

Measurement at the Speed of Now.



MassTer PACE transforms Marketing Mix Modelling from a periodic exercise into a continuous, automated decisioning system.

Budgets are tighter. Markets move faster. And the old way of running MMM just doesn't cut it anymore. **MassTer PACE** is how marketing and analytics teams stay on top of what's working, every single day.

We've heard this enough times to know it's not unique to your organisation.

Lost time: too much of it goes on data prep instead of actual decisions.

Lost trust: when nobody can see inside the model, nobody believes the output.

Lost connection: insights that can't be activated disengage the teams who need them most.

Lost opportunity: static models mean you're always optimising for yesterday's reality.

MassTer PACE was built around fixing each of those problems.

Time back: automated pipelines mean teams focus on decisions, not data wrangling.

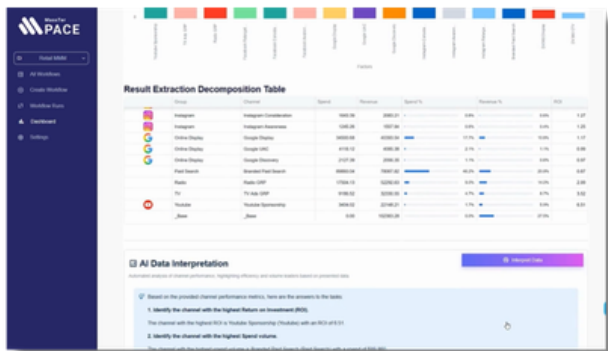
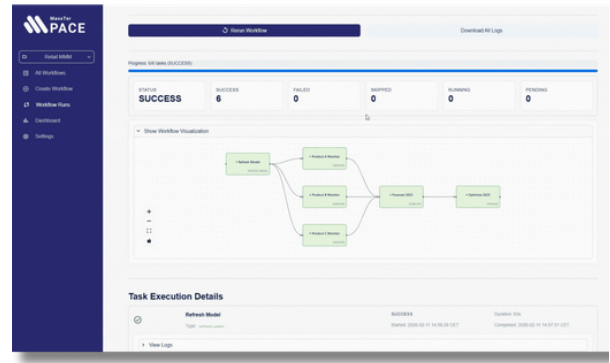
Real trust: full model transparency so results hold up in the boardroom, not just the model.

Better connection: common measurement currency to bring marketing, finance, and analytics into the same conversation.

Actual impact: continuous optimisation so the value of media spend isn't left on the table.

Automatic Model Updates and Recalibration

Your data changes daily. Your model should too. MassTer PACE refreshes and recalibrates automatically so your measurement is always current.



AI Decisioning Built for Modern Teams: Real-time scenario planning, budget simulation, and AI-assisted recommendations grounded in your actual data. Clear enough for your CFO to follow.

Turn Insights Into Impact: Knowing your results is one thing. Acting on them is another. Our MassTer Mind AI Agent does the heavy lifting. You stay in control and make the call.

Built inside Snowflake. Your data never has to leave.

MassTer PACE runs directly inside Snowflake AI Data Cloud. No complicated setup. No data migration. No extra platform to manage.

Reduce Data Wrangling Time and Effort: Automated pipelines connect to your data wherever it lives. Your team stops being a data prep service and starts being a decision-making one.

Models That Make Business Sense: Designed for MMM practitioners who need full control and full transparency. Statistically robust, fully customisable, and AI-assisted where it helps. You see exactly what went into the model and why it says what it says.

Always-ON Intelligence: Your AI-native Marketing Brain

From model build through to budget deployment and back. A fully closed-loop process.

