MassTer

Always-On, Transparent Measurement

MassTer 4 is a **next-generation Marketing Mix Modeling (MMM) Solution** designed to give businesses **full control and transparency** over their marketing measurement.

MassTer 4 puts ownership back in your hands.

It reduces time to insight, enables informed decision-making, and supports scalable modelling. This allows teams to analyze, optimize, and forecast the true impact of their marketing investments—with full transparency and no black boxes.

Why MassTer 4?

Own Your Models, Own Your Decisions

Adapt your models as data and business complexity grow—no reengineering needed, just sustained performance.

Turn Complexity Into Actionable Insights

Make confident, data-backed decisions with stronger explanatory and predictive models.

Seamless Optimization

Gain full transparency into methodologies and ownership of your models—no hidden calculations, no blind spots.

Proven, Scalable, and Business Ready

Validate your models to confidently defend budget shifts across multiple scenarios using the full MassTer software suite.

Key Capabilities

Transparent & Explainable Measurement
- ROI Attribution: Pinpoint what works—TV, Social, Search, or any channel.
- Indirect Impact Modeling: Measure cross-channel synergies using advanced nested modeling techniques.
- Multi-Level Aggregations: View results by market, region, and campaign levels.

AI-Powered Modelling & Automation
- AI Automodeler: Generate models that respect business constraints fast.
- Integrated Validation: Enhance MMM with priors.
- Smart Automation: Reduce manual work, focus on insights.

Seamless Connection to Internal & External Data Ecosystems
- End-to-End Workflow: Unified, robust process for efficiency.
- Direct System Access: Connect to Snowflake, export cubes to PowerBI & more.
- MassTer Insight: Leverage ongoing forecasting and KPI optimization with connections to the MassTer software suite.

Continuous Modelling & Deployment Through Always-On MMM
- Tailored to Your Business: Adapt models to fit your brand or agency's unique strategies and goals.
- Innovative Modeling Techniques: Deploy Bayesian, Hierarchical & more.
- Full Autonomy: Refine models for peak performance.

Who Uses MassTer 4?

- **For Marketing Leaders**

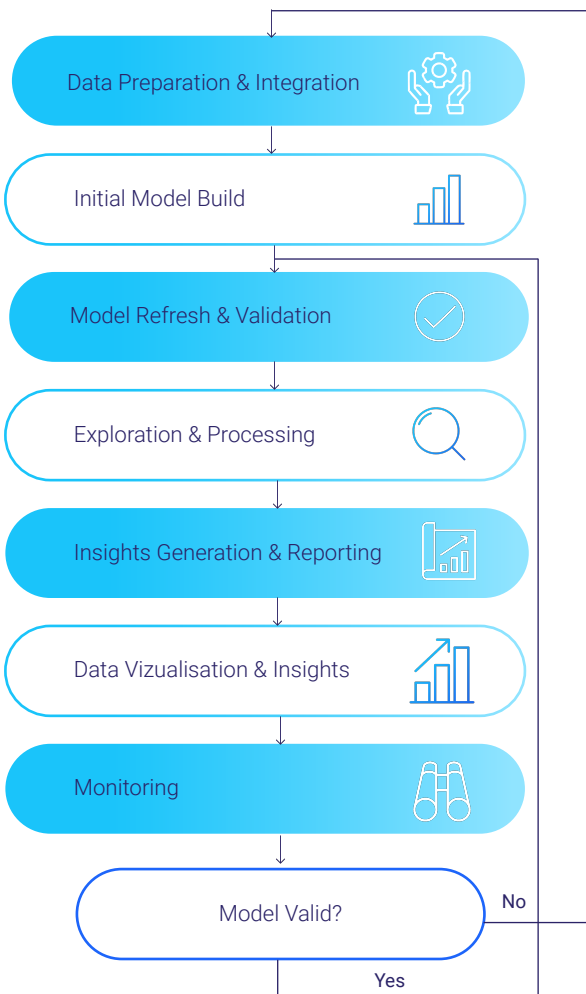Validate and optimize your marketing spend with clear, data-backed insights.

- **For Data Scientists**

Customize, validate, and refine models without black-box limitations.

- **For Finance Teams**

Confidently measure the true impact of marketing spends on the bottom line with accurate, and comprehensive models that reflect all business drivers.

Unlock Always-On MMM

Data Preparation & Integration

Initial Model Build

Model Refresh & Validation

Exploration & Processing

Insights Generation & Reporting

Data Vizualisation & Insights

Monitoring

Model Valid?

No

Yes

MassTer

Key Deliverables

Synergy Analysis

- Analyse & measure the effects of simultaneous marketing activations.
- Account for synergy effect in your optimization.

Network Analysis

- Full funnel analysis from awareness to conversion.
- Optimize across the three funnel layers: awareness, consideration & conversion.

Halo & Cannibalisation

- Quantify the halo and cannibalisation effects of media across products and distribution channels.
- Optimize your marketing by considering halo and cannibalisation effects.

Short & Long Term Impact

- Track both short-term & long-term campaign effects.
- Drive sustainable business growth by optimising media for both short-term and long-term results.

Creative Analysis & Beyond

- Provide recommendations for campaigns/creatives.
- Go beyond creative: audience segment, campaign objective, ad length.
- Provide granular optimizations.

Omnichannel Measurement

- Hierarchical modeling for omnichannel measurement.
- Comprehensive optimization encompassing all granularity layers.

Technical Specifications

System Requirements

16GB RAM, Intel Core i7 or higher.

Integrations

snowflake   python   tableau   Power BI   R   API

Why Us

We enable in-house MMM by leveraging specialized MMM technology and dedicated expert support, and empower our clients to grow their revenue through self-serve media budget optimization.