

Use Case

Fast MMM Updates for Better Media Outcomes: The Case of a Food App



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Introduction

Due to the changing digital Marketing environment, many companies require more frequent updates to have the most recent read on their marketing performance. For those using, or interested in using, Marketing Mix Modeling as their measurement technique, they usually consider project updates as a challenge due to the time and effort required to do this exercise, not to mention its tedious nature. In this use case, we propose a solution for this challenge by examining one of our

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