

# The End of The Guessing Game

Why modern CMOs are trading outdated metrics for a holistic, board-room ready approach to proving market ROI with **Market Mix Modeling**.





# A Marketer's ROI **Rift**

Is brought on by a customer journey that is anything but **linear**

## The Pressure

Marketers face to demonstrate **clear ROI**, yet traditional measurement tools **often fall short** in providing accurate insights into marketing effectiveness.



## To Tailgate Tradition

With conventional measurement methods **frequently oversimplify** complex customer journeys, failing to account for the **multifaceted interactions** that lead to conversions and sales.



# With the Myth of Last-Click



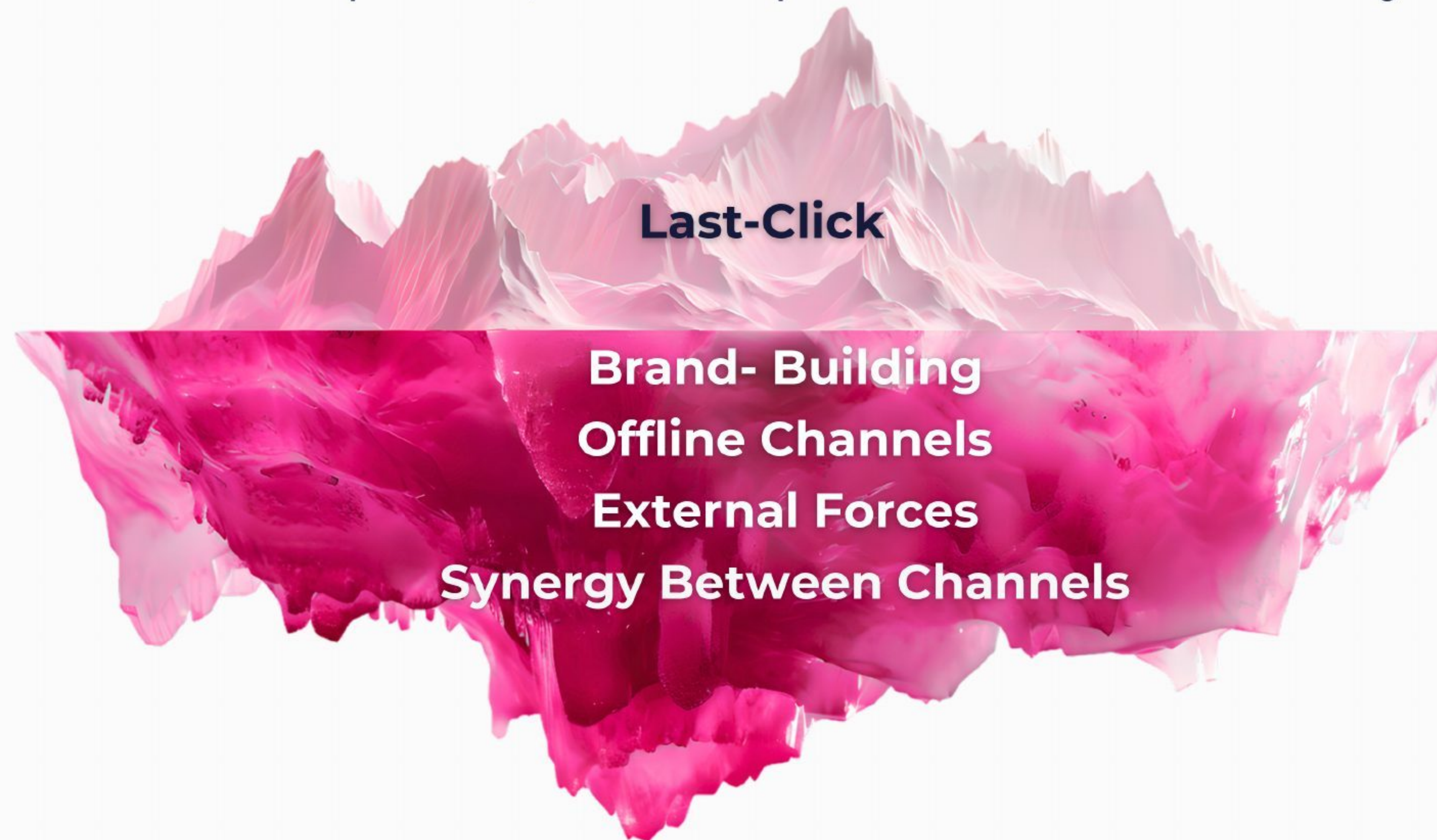
still rely on it to measure  
media effectiveness

For years, Last-click attribution was the convenient answer. Simple, tidy and **dangerously misleading** - The **illusion of precision** that tied revenue to a single click and ignores the entire race (all the other touchpoints) to spot the finish line



# Putting Titanic to **Shame**

Last-Click tracks paths, not impact. It cannot tell you what **caused a sale.**



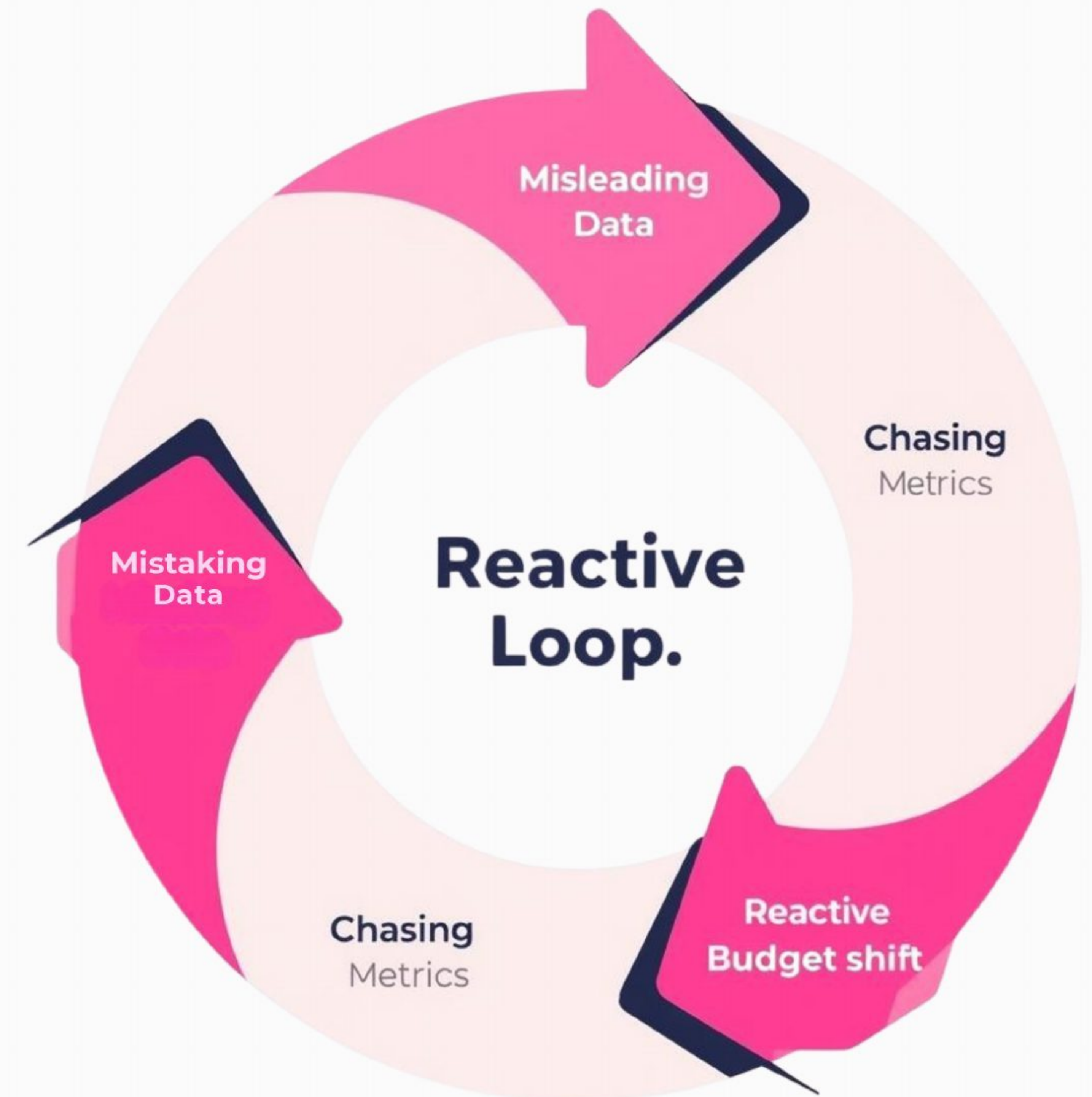
Leading to an iceberg of **misguided** marketing strategies and ineffective budget allocations that ultimately hinder growth.



# Running Marketers in Circles

Relying on last-click leads to **reactive, short-term decisions** that can hurt long-term growth. It creates an illusion of precision that directs spend to what's easy to measure, not what truly matters .

**The fallout:** Under-investment in brand equity, over-investment in low-funnel tactics, and a **cycle of optimizing for metrics not the mission.**





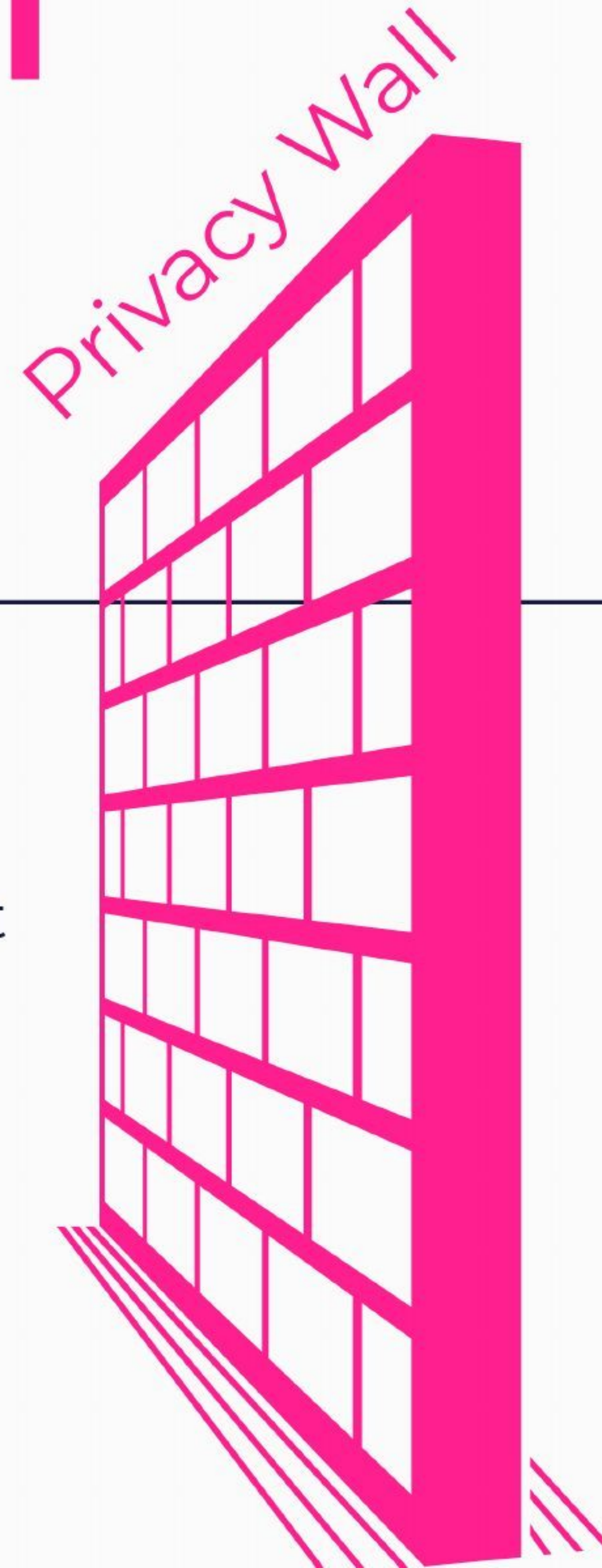
# The writing has always been on the wall

## Last Click Attribution

- Google phased out last-click as the default model

## Multi Touch Attribution

Accounts for multiple touchpoints, but struggles with data gaps, incremental impact and ran into the



## MMM

Combining attribution for tactical guidance with experiments for causal validation

An aggregate, strategic view of performance

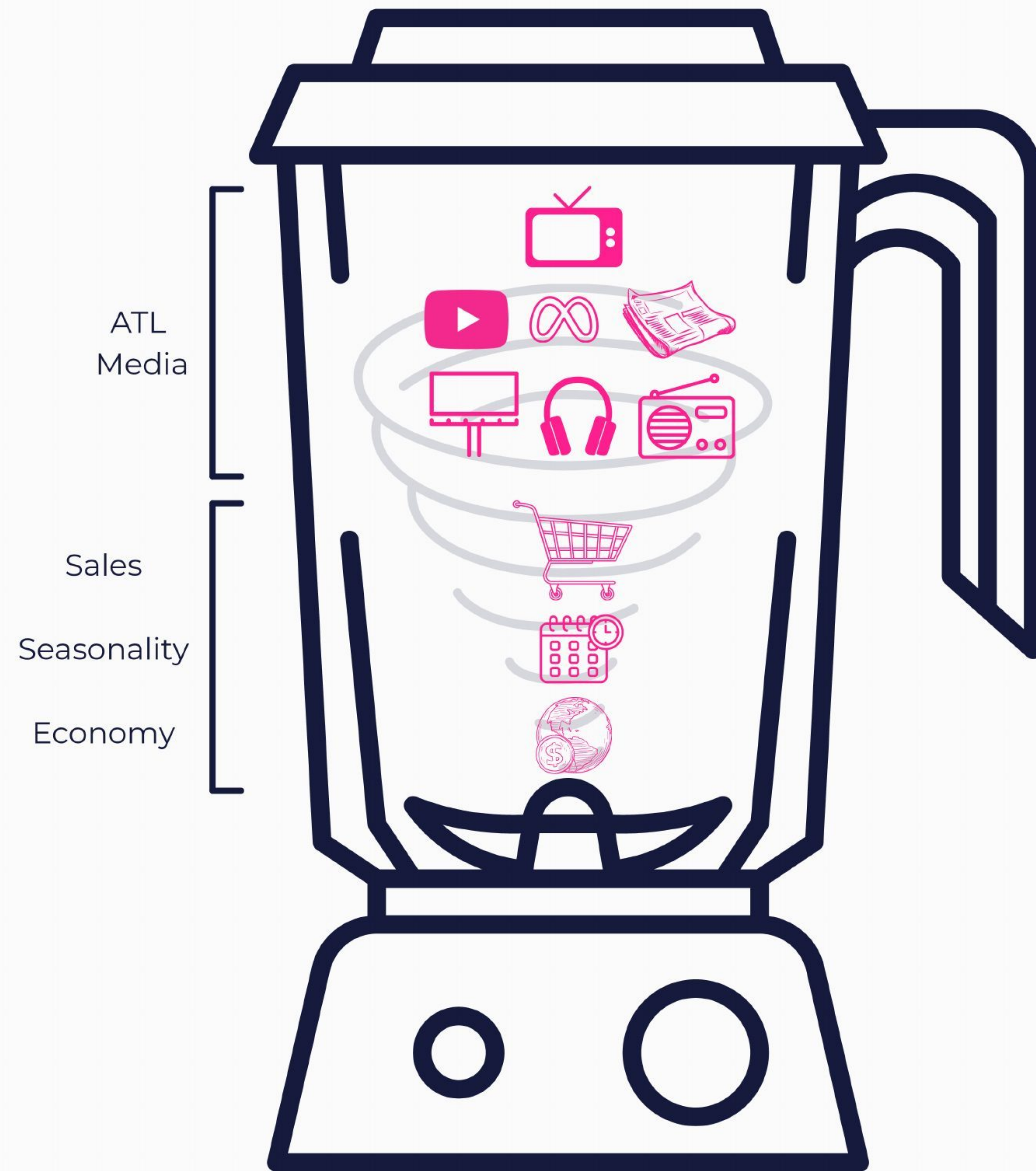
One designed for marketing's **full complexity and today's data realities.**



# Resulting in an MMM Blend

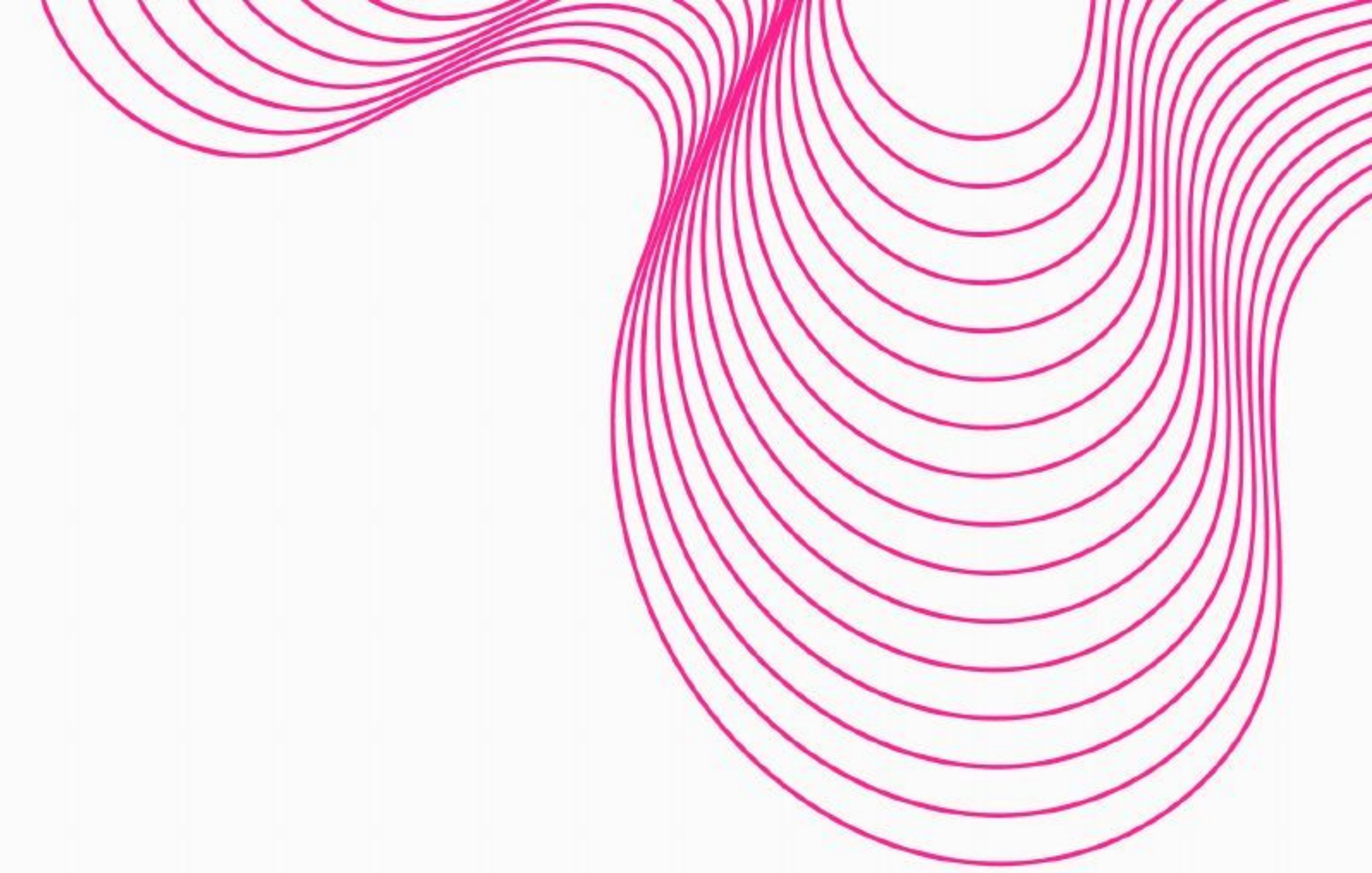
Seperating correlation **from causation**

Marketing Mix Modeling (MMM) provides a holistic approach taking into account all inputs in a top down model that measures the **true incremental contribution of every dollar spent**





# That differentiates tactic from **strategy**



| Aspect      | Last-Click Attribution    | Market Mix Modeling               |
|-------------|---------------------------|-----------------------------------|
| Scope       | Final Touchpoint          | Holistic Approach                 |
| Data        | Cookies - User Data       | Aggregate Historical Data         |
| Blind Spots | Channel Synergies         | Won't capture individual journeys |
| Credibility | No C-Suite Accountability | Boardroom Ready                   |





### DataOS

Instantly connect and structure thousands of data points for MMM



### GrowthOS

Granular insights that empower marketing and finance teams alike



### Marketing Science

Expert support to help you interpret results, apply insights, and accelerate growth decisions



### MAITE

An AI consultant in your pocket, ready with instant analysis and recommendations



# Beyond MMM

Championing an always-on model to inform agile decisions in real time that leaves traditional MMM in the dust



# WTF is M M M M?

(Modern)

## Data Inputs

Requires 2-3 years of **historical, aggregated data** (weekly or daily). Includes spend, impressions, sales, and external variables (e.g., economic indicators, competitor spend).

## Modeling Engine

Uses advanced regression and machine learning to isolate the **incremental impact of each variable** while controlling for others (like seasonality).

## Validation is Key

Modern MMM isn't a "black box." Models are rigorously validated with hold-out tests to ensure their predictions **match real-world outcomes**

## Always-On Cadence

Platforms like Mutinex GrowthOS automate data pipelines and modeling, enabling monthly or weekly updates to keep insights **fresh and actionable**.



Data Inputs



Modeling Engine



Validation



Always-On  
Cadence



# ROI You Can Take to the Bank.

**+20%**

## Marketing ROI

Typical lift seen by companies  
optimizing with Mutinex MMM.



### Clarity

Unbiased ROI for every  
channel, online and off.



### Confidence

Data-backed decisions that  
stand up to scrutiny.



### Credibility

A shared language of  
growth with your CFO.



# With Receipts

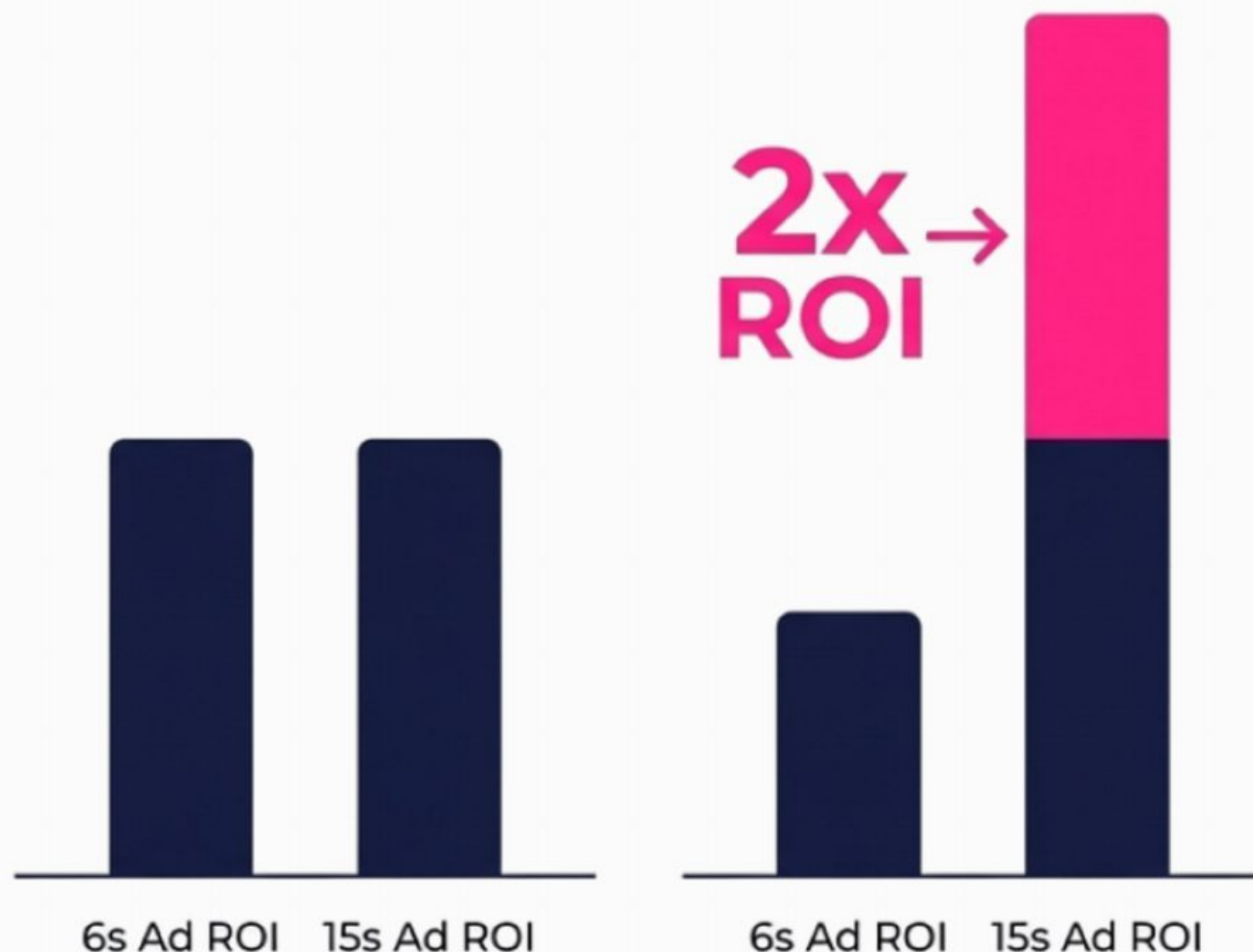
“**Sean Salem, Mars Inc. Media Lead**

We wanted to drive more efficiency and effectiveness in our ad spend on specific channels to get more from that.

**That's what we're getting out of GrowthOS**

**Before MMM**

**After MMM Insight**



**MARS**

Mars Inc used traditional metrics to land on a mix of 6s and 15s OLV ads, assuming similar performance.



**MUTINEX MMM uncovered a different story:**

The 15s videos were delivering 2x ROI compared to 6s



The Mars team then shifted more budget into the 15s format for a test month.



**The outcome was dramatic:** Promotion revenue doubled from that one change



# Spending Smarter, Not Louder

The future of marketing isn't about outspending but, **out-thinking the competition.**

**Find** hidden growth opportunities.

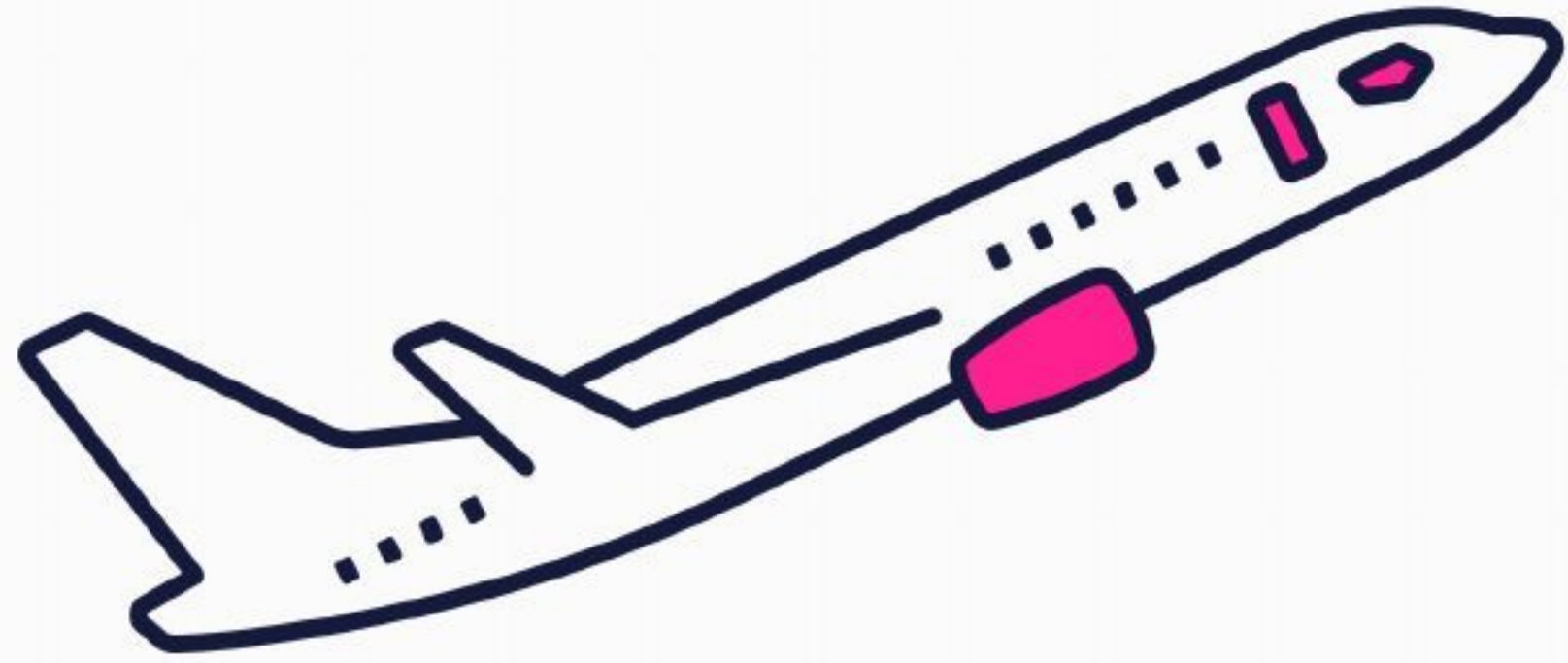
**Cut** waste from your budget with precision.

**Balance** short-term activation with long-term brand building.



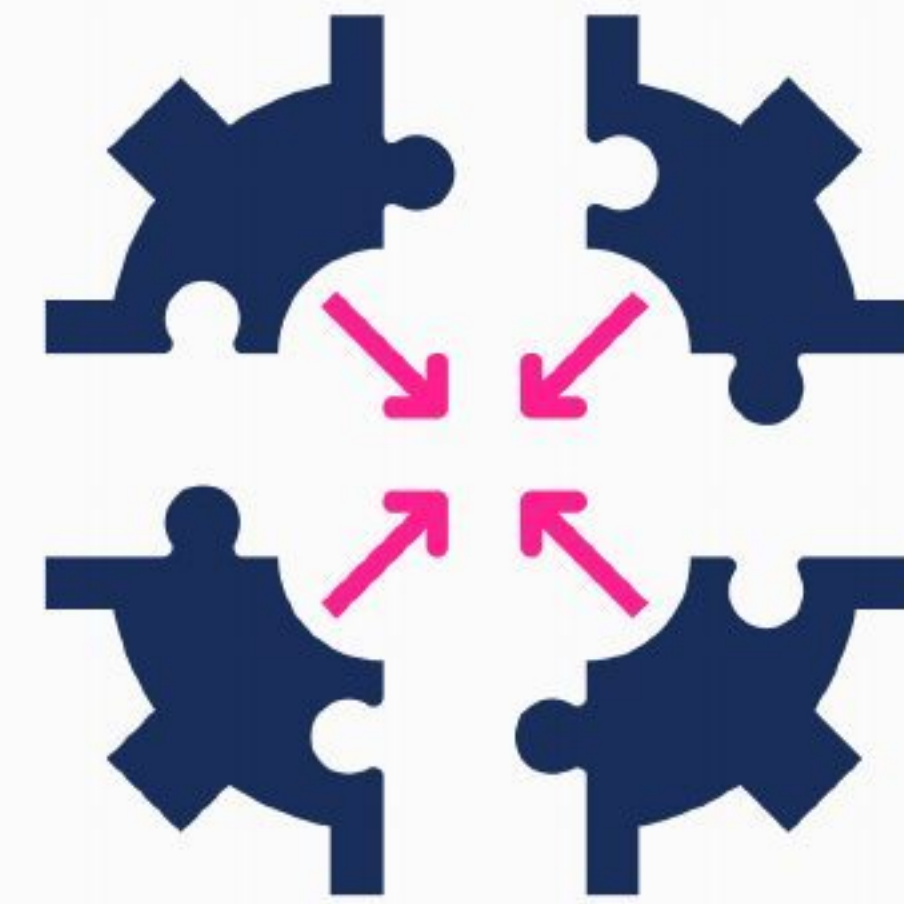


# Forging Forward



## Pilot It

Start small by testing MMM in a **controlled environment**, allowing teams to gather insights and refine approaches before wider implementation for maximum impact.



## Integrate It

Integrate MMM **into marketing strategies** to align departments and enhance collaboration, improving decision-making and effectiveness across the organization.



## Embed It

**Institutionalize MMM practices** in company culture by offering continuous training and resources to promote a data-driven mindset, enabling teams to make informed decisions consistently.



# End the Guessing Game



Your Best Decisions Start Here



A dramatic underwater scene inside a cave. A diver is silhouetted against a bright, glowing red light source, possibly a fire or a powerful light, which illuminates the surrounding water and rocky walls. The diver is positioned in the upper center of the frame, facing away from the viewer towards the light. The water is dark and textured with bubbles and ripples. The overall mood is mysterious and adventurous.

# Appendix

## The Deep Dive

 MUTINEX

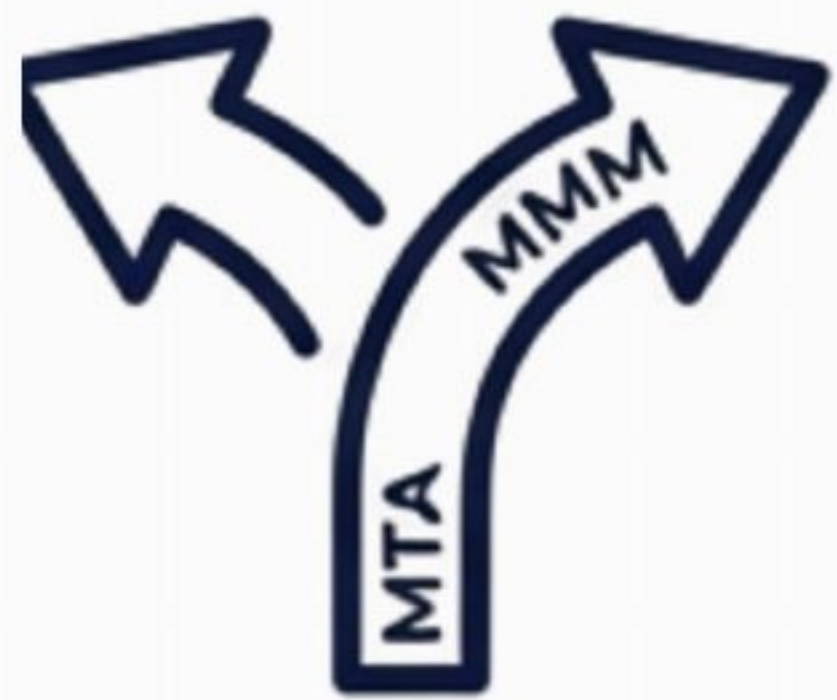


# FAQs



**Isn't MMM slow and expensive?**

**Not anymore.** Modern platforms have automated the process, making it faster and more cost-effective. The ROI lift often pays for the investment many times over.



**How is this different from Multi-Touch Attribution (MTA)?**

MTA is 'bottom-up' and still relies on broken user-level tracking. **MMM is 'top-down,' holistic, and doesn't need cookies,** making it more comprehensive and future-proof.



**How do we get started?**

It begins with a data audit to ensure you have the necessary historical inputs. **Partners like Mutinex can guide you** through this process to quickly stand up a pilot model.



# Take the leap **where others already have**

## SAMSUNG

Modeling macro-economic indicators alongside media spend, they could see **how market conditions affected performance**

"MMM is helping us make better decisions around where to invest."

- Carl Bunn, Samsung

## Asahi

MMM provided transparent proof of marketing's impact, **empowering the team and aligning stakeholders.**

"It builds belief - you can see the impact of your actions."

- Megan Coutts-Quinn, Asahi

## ING

Used MMM to decompose sales drivers, creating **a shared language with the finance team.**

"Means we can make smarter commercial decisions."

- Danielle Hamilton, ING





# Content to Convert

Goal: Make marketers **feel seen** before they feel sold to.

Content: **The Myth Buster Series** - Short opinionated takes that start with 'if this is you, you probably still believe a marketing myth' and challenges accepted thinking without pitching.

Goal: Help marketers reframe **how they think**

Content: **The Translation Series** - Spoken explainers that start with "Here's how to explain this to your CFO" to give marketers language they can reuse in high-stakes conversations.

Goal: Make the risk of staying the **same feel real**

Content: **The Breaking Point Series** - Short snackable skits that play out the risk of navigating without a complete view and creates urgency.

Goal: **Reinforce confidence** in the decision to use Mutinex.

Content: **The Better Question Series** - Before and after of senior marketers asking strategic questions they want and answered before and after they use Mutinex.

