

Use Case

B2B, Budget Allocation, and MMM!

How we helped a B2B software giant dissect their marketing budget



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Challenge

This project was a partnership with a household name in the B2B software industry. They approached MASS Analytics to identify and measure the impact of their sales drivers, as a first step. They also wanted to understand the impact of their Ads by calculating the return on investment that they generated. And eventually, they wanted MASS Analytics to provide them with media budget recommendations to ensure that they are allocating the most optimized budget to their

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