



**ANALYTICS**

# Marketing Mix Modelling

**OVERVIEW**

Gain robust insights into marketing's incremental impact on business and channel performance. Plan future scenarios by exploring potential impacts of marketing investments and external factors. Enhance your marketing investments around KPIs that matter most to your business. You can do all this with TransUnion TruAudience™ Marketing Mix Modelling (MMM) solution.

**BENEFITS OF MMM**



**Reduce media waste**

Pinpoint the potential impact of your marketing investments across channels and campaigns



**Capitalise on changing market dynamics quickly**

Quickly identify, understand and adapt to the forces impacting your business



**Deploy the right tactics at the right time**

Act based on holistic measurement, predictive insights and expert consulting

## KEY CAPABILITIES

- ✓ Cross-channel media performance measurement
- ✓ Publisher and campaign performance measurement
- ✓ Access real-time analytics in one SaaS platform
- ✓ Real-time scenario planning, testing and optimisation
- ✓ Extensive data partnerships and integrations
- ✓ Professional services support and frequent data refreshes

All this is provided within a highly transparent and independent measurement framework.

## TRANSUNION MMM SOLUTION

Leverage market, channel and campaign-level analytics to guide smarter, data-driven decisions that more efficiently allocate your marketing budget and increase ROI. TransUnion MMM solution aligns across business units from marketing to finance to operations and provides data to support business decisions.

TransUnion utilizes data partnerships, integrations and ingestion technology to compile a robust and tailored dataset that supports model design. Models are developed and validated using tried and tested analytics methods. Insights are simple to access and interact with via our powerful but easy-to-use SaaS platform.

With detailed analytics at the market, channel, and campaign levels, you can make more strategic, data-led decisions that help you to get the most out of your marketing spend and boost ROI. MMM allows you to gain insights across marketing channels based on sales, ROI and brand health performance. Some of the return on investment our clients have seen include :



# 130%

Deliver a 130% increase in return on ad spend<sup>1</sup>



# 10x

10x return on your investment in our solution<sup>2</sup>



# 30%

Increase incremental revenue by 30% or more<sup>3</sup>

<sup>1,2,3</sup>A Forrester Total Economic Impact™ study, The Total Economic Impact of Neustar Unified Analytics

Continuously measure to help improve your marketing and media returns on investment. Contact us to learn more or visit :

[transunion.ca/marketingmixmodelling](https://transunion.ca/marketingmixmodelling)

