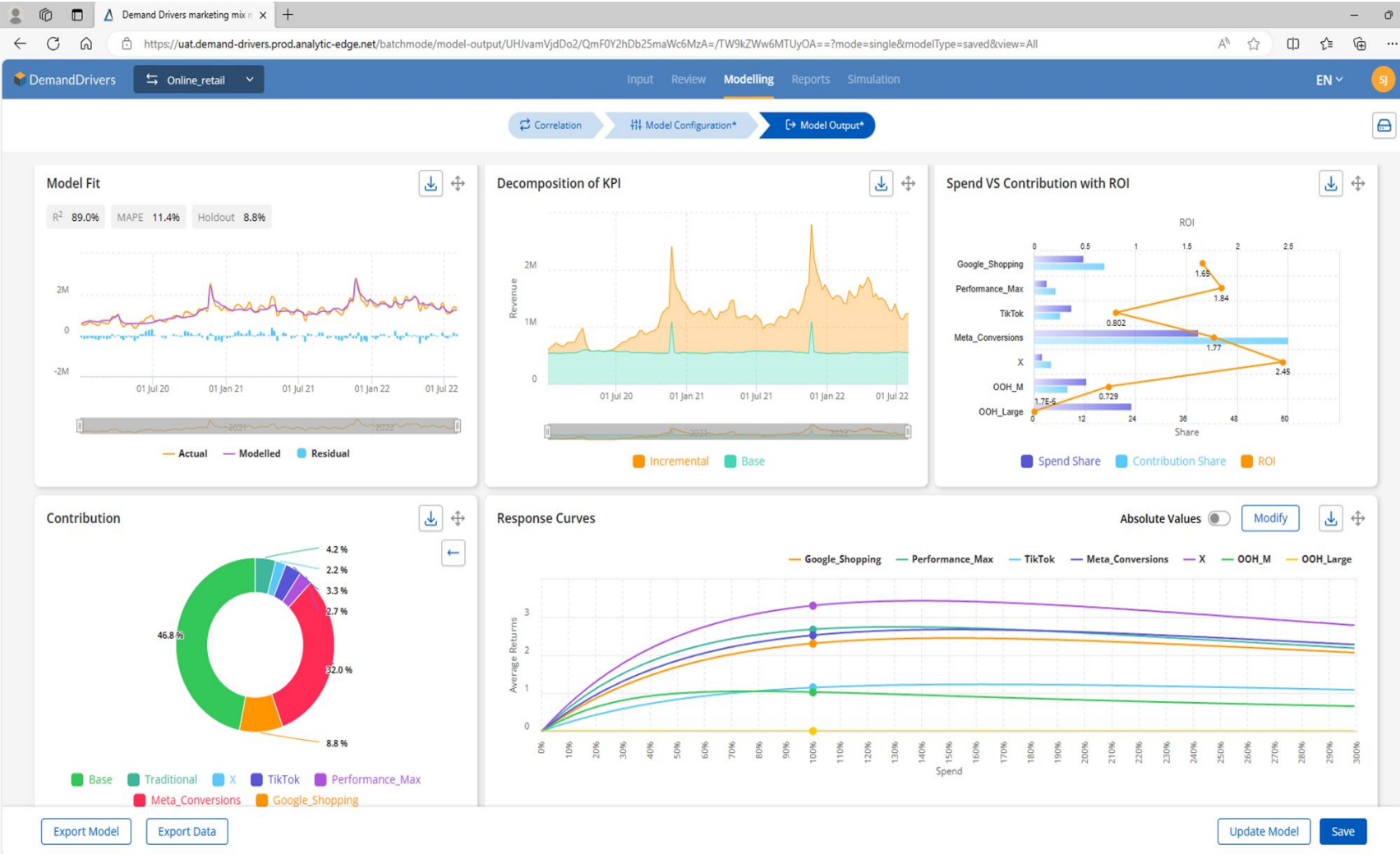
Qualifying Criteria

R² Adj-R² MAPE Holdout MAPE

Incremental Contribution Durbin-Watson -

[Clear All](#) [Apply](#)

Build an MMM Model (cont'd)



Build an MMM Model (cont'd)

Browser: Demand Drivers: A cloud-based | URL: https://uat.demand-drivers.prod.analytic-edge.net/batchmode/model-output/UHJvamVjdDo2/QmFOY2hDb25maWc6MzA=/TW9kZWw6MTUyOQA==@TW9kZWw6MTUyNQ==?mode=multi&modelType=recommended&vi...

Navigation: DemandDrivers | Online_retail | Input | Review | **Modelling** | Reports | Simulation | EN | SJ

Workflow: Correlation | **Model Configuration*** | Model Output*

Model View: Single Model Multi-Model Comparison

Select Model: Model 14 rssid x Model 15 rssid x

Analysis Tools: Model Fit | Contribution | Due to | Effectiveness | ROI | Response Curves | S+C+ROI

Actual | Model 14 rssid | Model 15 rssid

R^2 88.0% | MAPE 11.4% | Holdout 9.4%

Actual | Modelled | Residual

R^2 89.0% | MAPE 11.4% | Holdout 8.8%

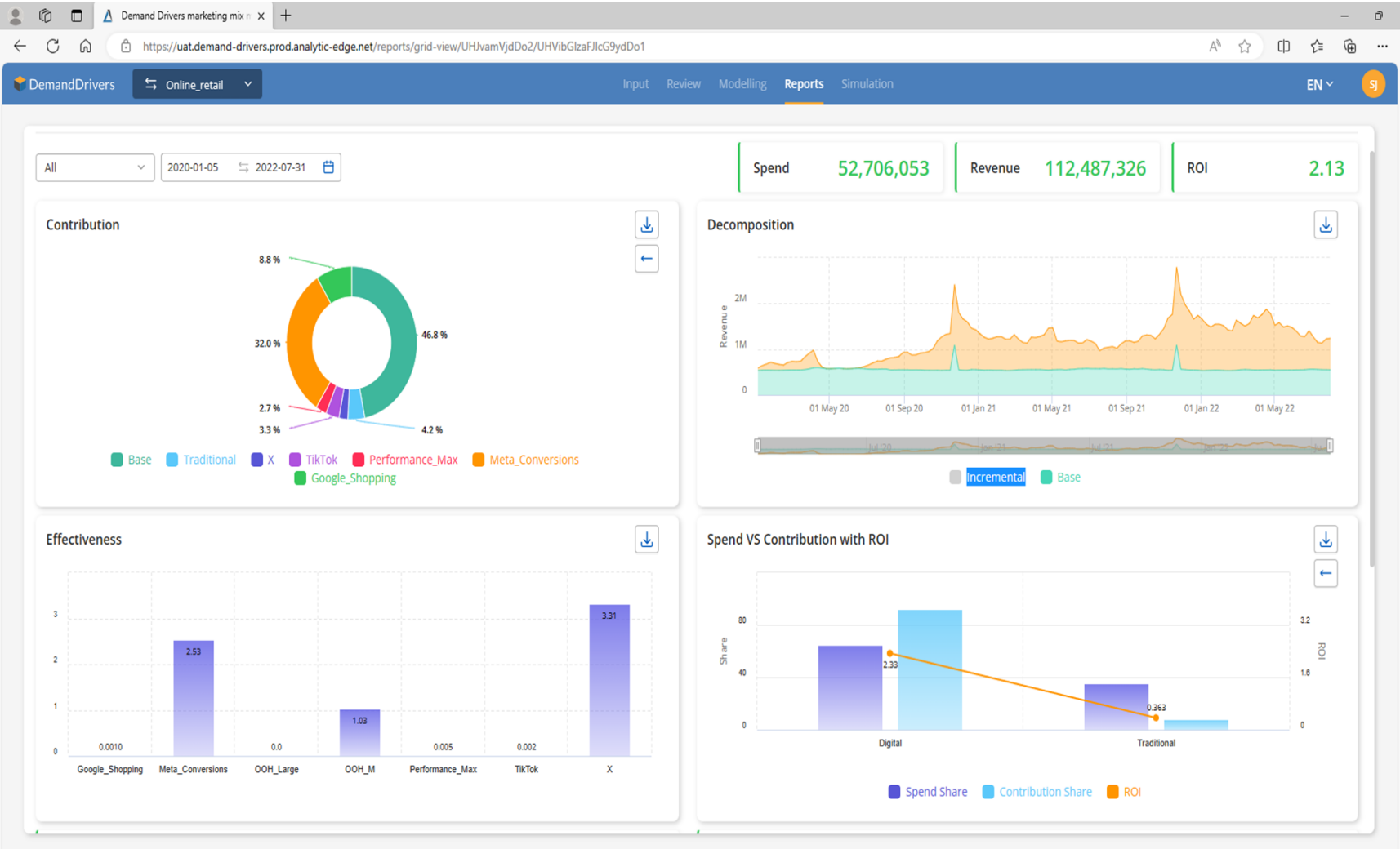
Actual | Modelled | Residual

Data

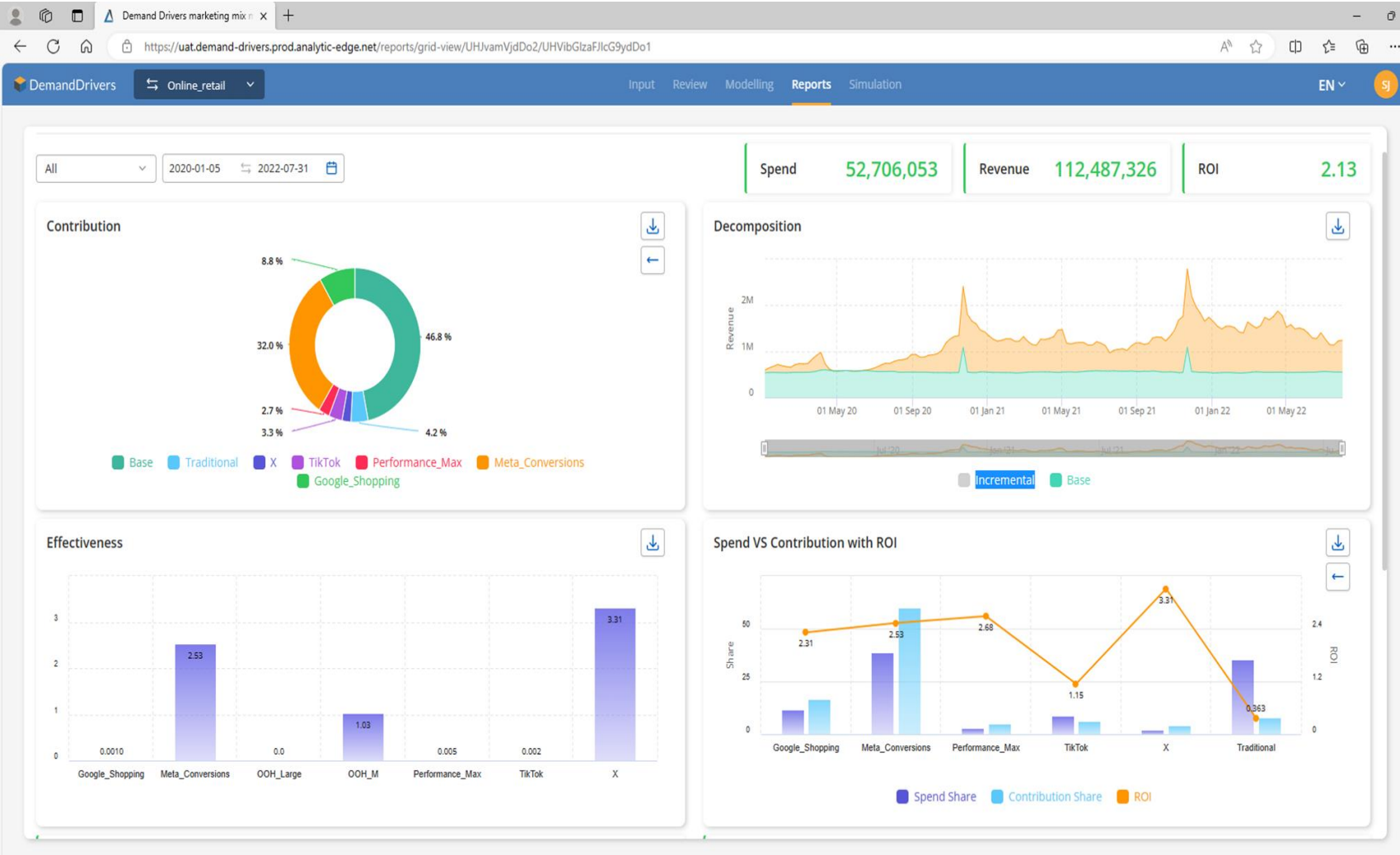
Variable	Coefficient		Transformation		Transformation Parameters	
	Model 14 rssid	Model 15 rssid	Model 14 rssid	Model 15 rssid	Model 14 rssid	Model 15 rssid
Intercept	712,599.2	628,421.6	-	-	-	-
Google Shopping	677,320.2	410,804.2	Adstock	Adstock	Decay: 0.4	Decay: 0.5

Buttons: Export Model | Export Data

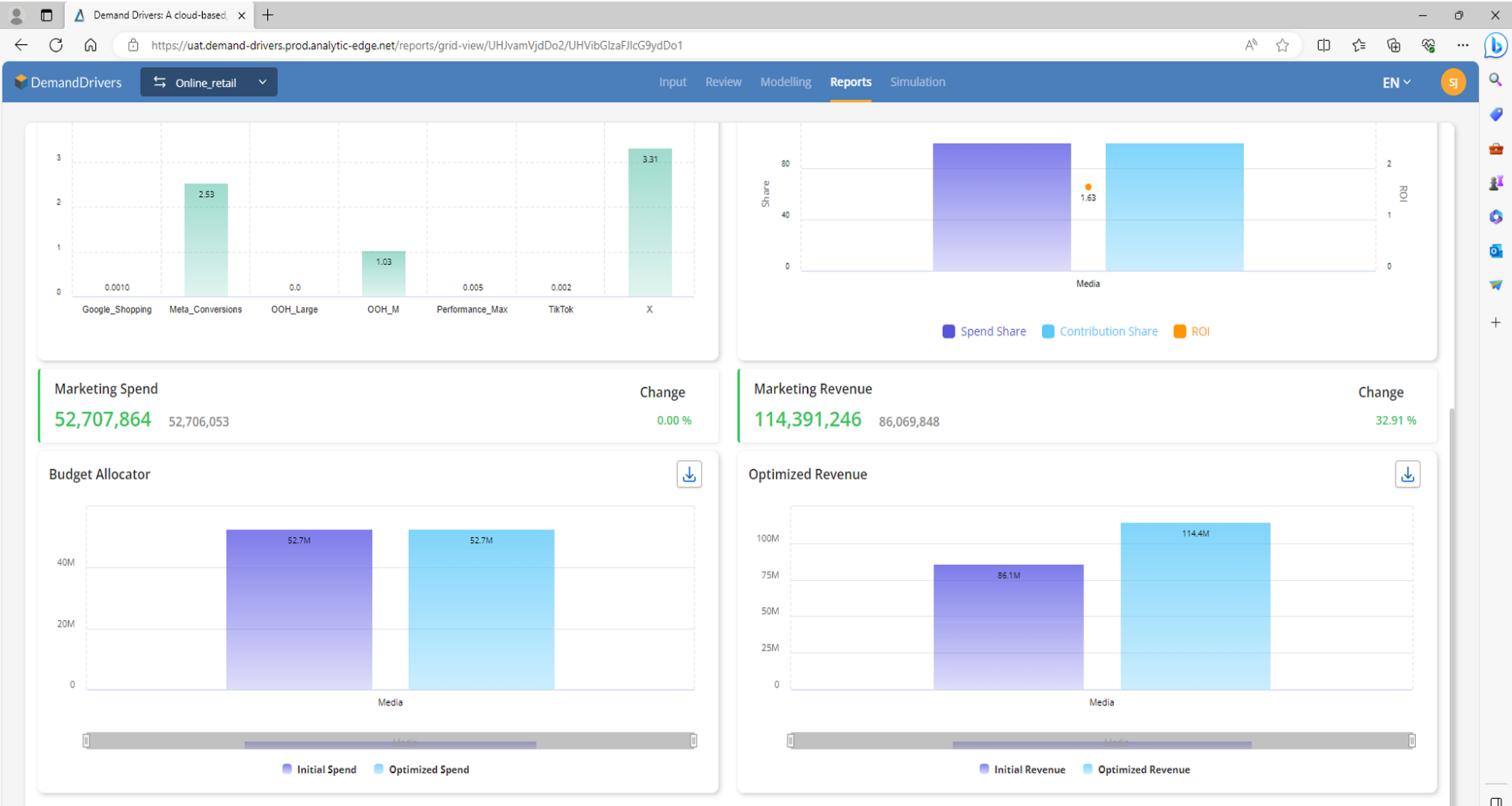
Build an MMM Model (cont'd)



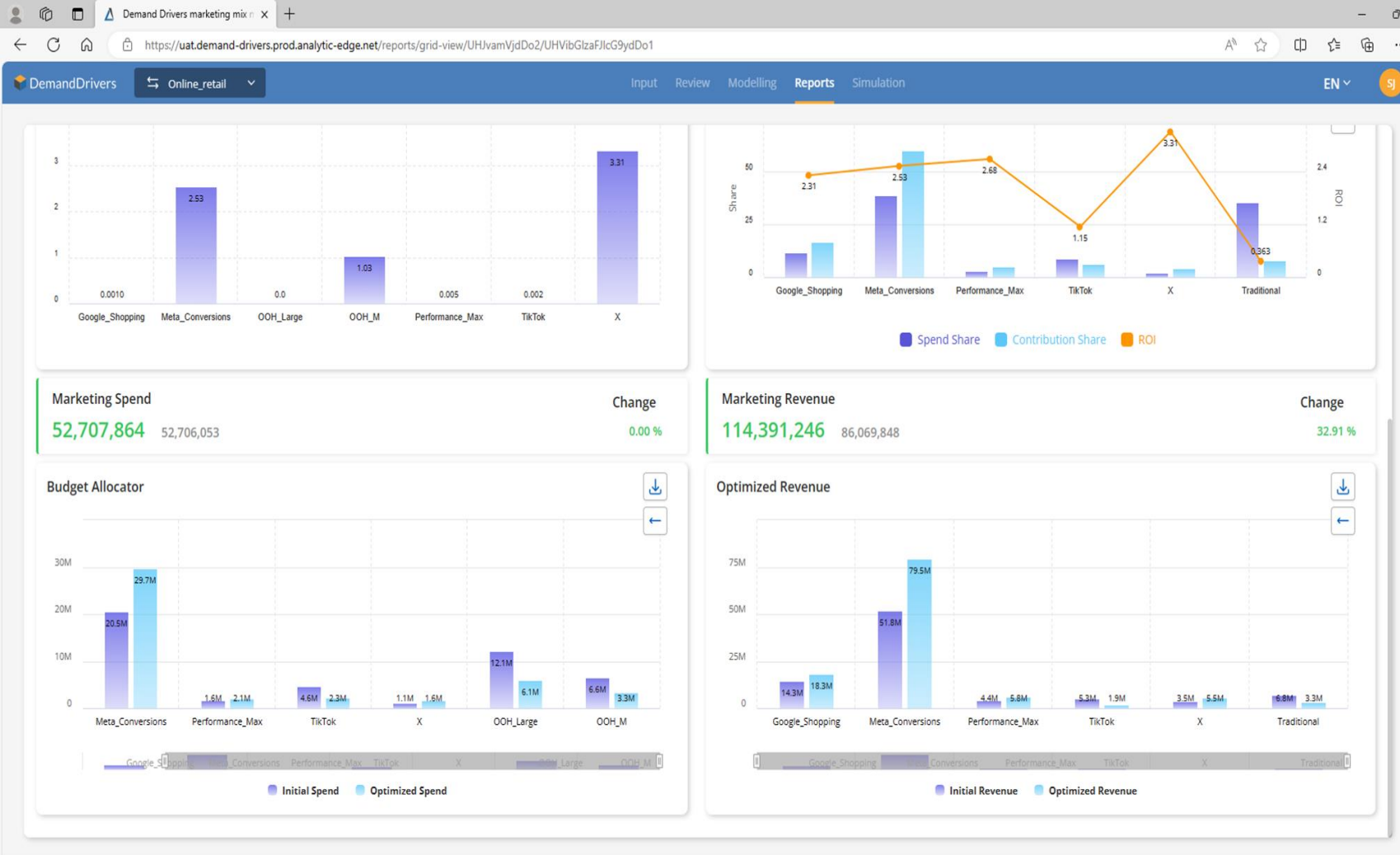
Build an MMM Model (cont'd)



Build an MMM Model (cont'd)



Build an MMM Model (cont'd)



Build an MMM Model (cont'd)

Browser: Demand Drivers marketing mix | x | + | <https://uat.demand-drivers.prod.analytic-edge.net/simulation/create-new-scenario/UHJvamVjdDo2/U2ltdWxhdGlvbiNic3Npb246ODU=/U2NlbnRyaW86MTly>

Navigation: DemandDrivers | Online_retail | Input | Review | Modelling | Reports | Simulation | EN | 9

Simulate | Optimize | View Details >>

Variables: Search | Groups: All | Reset

Max Revenue | Simulated Spend %

Marketing Budget: 100%

Apply to All: 100%

Media: 100%

Digital: 100%

Google_Shopping: 100%

Performance_Max: 100%

TikTok: 100%

Meta_Conversions: 100%

X: 100%

Traditional: 100%

OOH_M: 100%

OOH_Large: 100%

MB_150 | 01/02/2022 - 07/31/2022 | Compare Scenario

Filter: Incremental

Spend

↑ 0.00 %

13,864,551

13,864,551

Revenue

↑ 0.00 %

29,305,272

29,305,272

Profit

↑ 0.00 %

15,440,721

15,440,721

ROI

↑ 0 %

2.11

2.11

Budget Allocator

Category	Default Scenario (Spend)	Forecast Scenario (Spend)
Google_Shopping	1.6M	1.6M
Performance_Max	136.8k	136.8k
TikTok	1.2M	1.2M
Meta_Conversions	7M	7M
X	513.3k	513.3k
Traditional	3.5M	3.5M

Revenue

Category	Default Scenario (Revenue)	Forecast Scenario (Revenue)
Google_Shopping	4.4M	4.4M
Performance_Max	288.6k	288.6k
TikTok	1.1M	1.1M
Meta_Conversions	19.5M	19.5M
X	1.7M	1.7M
Traditional	2.4M	2.4M

Back | Save

Build an MMM Model (cont'd)

Browser: Demand Drivers marketing mix | URL: https://uat.demand-drivers.prod.analytic-edge.net/simulation/create-new-scenario/UHJvamVjdDo2/U2ltWxhdGlvbiNic3Npb246ODU=/U2NlbnFyaW86MTly

Navigation: DemandDrivers | Online_retail | Input | Review | Modelling | Reports | Simulation

Simulate | Optimize | View Details

Variables: Search | Groups: All | Reset

Max Revenue | Simulated Spend

- Marketing Budget: 100%
- Apply to All: 100%
- Media: 100%
- Digital: 100%
- Google_Shopping: 100%
- Performance_Max: 100%
- TikTok: 100%
- Meta_Conversions: 150%
- X: 100%
- Traditional: 100%
- OOH_M: 100%
- OOH_Large: 100%

MB_150 | 01/02/2022 - 07/31/2022 | Compare Scenario

Filter: Incremental

Metric	Change	Value
Spend	↑ 0.00 %	13,864,551
Revenue	↑ 0.00 %	29,305,272
Profit	↑ 0.00 %	15,440,721
ROI	↑ 0 %	2.11

Budget Allocator

Category	Default Scenario	Forecast Scenario
Google_Shopping	1.6M	1.6M
Performance_Max	136.8k	136.8k
TikTok	1.2M	1.2M
Meta_Conversions	7M	7M
X	513.3k	513.3k
Traditional	3.5M	3.5M

Revenue

Category	Default Scenario	Forecast Scenario
Google_Shopping	4.4M	4.4M
Performance_Max	288.6k	288.6k
TikTok	1.1M	1.1M
Meta_Conversions	19.5M	19.5M
X	1.7M	1.7M
Traditional	2.4M	2.4M

Buttons: Back | Save

Build an MMM Model (cont'd)

Browser: Demand Drivers marketing mix | x | + | <https://uat.demand-drivers.prod.analytic-edge.net/simulation/create-new-scenario/UHJvamVjdDo2/U2ltdWxhdGlvbNIC3Npb246ODU=/U2NlbnFyaW86MTly>

Navigation: DemandDrivers | Online_retail | Input | Review | Modelling | Reports | Simulation | EN | 9

Simulate | Optimize | View Details >>

Variables: Search | Groups: All | Reset

Max Revenue v | Simulated Spend %

Marketing Budget: 125% | 17,349,989 (13,864,551)

Apply to All: 100%

Media: 125%

Digital: 134%

Google_Shopping: 100%

Performance_Max: 100%

TikTok: 100%

Meta_Conversions: 150%

X: 100%

Traditional: 100%

OOH_M: 100%

OOH_Large: 100%

MB_150 | 01/02/2022 - 07/31/2022 | Compare Scenario v

Filter: Incremental v

Metric	Change	Forecast Scenario	Default Scenario
Spend	↑ 25.14 %	17,349,989	13,864,551
Revenue	↑ 33.93 %	39,247,207	29,305,272
Profit	↑ 41.81 %	21,897,218	15,440,721
ROI	↑ 7.02 %	2.26	2.11

Budget Allocator

Channel	Default Scenario	Forecast Scenario
Google_Shopping	1.0M	1.0M
Performance_Max	136.8k	136.8k
TikTok	1.2M	1.2M
Meta_Conversions	7M	10.5M
X	\$13.3k	\$13.3k
Traditional	3.5M	3.5M

Revenue

Channel	Default Scenario	Forecast Scenario
Google_Shopping	4.0M	4.4M
Performance_Max	288.6k	288.6k
TikTok	1.1M	1.1M
Meta_Conversions	19.5M	29.4M
X	1.7M	1.7M
Traditional	2.4M	2.4M

Buttons: Back | Save v

Build an MMM Model (cont'd)

Demand Drivers marketing mix | x | + | <https://uat.demand-drivers.prod.analytic-edge.net/simulation/create-new-scenario/UHJvamVjdDo2/U2ltdWxhdGlvbiNlci3Npb246ODU=/U2NlbnFyaW86MTly>

DemandDrivers | Online_retail | Input | Review | Modelling | Reports | Simulation | EN | 9

Simulate **Optimize** | View Details >>

Variables | Groups | All | Reset

Max Revenue | Min | Max | %

Marketing Budget | 100% | 100%

Apply to All | 100% | 100%

Media | 100% | 100%

Digital | 100% | 100%

Google_Shopping | 100% | 100%

UAE | 100% | 100%

Performance_Max | 100% | 100%

UAE | 100% | 100%

TikTok | 100% | 100%

UAE | 100% | 100%

Meta_Conversions | 100% | 100%

UAE | 100% | 100%

X | 100% | 100%

Export | Import | **Run Scenario**

MB_150 | 01/02/2022 - 07/31/2022 | Compare Scenario

Filter: Incremental

Metric	Change	Value	Target
Spend	↑ 0.00 %	13,864,551	13,864,551
Revenue	↑ 0.00 %	29,305,272	29,305,272
Profit	↑ 0.00 %	15,440,721	15,440,721
ROI	↓ -0.00 %	2.11	2.11

Budget Allocator

Channel	Default Scenario	Forecast Scenario
Google_Shopping	1.6M	1.6M
Performance_Max	136.6k	136.6k
TikTok	1.2M	1.2M
Meta_Conversions	7M	7M
X	513.3k	513.3k
Traditional	3.5M	3.5M

Revenue

Channel	Default Scenario	Forecast Scenario
Google_Shopping	4.4M	4.4M
Performance_Max	288.6k	288.6k
TikTok	1.1M	1.1M
Meta_Conversions	19.5M	19.5M
X	1.1M	1.1M
Traditional	2.4M	2.4M

Traditional: Default Scenario: 2,428,836 | Forecast Scenario: 2,428,836

Back | Save

Build an MMM Model (cont'd)

Demand Drivers marketing mix x +

https://uat.demand-drivers.prod.analytic-edge.net/simulation/create-new-scenario/UHJvamVjdDo2/U2ltdWxhdGlvbiNlc3Npb246ODU=/U2NlbnRyaW86MTly

DemandDrivers Online_retail Input Review Modelling Reports Simulation EN

Simulate **Optimize** View Details <<

Variables Search Groups All Reset

Max Revenue Min Max %

Marketing Budget 100% 100%

Apply to All 0% 300%

Media 0% 300%

Digital 0% 300%

Google_Shopping 0% 300%

UAE 0% 300%

Performance_Max 0% 300%

UAE 0% 300%

TikTok 0% 300%

UAE 0% 300%

Meta_Conversions 0% 300%

UAE 0% 300%

X 0% 300%

Export Import Run Scenario

MB_150 01/02/2022 - 07/31/2022 Compare Scenario

Filter: Incremental

Metric	Change	Value	Target
Spend	↑ 0.00 %	13,864,551	13,864,551
Revenue	↑ 0.00 %	29,305,272	29,305,272
Profit	↑ 0.00 %	15,440,721	15,440,721
ROI	↓ -0.00 %	2.11	2.11

Budget Allocator

Revenue

Back Save

Build an MMM Model (cont'd)

Demand Drivers marketing mix | x +

https://uat.demand-drivers.prod.analytic-edge.net/simulation/create-new-scenario/UHJvamVjdDo2/U2ltdWxhdGlvbiNic3Npb246ODU=/U2NibmFyaW86MTly

DemandDrivers Online_retail Input Review Modelling Reports Simulation EN

Simulate Optimize View Details >>

Variables Groups

Search All Reset

Max Revenue Min Max %

Marketing Budget 100% 100%

Apply to All 0% 300%

Media 0% 300%

Digital 0% 300%

Google_Shopping 0% 300%

UAE 0% 300%

Performance_Max 0% 300%

UAE 0% 300%

TikTok 0% 300%

UAE 0% 300%

Meta_Conversions 0% 300%

UAE 0% 300%

X 0% 300%

Export Import Run Scenario

MB_150 01/02/2022 - 07/31/2022 Compare Scenario

Filter: Incremental

Metric	Change	Forecast Scenario	Default Scenario
Spend	↑ 0.04 %	13,870,378	13,864,551
Revenue	↑ 34.54 %	39,426,987	29,305,272
Profit	↑ 65.51 %	25,556,608	15,440,721
ROI	↑ 34.48 %	2.84	2.11

Budget Allocator

Channel	Default Scenario	Forecast Scenario
Google_Shopping	1.6M	1.4M
Performance_Max	136.8k	410.3k
TikTok	1.2M	0
Meta_Conversions	7M	10.9M
X	513.3k	1.2M
Traditional	3.5M	0

Revenue

Channel	Default Scenario	Forecast Scenario
Google_Shopping	4.4M	3.6M
Performance_Max	288.6k	1.4M
TikTok	1.1M	0
Meta_Conversions	19.5M	30.4M
X	1.7M	4M
Traditional	2.4M	0

Back Save

Build an MMM Model (cont'd)

Demand Drivers marketing mix | x | + | <https://uat.demand-drivers.prod.analytic-edge.net/simulation/create-new-scenario/UHJvamVjdDo2/U2ltdWxhdGlvbiNic3Npb246ODU=/U2NibmFyaW86MTly>

DemandDrivers | Online_retail | Input | Review | Modelling | Reports | Simulation | EN | SI

Simulate **Optimize** | View Details >>

Variables | Groups | All | Reset

Max Revenue | Min | Max | %

Marketing Budget | 100% | 150%

Apply to All | 0% | 300%

Media | 0% | 300%

Digital | 0% | 300%

Google Shopping | 0% | 300%

UAE | 0% | 300%

Performance_Max | 0% | 300%

UAE | 0% | 300%

TikTok | 0% | 300%

UAE | 0% | 300%

Meta_Conversions | 0% | 300%

UAE | 0% | 300%

X | 0% | 300%

Export | Import | **Run Scenario**

MB_150 | 01/02/2022 - 07/31/2022 | Compare Scenario

Filter: Incremental

Metric	Change	Forecast Scenario	Default Scenario
Spend	↑ 0.04 %	13,870,378	13,864,551
Revenue	↑ 34.54 %	39,426,987	29,305,272
Profit	↑ 65.51 %	25,556,608	15,440,721
ROI	↑ 34.48 %	2.84	2.11

Budget Allocator

Channel	Default Scenario	Forecast Scenario
Google Shopping	1.6M	1.4M
Performance_Max	136.6k	410.3k
TikTok	1.2M	0
Meta_Conversions	7M	10.9M
X	513.3k	1.2M
Traditional	3.5M	0

Revenue

Channel	Default Scenario	Forecast Scenario
Google Shopping	4.4M	3.6M
Performance_Max	288.6k	1.4M
TikTok	1.1M	0
Meta_Conversions	19.5M	30.4M
X	1.7M	4M
Traditional	2.4M	0

Back | Save

Build an MMM Model (cont'd)

Browser: Demand Drivers marketing mix | URL: https://uat.demand-drivers.prod.analytic-edge.net/simulation/create-new-scenario/UHJvamVjdDo2/U2ltdWxhdGlvbiNic3Npb246ODU=/U2NlbnFyaW86MTly

Navigation: DemandDrivers | Online_retail | Input | Review | Modelling | Reports | Simulation

Simulate Optimize | View Details

Variables: Search | Groups: All | Reset

Max Revenue | Min | Max | %

Marketing Budget: 100% | 150%

Apply to All: 0% | 300%

Media: 0% | 300%

Digital: 0% | 300%

Google_Shopping: 0% | 300%

UAE: 0% | 300%

Performance_Max: 0% | 300%

UAE: 0% | 300%

TikTok: 0% | 300%

UAE: 0% | 300%

Meta_Conversions: 0% | 300%

UAE: 0% | 300%

X: 0% | 300%

Buttons: Export | Import | Run Scenario

MB_150 | 01/02/2022 - 07/31/2022 | Compare Scenario

Filter: Incremental

Metric	Change	Forecast	Default
Spend	↑ 49.95 %	20,789,680	13,864,551
Revenue	↑ 83.93 %	53,899,967	29,305,272
Profit	↑ 114.43 %	33,110,287	15,440,721
ROI	↑ 22.66 %	2.59	2.11

Budget Allocator

Channel	Default Scenario	Forecast Scenario
Google_Shopping	1.5M	4M
Performance_Max	136.8k	410.3k
TikTok	1.2M	0
Meta_Conversions	7M	14.8M
X	513.3k	1.5M
Traditional	3.5M	0

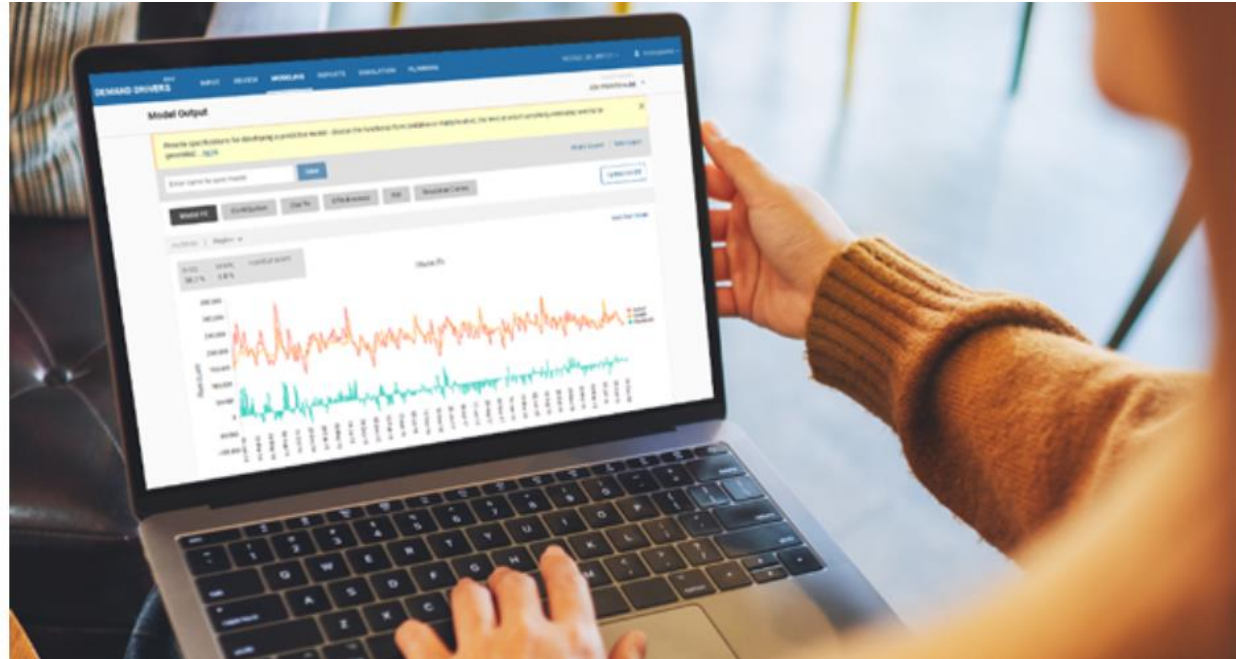
Revenue

Channel	Default Scenario	Forecast Scenario
Google_Shopping	4.4M	10.1M
Performance_Max	288.6k	1.4M
TikTok	1.1M	0
Meta_Conversions	19.5M	37.7M
X	1.7M	4.6M
Traditional	2.4M	0

Buttons: Back | Save

 **DemandDrivers**

Maximize marketing ROI with our AI-powered Always-On Marketing Mix Modelling platform



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