

The Engine Behind Every Model.



MassTer Studio transforms MMM from a one-time project into a repeatable, practitioner-owned engine – the foundation that keeps everything in MassTer PACE running.

Markets change. Business priorities shift. The model that was accurate six months ago may not reflect today's reality. MassTer Studio is how analytics teams build, validate, and own the models that power their measurement – and rebuild them fast when it matters.

The problems teams face.

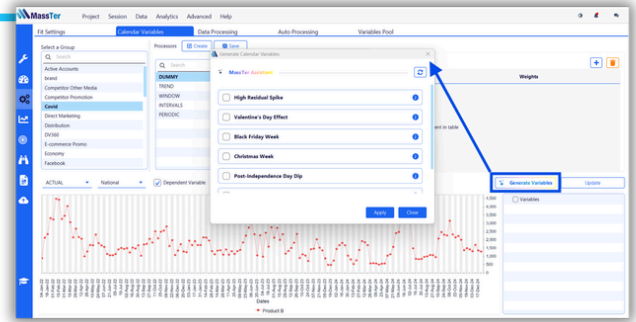
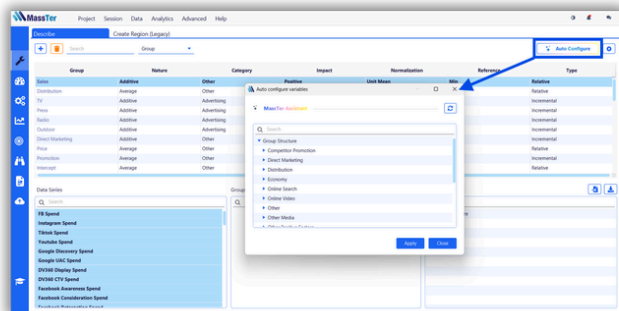
- **The black box problem:** model outputs nobody can explain or defend because nothing inside is visible.
- **The ownership gap:** model builds that sit with external teams, leaving practitioners unable to respond when data or the business changes.
- **The rebuild trap:** no structured rebuild process means starting from scratch every time the model drifts – too slow and too costly.
- **The readiness problem:** no clear validation gate means no reliable way to know when a model is safe to deploy.

MassTer Studio fixes each one.

- **Built to trust:** every input, transformation, and output is fully visible and traceable – results that hold up in the boardroom, not just the model.
- **Practitioner-owned:** the analytics team builds and rebuilds directly in Studio, full methodology control included.
- **Designed to rebuild:** MassTer Studio is built for the rebuild cycle as much as the first build. Structured, fast, and connected directly to MassTer PACE.
- **Production-ready:** integrated validation and QA means every model leaving Studio has cleared a quality gate before it enters PACE.

AI-Powered Model Building

MassTer Studio's AI Automodeller generates models within the boundaries you define: methodology, business rules, and variable constraints. You stay in charge of how the model is built, while automation accelerates the heavy lifting.



Full Transparency, Zero Guesswork

Every input, transformation, and output in MassTer Studio is visible and traceable. Whoever needs answers

Every stakeholder can see exactly how the model works. No translation needed. No black boxes. The logic is always clear.

Validated Before It Goes Live

Before any model leaves Studio and runs in MassTer PACE, it goes through a structured quality gate. Built-in validation checks ensure your model is statistically sound and deployment-ready. Quality is part of the workflow, not a last-minute check.

Build it in MassTer Studio. Run it in MassTer PACE. Repeat.

Once deployed, MassTer PACE continuously monitors model performance. If drift is detected, it sends the model back to MassTer Studio for a rebuild.

Your models stay accurate, stable, and always aligned with real-world data.

Integrated Marketing Measurement, Not Siloed Analytics

Instead of treating MMM, MTA, experiments, brand tracking, and platform data as disconnected methods, IMM brings them together into one coherent analytical framework.

Decisions grounded in evidence.

Model outputs tie directly to the KPIs that matter. Marketing, finance, and analytics teams can clearly see what happened, why it happened, and what to do next. Every decision is backed by traceable, model-driven evidence.

Want to know more?

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