



MassTer – Your Modelling Engine

MassTer is the core of the MASS Analytics Software Suite, designed to help businesses measure and understand the drivers of marketing performance. It provides an intuitive, end-to-end platform for building, validating, and optimising Marketing Mix Models, empowering you to make confident, data-driven decisions.

Advanced Modeling Features

Features	Benefits
Nested Modelling	Understand direct & indirect impact
Synergy Analysis	Measure synergy between channels
Hierarchical Modelling	Identify over/under-performing channels
AI Automodeler	Automatically generate statistically robust models
Robust Validation	In-sample and out-of-sample validations

Why MassTer

Advanced & End-to-End	Flexible & Scalable	Actionable Insights	Neutral & Reliable
From raw data to actionable insights, built for analysts and business users.	Customised modelling, frequent updates, and multi-KPI support.	Granular decomposition of base effects, channel contributions, and synergies.	Exclusively developed by MASS Analytics, ensuring unbiased insights.

How it works

1

Connect Your Data

Pull in marketing, sales, and external data from any source.

2

Build Advanced Models

Apply transformations, nested and multiplicative modelling, and hierarchical structures.

3

Validate & Refine

Ensure robustness with in-sample, out-of-sample, and cross-validation methods.

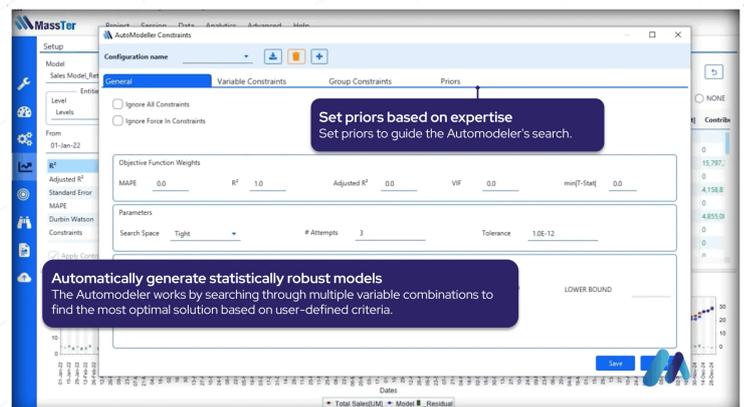
4

Report & Act

Share actionable insights via dashboards and reports.

Support & Training

- ✓ Detailed documentation and workshops for your team.
- ✓ Dedicated Client Partner for ongoing guidance.
- ✓ Help desk, knowledge base, and SLA-backed support.



AI Automodeler overview