

MASS Analytics

Engagement Offers



At MASS Analytics, we offer a wide spectrum of solutions and services to ensure our clients are equipped with the right capabilities to successfully complete their MMM projects.

We propose three tiers of MMM offering depending on your level of MMM expertise:



No Prior MMM Experience

Full suite of MMM managed services

We provide fully managed MMM services. We collect and understand the data you have, we deeply analyze it, and use the most appropriate statistical techniques to build sound models and provide actionable insight. Our MMM experts can transform your data into your first model, with full walkthrough of MMM project steps and bespoke training to begin your own MMM journey if you choose to.



Intermediate MMM Knowledge

Continuous assistance and hands-on consultancy services

Our Marketing Mix Modeling experts support you throughout every step of your MMM project. We provide hands-on assistance through consultancy services aimed at transferring expertise to your team to enable them to use our MMM software at full capacity.



Expert MMM Team

Leverage our software solutions to improve efficiency

We empower you with our full extension of DIY Marketing Mix Modeling solutions aimed at helping you improve the efficiency and ROI of your MMM project. Our top-rated support team and training material help you break through the learning curve and leverage our tools for a higher Marketing ROI.

