

Use Case

How Can Marketing Mix Modeling Unravel The Complex Nature of Media Landscapes



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The Challenge

MagicDate is a D2C company whose subscriptions suffered a decrease of 5% in S1 2022 compared to S1 2021. To solve this issue and provide them with the optimal media budget allocation, we had to identify the key drivers for their customers' subscriptions. We also needed to deeply understand the impact of competition, non-media, and external factors on their sales.

THE CHALLENGE

By examining these elements, MagicDate could

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