THE MARTECH SUMMIT | LONDON

PLENARY

Agentic Marketing Intelligence

Co-Pilot or Autopilot? Rewriting the Rules of Marketing Measurement



JÁNOS MOLDVAY
Chief Data Science Officer
Funnel



Co-Pilot or Autopilot?

How an MCP-Powered semantic layer and agentic measurement are rewriting the rules

János Moldvay, CDSO @Funnel

Funnel



The two biggest challenges in measurement

78%

of marketers still optimise on last-click

Everything above the last touch is invisible.

72%

of MMM users do not act on the insights

The model runs. The budget does not move.

Sources: EMARKETER, July 2024 · Harvard Business Review Analytic Services & Google

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75%

of marketers say measurement lacks rigor, timeliness, trust, and efficiency

Source: Interactive Advertising Bureau (IAB) & BWG Global. (2026, February). State of Data 2026

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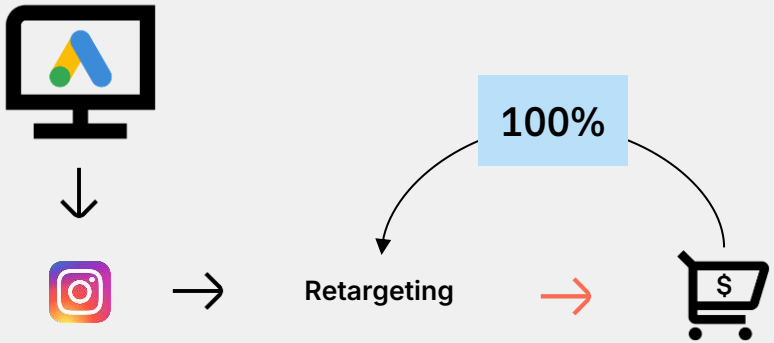
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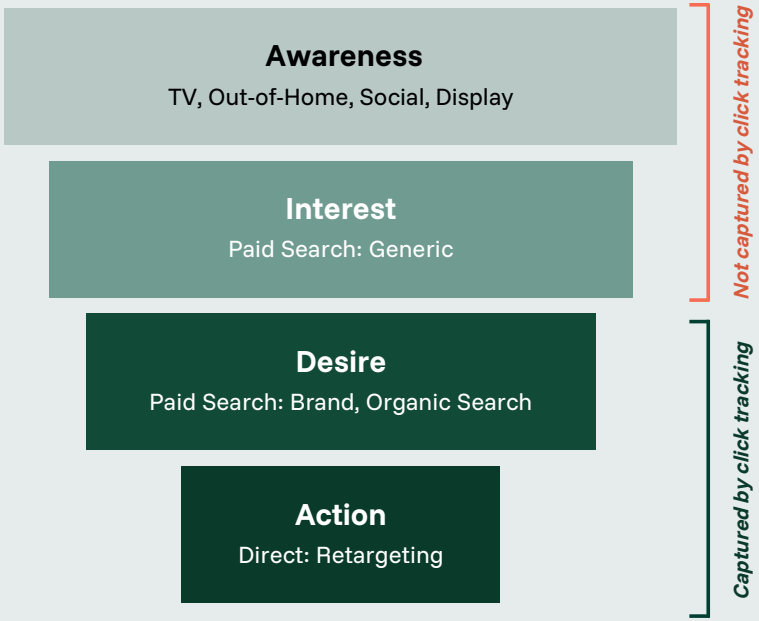
Last-Click: overly reduced view on marketing

- Only considering the last-click in the customer journey
- Disregarding all other marketing touchpoints and effects
- Not measuring upper-funnel, ad views and offline media
- **It’s like only paying the players who scored a goal in football**



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Click-based attribution is (already) a thing of the past.



AI answers now resolve demand before a click ever happens. Video platforms like TikTok, Meta and YouTube drive impressions and consideration that never register as a click either.

LLMs
Answers happen before the click

Video platforms
Impressions drive demand, not clicks

What click-based tools miss

Ad impressions
Views on TikTok, Meta or YouTube go untracked, even when they drive later conversions.

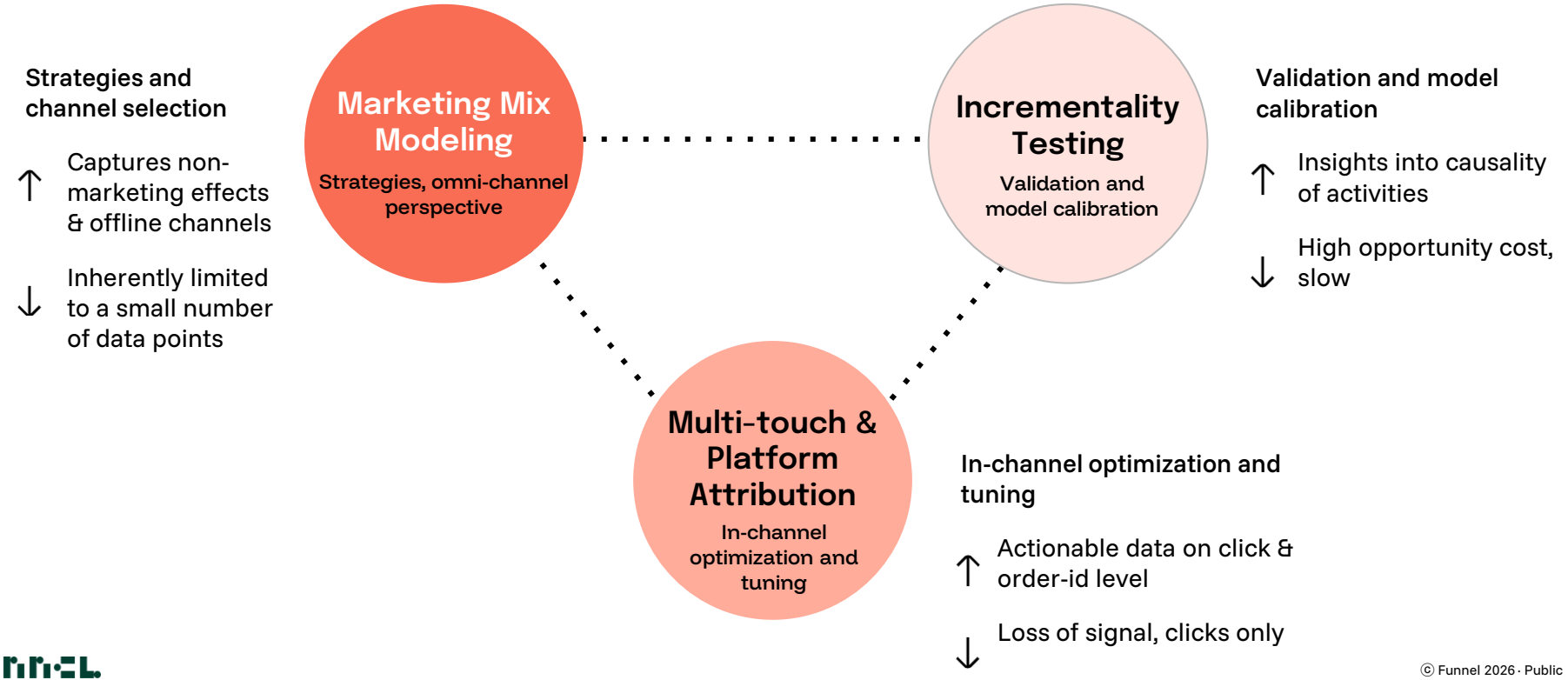
Offline media
TV, radio, print and out-of-home are invisible to pixel-based attribution.

Incrementality
Seasonality, macroeconomics and brand baseline can't be isolated from paid impact.

State of the art measurement

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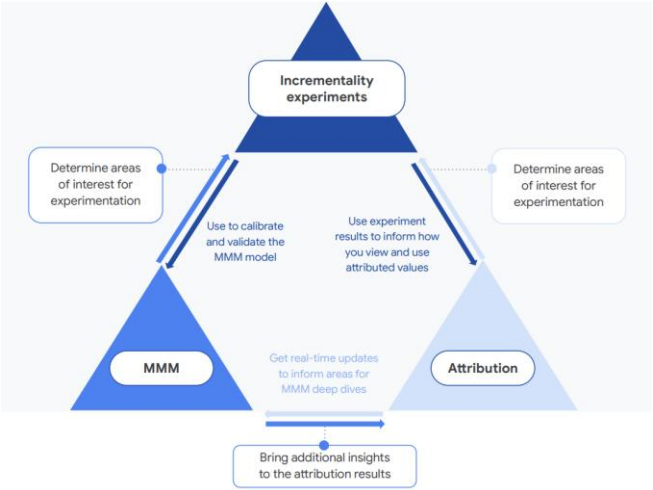
Triangulation combines strengths of methods



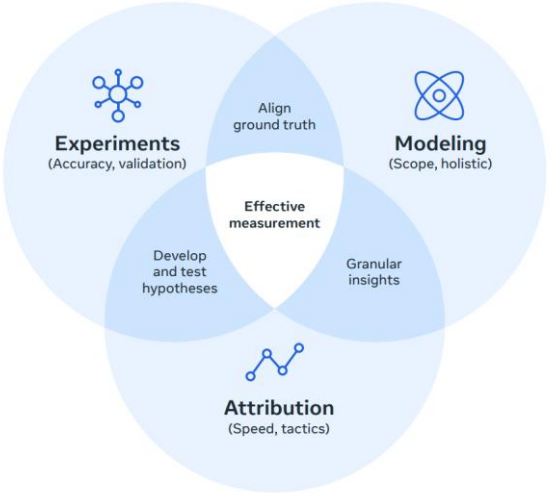
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Triangulation: the new gold standard

Google's "Measurement Playbook"*



Meta's "Suite of Truth"**



Source:
*https://business.google.com/en-all/think/measurement/drive-business-goals-modern-measurement/, 2024
**https://www.facebook.com/business/news/suite-of-truth, 2025

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Triangulation works. But it's complex - Only few can staff or pay for it.

WHAT TRIANGULATION DEMANDS TODAY

01	02	03	04	05
Data analysis	Model design	Training	Deployment	Testing

A data scientist at every step

Slow

Months to onboard

Costly

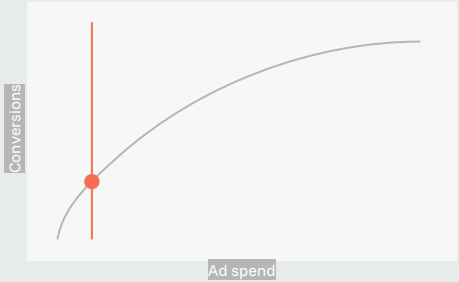
Out of reach below scale

Fragile

Breaks, re-run by hand

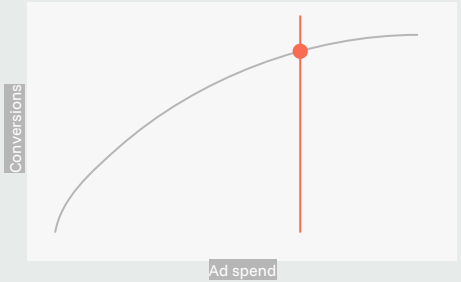
Saturation - Channels' efficiency varies with ad spend levels

Spend opportunity



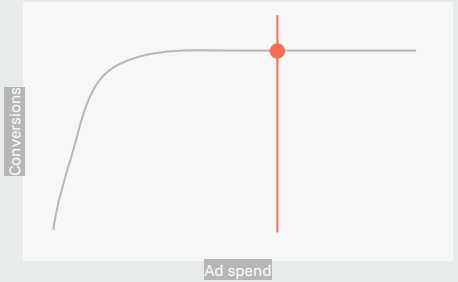
→ Room for increased investment

Diminishing return



→ **Returns from investments in this channel have started to diminish**

Saturated channel

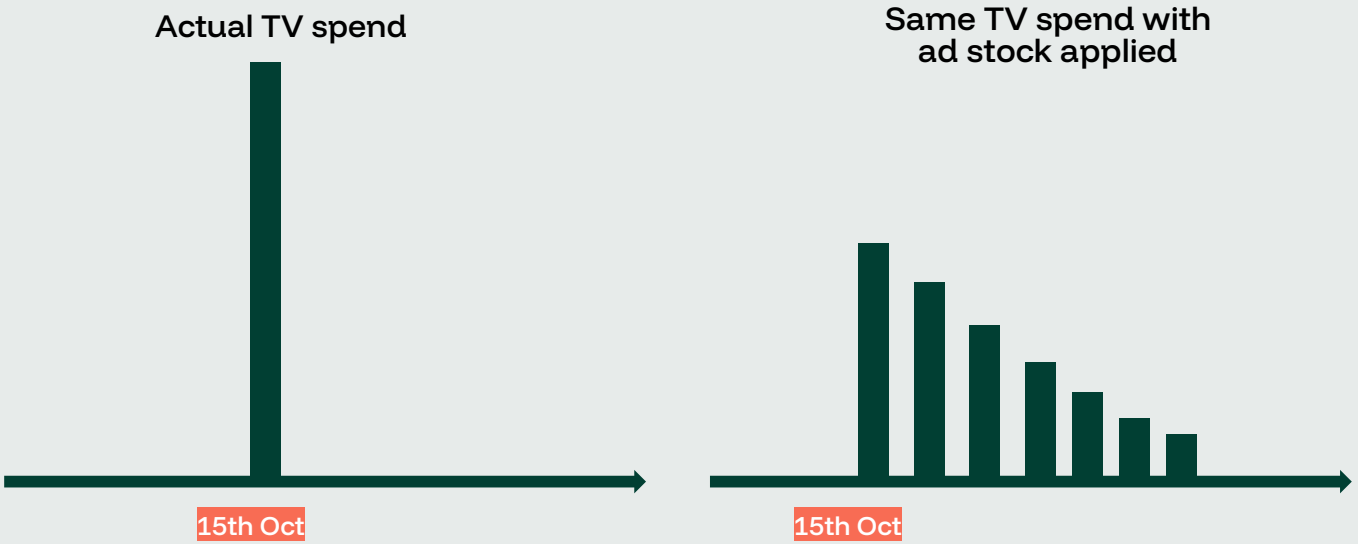


→ **Previous investments in this channel are saturated**

→ **Low/no marginal ROI**

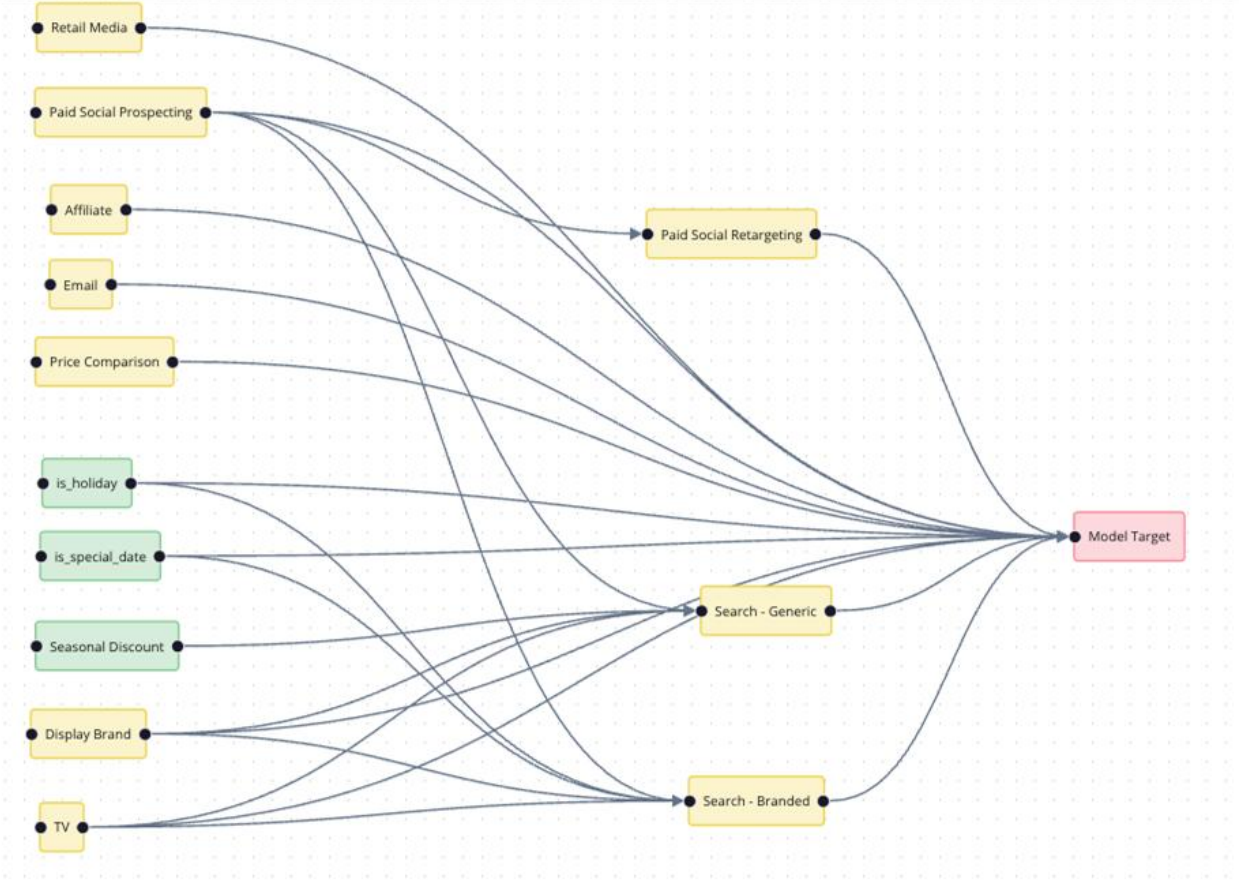
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Ad stock - longer-term effect of ad spend



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Intermediate variables - design causal graphs



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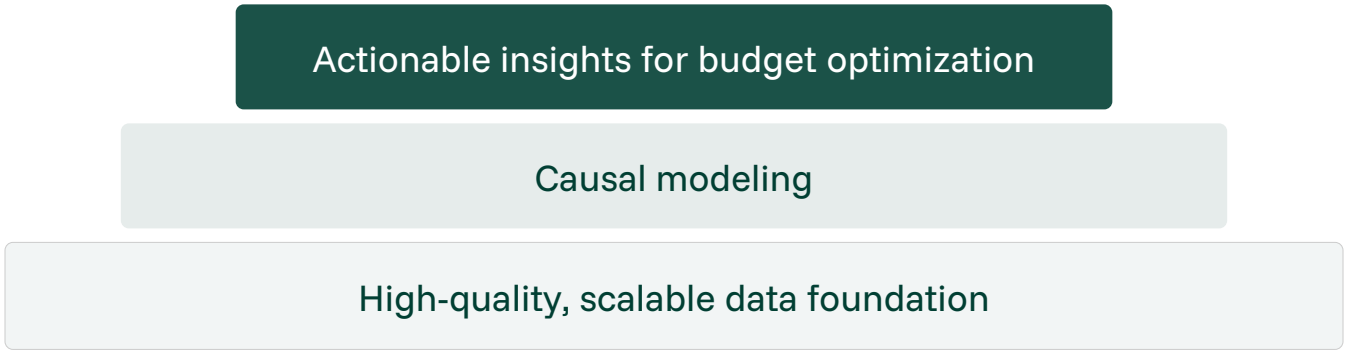
The model runs. The budget does not move.

Sources: EMARKETER, July 2024 · Harvard Business Review Analytic Services & Google

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The measurement value pyramid

Two layers have to work. Two layers create the value.

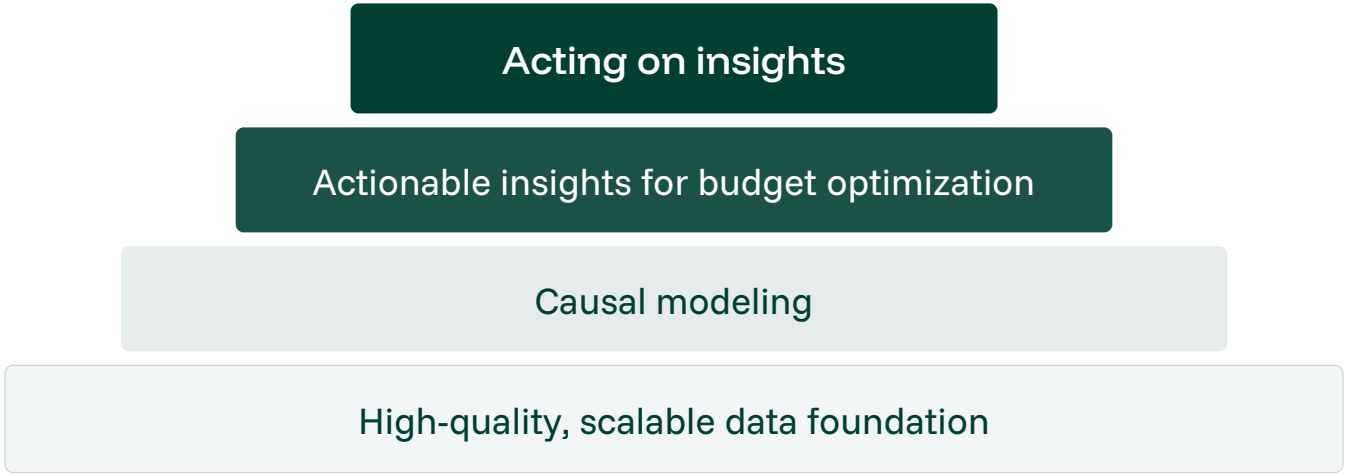


This simply needs to work.

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The measurement value pyramid

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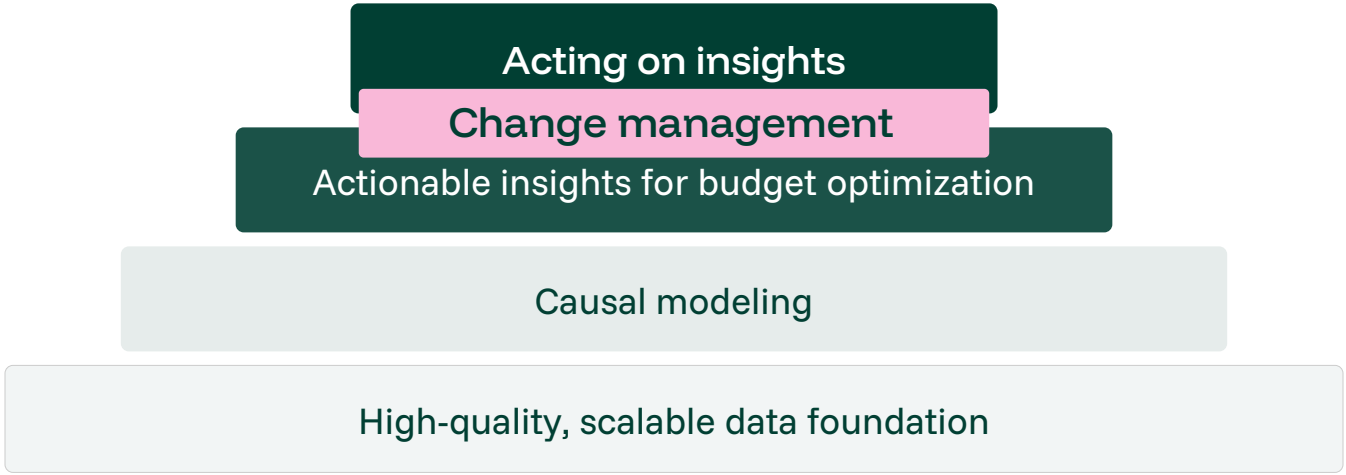
This is where value is created. Without it, the ROI of measurement is negative.

This simply needs to work.

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The measurement value pyramid

Two layers have to work. Two layers create the value.



This is where value is created. Without it, the ROI of measurement is negative.

This simply needs to work.

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Action requires

Ownership

Sense of agency, not a report handed down.

Trust

Transparency and understanding. No black box.

Timeliness

Always on measurement answers in the conversation where the budget decision happens.

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Two problems. One bottleneck.

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Both need a data scientist at every step. Not ignorance, economics.

Sources: EMARKETER, July 2024 · Harvard Business Review Analytic Services & Google

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Last-click and unused MMMs share one cause: a data scientist at every step.

So we made every step an agent.

Data analysis

Model design

Model training

Model selection

SOLUTION · ONE - AUTOMATE DATA SCIENCE

The agentic measurement process

01
Data analysis agent
Outliers, gaps, spend

02
Model design agent
Structure from your data

03
Model training agent
Train models in parallel

04
Model selection agent
Fit, stability, defensibility

Orchestration agent plans, sequences, re-runs

Context engineering: expert knowledge and guardrails, codified

Autopilot
It runs itself.

Interactive
You take the wheel: priors, constraints, structure.

DATA ANALYSIS AGENT

The agentic measurement process

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```
## Key Findings

### Channel Viability

✅ **Viable Channels** (all metrics valid):
1. **Paid Search - Google Brand**: Cost valid (0% zero rate), no gaps, full 812-day coverage, strong upward trend.
Excellent data quality.
2. **Paid Search - Google Performance Max**: Cost valid (0% zero rate), no gaps, full coverage. Largest budget
driver (40.9% spend). Excellent quality.
3. **Paid Social - Meta Prospecting**: Cost valid (1.6% zero rate), 799 active days. Second largest budget
allocation (29.4%). Strong data.
4. **Paid Social - Meta Remarketing**: Cost valid (6.7% zero rate), 756 active days. Consistent upward trend,
strong metric correlations.
5. **Paid Search - Bing Brand**: Cost valid (5.9% zero rate), 764 active days. Moderate correlations between
metrics.
6. **Video - TikTok Video Prospecting**: Cost valid (61.6% zero rate but sufficient variance), 311 active days
starting Jun 2025.
7. **Affiliate - Affiliate**: Cost valid (18% zero rate), 520 active days starting Nov 2024.

⚠️ **Channels with Issues** (sparse data, insufficient activity):
- **Display - Google Remarketing**: All metrics >99% zero, only 6 active days (Aug 2024), exited early
- **Paid Search - Bing Performance Max**: 97.8% zero rate, only 18 active days (Apr 2024), exited early
- **Paid Search - Google Generic**: 98.5% zero rate, only 12 active days (May-Jun 2024), exited early
- **Paid Social - Meta Advantage+**: 98.9% zero rate, only 9 active days (Feb-Mar 2024), exited early
```

MODEL DESIGN AGENT

The agentic measurement process

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## Confounders (External Factors Affecting Outcome)
- **is_holiday** (1.7% of periods): Holiday periods cause increased baseline conversion rates independent of paid marketing
(shopping holidays, seasonal demand spikes).
- **is_special_date** (1.7% of periods): Special events/promotions cause conversion spikes (brand-initiated or market events)
independent of channel spending.

Both confounders are naturally sparse (expected for event-based indicators) and are critical for isolating true marketing effects
from temporal demand patterns.

## Mediated Causal Paths
The model captures how upper funnel activities CAUSE downstream branded search increases:

| Upper Funnel Source | Mediated Channel | Mechanism | Effect on Conversions |
|---------------------|------------------|-----------|-----------------------|
| Meta Prospecting | → Google Brand | Social awareness CAUSES users to search for brand → increases branded search volume → drives
conversions | **Indirect effect** (awareness → intent → action) |
| TikTok Prospecting | → Google Brand | Video exposure CAUSES brand recall and search intent → increases branded search volume →
drives conversions | **Indirect effect** (video awareness → search → conversion) |
| is_holiday | → Google Brand | Holidays CAUSE increased search behavior generally, including branded keyword searches → drives
conversions | **Indirect confounder effect** (holiday demand → brand search → conversion) |
| is_special_date | → Google Brand | Special events CAUSE elevated search interest → increases branded search volume → drives
conversions | **Indirect confounder effect** (event-driven demand → search → conversion) |
```

MODEL TRAINING AGENT

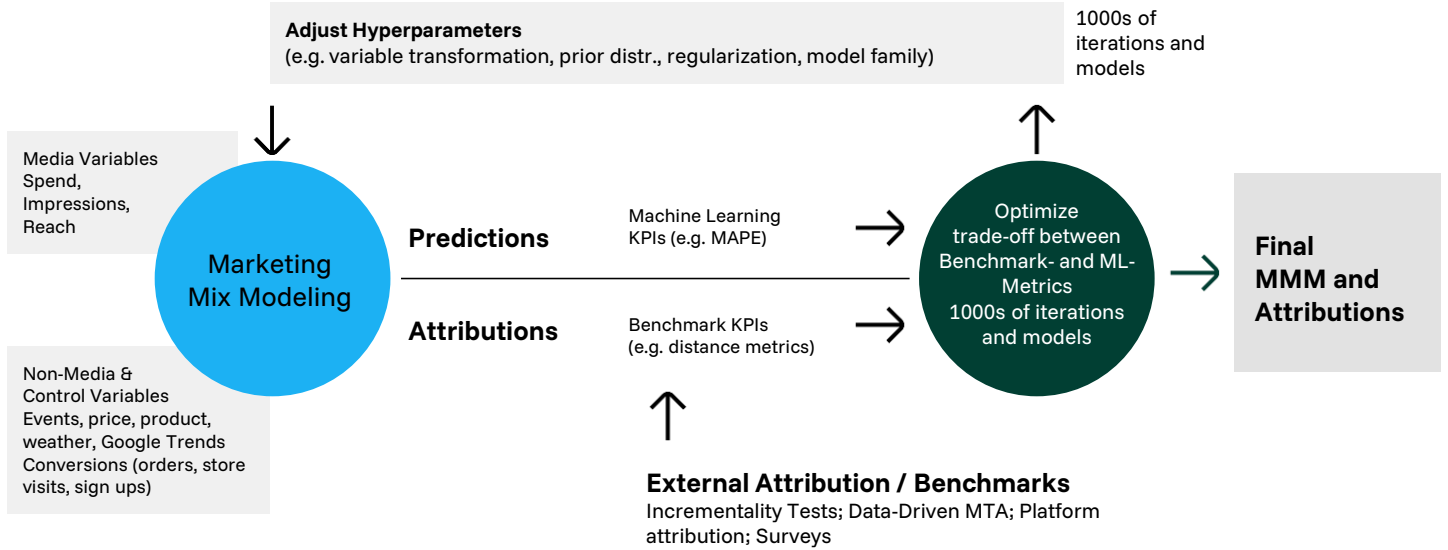
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MODEL SELECTION AGENT

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Data analysis agent
Outliers, gaps, spend

02
Model design agent
Structure from your data

03
Model training agent
Train models in parallel

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Model selection agent
Fit, stability, defensibility

Final Candidates (top 6 by R^2):

Trial	R^2	MAPE	Stability	Equal Cal Loss	Upper Cal Loss
07cf4_00172 0.8319	7.84 ⭐		0.692	**0.0077** ⭐	0.0048
07cf4_00251	0.8317	7.79	0.670	0.0102	0.0048
07cf4_00008	0.8316	7.69	0.729	0.0109	0.0048
07cf4_00071	0.8314	8.06	0.680	0.0110	0.0048
07cf4_00151	0.8314	7.48	0.672	0.0109	0.0048
07cf4_00102	0.8308	7.48	0.610	0.0140	0.0049

Tiebreaker Applied:
1. **Highest R^2**: 07cf4_00172 wins (0.8319) - **PRIMARY TIEBREAKER APPLIED**
2. Margin: +0.0002 vs 07cf4_00251 (very close within statistical noise)
3. **Secondary: Best Equal Calibration Loss**: 07cf4_00172 = 0.0077 (BEST among top tier)
4. CPAs realistic and lower than competing trials (Meta CPA: 32.32 vs 34.96 on competitors)

Decision: **SELECT 07cf4_00172** based on highest R^2 and best supplementary calibration metrics.

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Context engineering: expert knowledge and guardrails, codified

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SOLUTION · TWO

Talk to your model.

01

Ownership

Nobody defends a number they did not build.

02

No black box

Ask why it moved. Disagree. Watch it change.

03

Timeliness

Re-run it in the meeting, not next quarter.

Change management stops being a workshop and becomes a workflow.

FUNNEL MCP SERVER

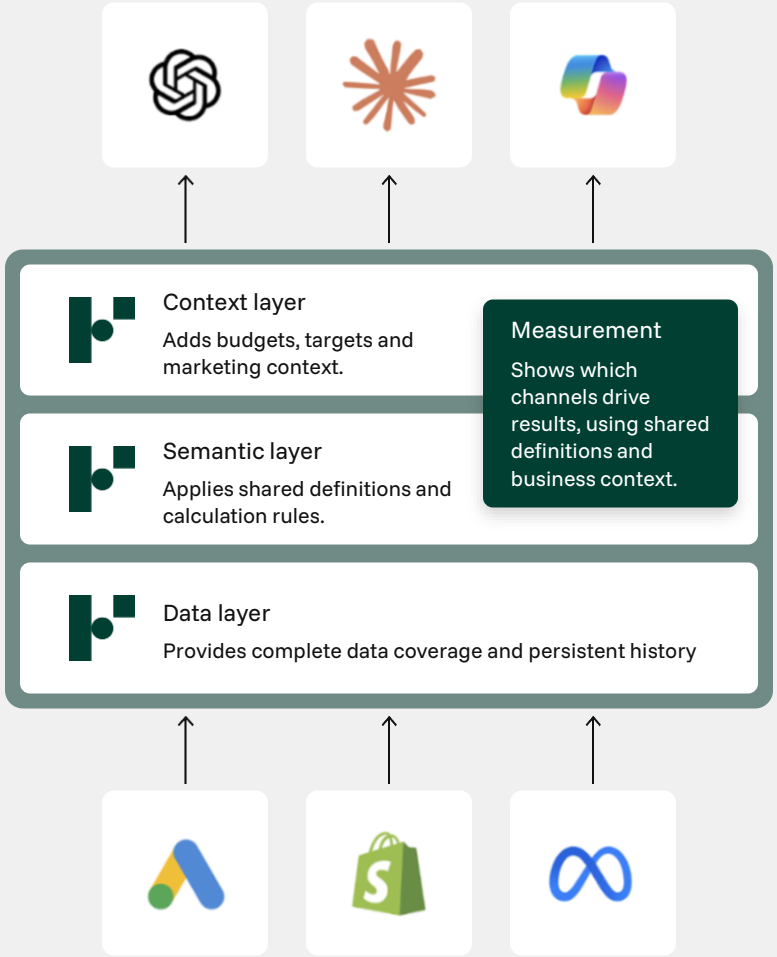
Talk to your data and model

Bring all

- Marketing data
- Semantics & context
- Models

right into the AI products marketers already use.

→ Increase actionability



Beta

What should we create?

Use the Funnel MCP (Measurement tools) to give an executive summary, including blended metrics, MMM attributed and Marginal metrics, for "Funnel Measurement Demo", "US - online sales", year-to-date.

Design system
Loki Design System

Model
Sonnet 5.5

CHOOSE A TEMPLATE

Blank | Mobile app design | Slides | Document | Wireframe | Animation

UI mockups | Résumé | 3D object | Research | HTML email | Color + type pairing

Projects | Design systems | Templates

Search

Name	Last viewed	All owners	Access
Measurement MCP slides	vor 27 Minuten	You	Edit
Executive summary slide	vor 34 Minuten	You	



Customer story

Human Connection / Dating

ParshipMeet Group

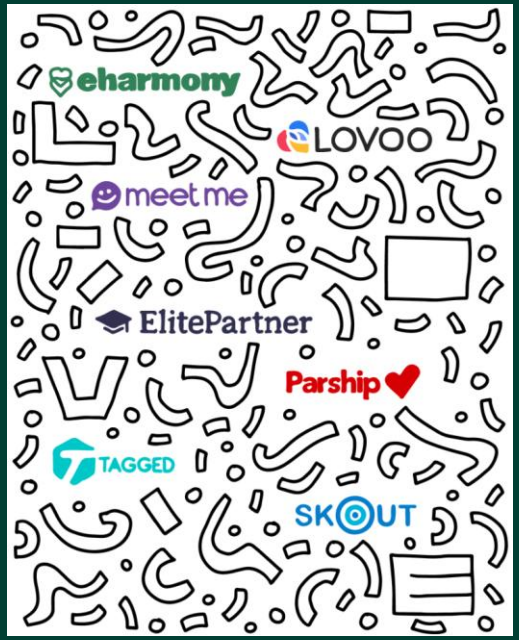
Key results:

- + 49% ROI on optimizing TV ads
- + 134 % revenue from Display ads
- **Influencer became measurable (confirmed MMM ROAS of 1.57 with experiments)**
- Using MMM for long-term strategic guidance, inform test and learn strategy, and budget reallocation



Felix Janzen
SVP
Marketing Growth

"We define tests in every OKR cycle — each with a clear target, so we keep improving the model, the marketing mix and our efficiency."



Company profile:

With revenues of more than 375 million Euros and seven apps, ParshipMeet Group is one of the five leading international Dating and Video companies. More than 400 employees help users all over the world to get to know others – whether it's like-minded people, an exciting date, or love for life.

Funnel Measure

Trusted by leading brands to measure marketing's true impact.

89%

year-on-year increase in incremental bookings

M/RAVAL

50%

improvement in return on ad spend

TALLINK | SILJA LINE

20%

Uncovered revenue impact from paid social

NXTRND

Staples · ria · Explore!

FLIX · raisin · ANTLER

THE zebra · Verivox · WELEDA

EnBW · Qonto · Suncoast Credit Union

Frank & Eileen · Rula · Shop Apotheke

IG · refurbed · Swissquote

Meet Funnel

3000+
brands & agencies

11%
global advertising spend annually

Offices in Stockholm (HQ), Boston, Hamburg & Sydney

Brands	SAMSUNG, adidas	SONY, Superdry & Co	RICHEMONT, KERING	Pernod Ricard, CASIO
Retail	UNIQLO, The Home Depot	SEPHORA, STOCKMANN	CLARINS, Staples	GYMSHARK, bon prix
Tech	Notion, gusto	GoDaddy, pipedrive	AppsFlyer, Webflow	ServiceTitan, Epidemic Sound
Services & Travel	Uber, Hilton	SAS, TUI	trivago, jetBlue	FREE NOW, Skyscanner
Telecom & Media	CNN, NBC UNIVERSAL	Penguin Random House, Digicel	MOBILE VIKINGS, News UK	TELE2, deezer
Financial Services	Klarna, stripe	PayPal, LUNAR	ria, pwc	SEB, eToro
Digital Agencies	PUBLICIS GROUPE, Ogilvy	HAVAS, iProspect	jellyfish, brainlabs	Power Digital, JOURNEY FURTHER

