

Make Decisions On Demand



MassTer Mind transforms marketing decisioning from a manual planning exercise into an AI-powered strategy engine.

Markets evolve daily. Context shifts constantly. Static planning simply can't keep up. **MassTer Mind** is how marketing, analytics, and finance teams design, test, and select the strategies that continuously move performance

Most teams we talk to aren't short on data. They're short on a clear strategy.

- **Lost clarity:** planning decisions built on assumptions instead of verified model outcomes.
- **Lost relevance:** strategies created once, then outdated before they're even reviewed.
- **Lost visibility:** disconnected tools and teams slow down confident decision-making.
- **Lost opportunity:** static planning misses the impact of context and market shifts.

MassTer Mind was built around fixing each of those problems.

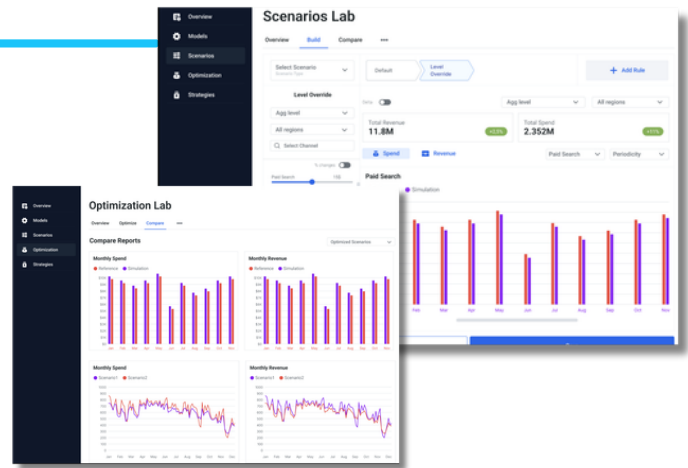
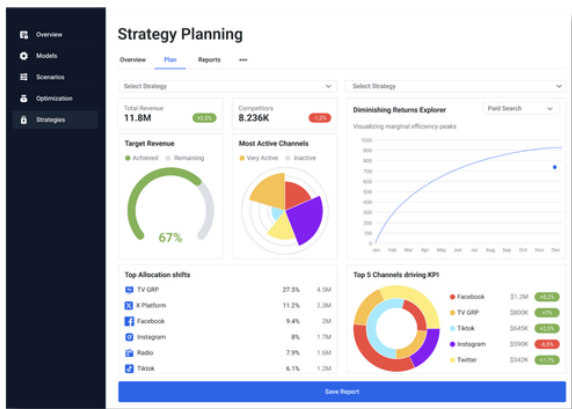
- **Strategic clarity:** AI-led guidance grounded in your actual MMM outputs.
- **Real adaptability:** strategies enriched with real-world context—not static spreadsheets.
- **True connection:** a single strategic language shared across marketing, finance, and analytics.
- **Continuous improvement:** strategies pushed to MassTer PACE for ongoing tracking and optimisation.

AI-Powered Strategy Design and Decisioning

MassTer Mind brings AI decisioning directly into the planning workflow, helping teams design optimal strategies built from two essential components:

Your reality changes constantly.

Your strategies should too.



A Strategy = Media Plan + Context: MassTer Mind lets you build strategies that reflect true market dynamics, not guesswork.

Media Plan: investment levels, channel split, budget.

Context: economic climate, promotions, competition, seasonality, market events.

Clear Enough for Every Room: From the analytics team to the CMO to the CFO, everyone gets the same picture in language they can work with. That's what gets decisions made and budgets moved.

Part of MassTer PACE. Connected to your data where it lives.

Build your strategy in MassTer Mind and feed it into MassTer Pace, which tracks performance in real time and sends insights back to Mind so AI can sharpen the next version.

Less uncertainty, fewer assumptions

Your decisions are grounded in real evidence from your MMM.

Strategies You Can Apply

Everything is transparent; why a suggestion was made and what it means for your business.

Want to know more?

[Book a Demo](#)