Successful Recipe for MMM In-Housing

Challenge

The need for in-house Marketing Mix Modeling (MMM) is increasing. More companies are opting for an agile, swift, and secure internal process to be fully autonomous when it comes to running and owning their marketing analytics. However, advertisers worldwide face the same challenges: the lack of the required expertise and sometimes resources as well as the necessary tools. Furthermore, Marketing Mix Modeling is often perceived as a black box where the central piece is the model as its outcome

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