The Road to Marketing Mix Modeling (MMM) Success: **Building a Measurement-Ready Data Foundation**

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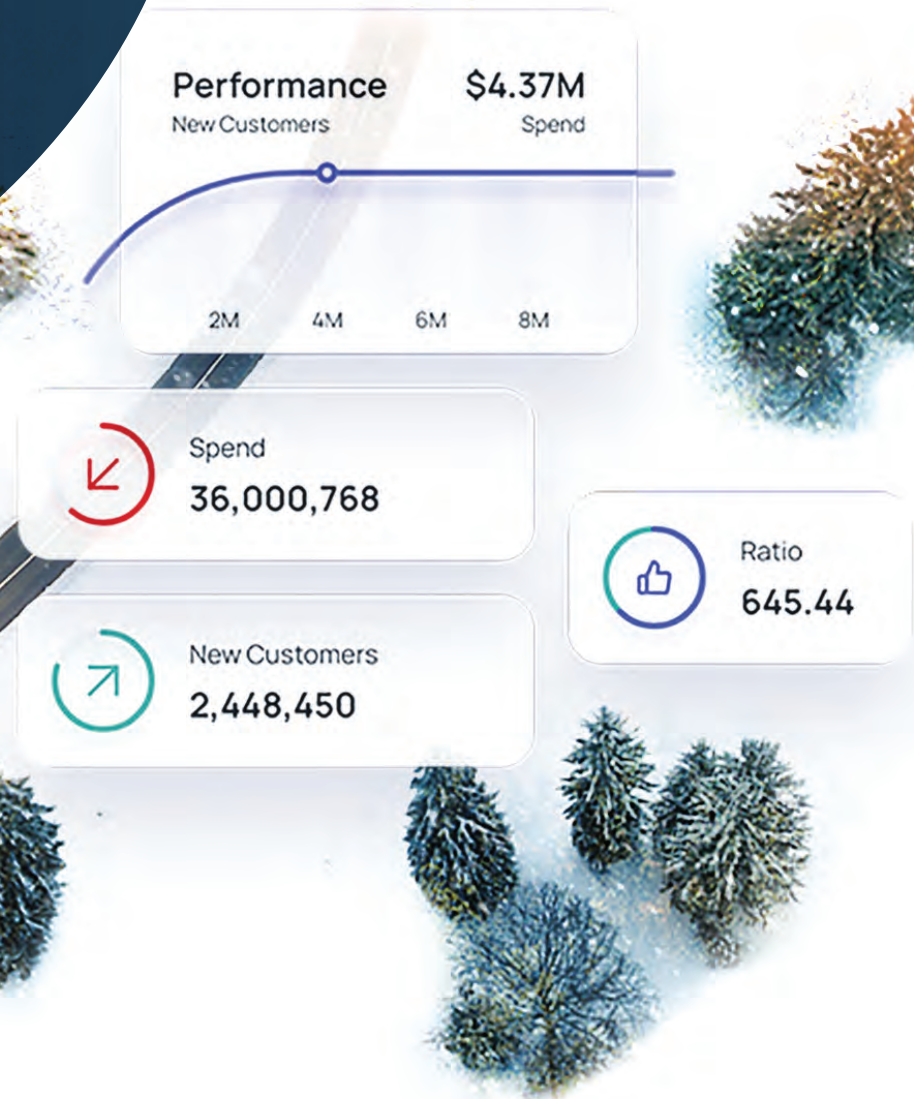AN UPTEMPO COMPANY

Performance $4.37M
New Customers — Spend

2M   4M   6M   8M

Spend
36,000,768

New Customers
2,448,450

Ratio
645.44

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A MMM Data Practice Journey

In today's competitive marketing landscape, data quality is the cornerstone of success. While strategy, creative, and channel choices matter, poor data can undermine even the strongest plans. For brands pursuing Marketing Mix Modeling (MMM), the gap between ambition and results often comes down to whether their data is reliable, complete, and timely. Missing inputs, misaligned outcomes, or delayed access can derail confidence and slow decision-making when it matters most.

This case study explores the MMM data journey—examining the potential business outcomes, the implications of common pitfalls, how to elevate from "good" to "great" data, and why building a strong data practice is essential for MMM success.

Business Outcomes Potential

Implications of this Journey

How to Go From "Good" to "Great"?

Data Practice: Foundational for MMM Success

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Building the Foundation

For a large insurance provider with two distinct brands, building a marketing mix modeling (MMM) capability meant starting from the ground up. The company faced significant data gaps that limited visibility into performance and decision-making. Recognizing the challenge, leadership committed to a phased, multi-year journey—one focused on establishing a mature data practice capable of fueling reliable, actionable insights.

The process required more than just filling in missing data; it involved gathering, organizing, and cleaning vast sets of information across both business units. By methodically strengthening its data foundation, the brand laid the groundwork for accurate, decision-driving models that would ultimately transform its approach to marketing measurement.
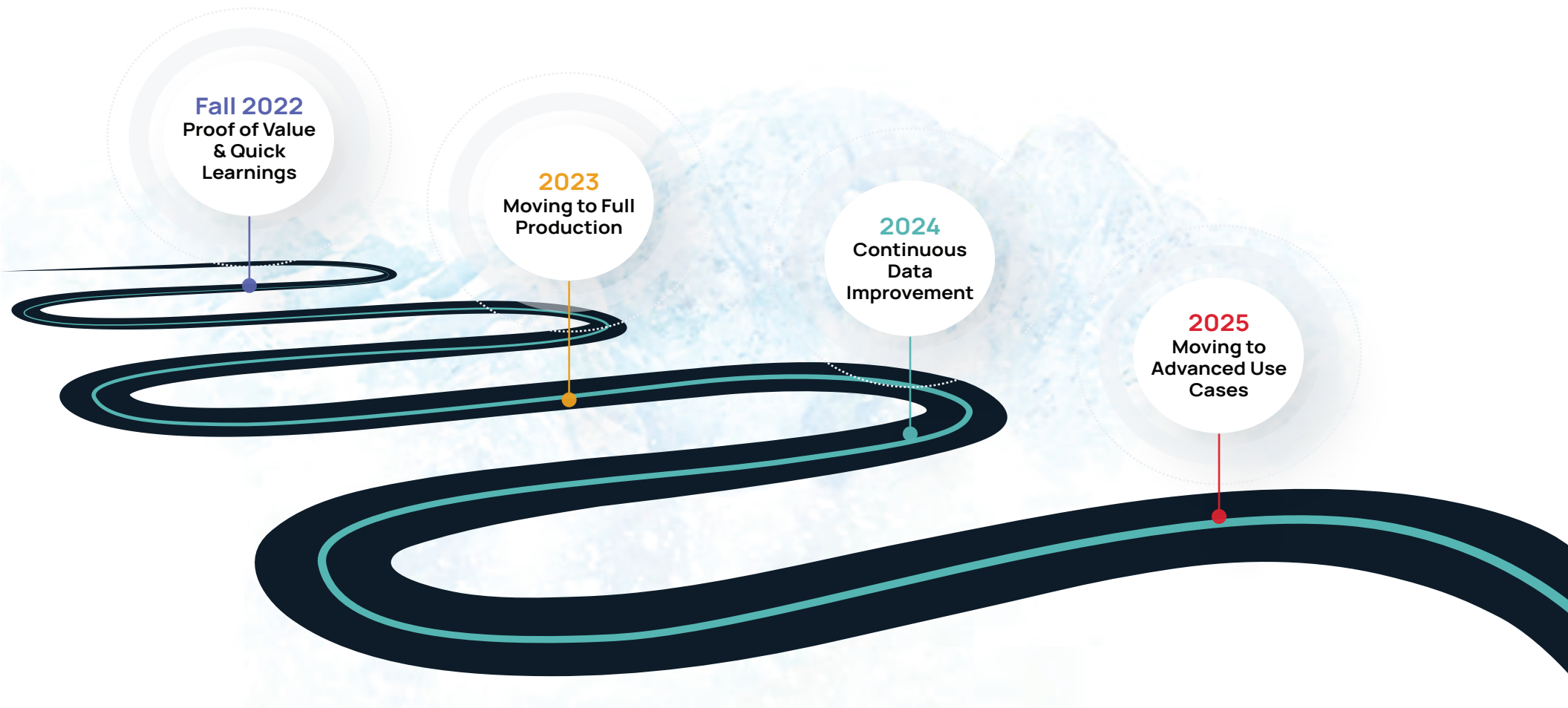
Insurance Company with 2 Distinct Brands

Building a New MMM Capability

Multi-Year Journey to Build Mature Data Practice

The Road to MMM Data Success

The MMM journey began in fall 2022 with a Proof of Concept focused on quick learnings. Using available KPIs such as site traffic and leads, the insurer demonstrated viability and built a business case while acquisition data was still being prepared. By 2023, the program advanced into full production, modeling customer acquisition—the primary growth driver—while also managing an agency switch that underscored the importance of retaining historical marketing data. In 2024, the focus turned to data clean-up, shifting from CRM and web analytics toward more accurate back-end systems and streamlining flows for integrity and consistency. Today, the brand is in continuous improvement, refining its data structure, expanding into cross-funnel halo effects and brand-value measurement, and layering in broader commercial analytics to understand the impact of media within the full market context.

Fall 2022
Proof of Value & Quick Learnings

2023
Moving to Full Production

2024
Continuous Data Improvement

2025
Moving to Advanced Use Cases

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A Foundation of the "Right Data"

From the start, the brand understood that successful MMM depended on three key elements: identifying trusted data sources, closing gaps in coverage, and continuously improving the models. The team first established reliable sources of truth across all media channels—offline, digital, and emerging—ensuring that conversions were accurately tracked and augmented where needed.

The next step was closing data gaps. Early models revealed inconsistencies, from spend without impressions to 800 million impressions with no corresponding spend. Systematic cleaning, validation, and alignment of inputs created a dataset capable of supporting campaign taxonomies and delivering credible insights.

With this foundation in place, the brand treats MMM as an ongoing discipline. By continuously integrating new sources, refining existing data, and addressing remaining gaps, the models grow stronger and more decision-ready, delivering sustained business value.

Continuous MMM Improvement

Closing out the Gaps

Data Sources of Truth
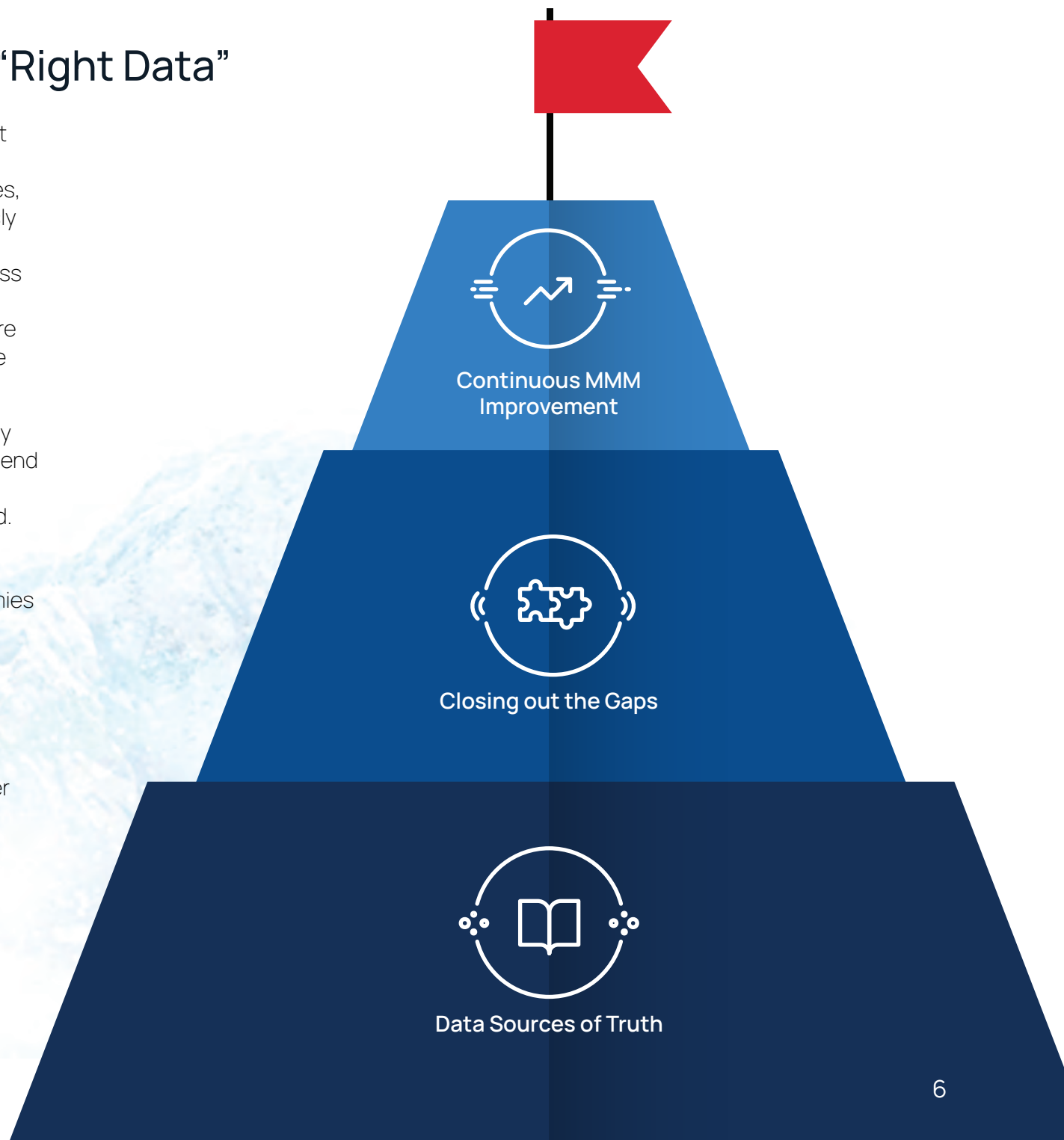
Laying the Groundwork

With the company's data cleaned and organized, the brand was able to implement "the right setup," configuring the model to respond proactively to business needs and stakeholder questions. The groundwork focused on three critical areas:

(1) KPIs of real impact. While actions remained the core KPI, additional nuances and breakouts were introduced to align more closely with model requirements. Separating "New" and "Renewal" actions revealed distinct relationships with media, allowing for differentiated guidance based on optimization goals. Additional KPIs were incorporated to ensure comprehensive visibility across performance metrics, giving the brand a richer view of impact.

(2) Taxonomies for real decisions. Establishing a consistent structure across media channels enabled a more granular understanding of profitability, from agent vs. non-agent sales to package tiers. Identifying key dimensions for "Media Influencers" delivered actionable insights, guiding investment decisions around top-performing creative, multicultural activations, and individual partners such as Google and Facebook.

(3) Funnel strategy alignment. Channels were mapped carefully to the marketing funnel, ensuring each was positioned to reflect its true contribution. A flexible setup allowed appropriate lag assignments as new agencies and channels onboarded, ensuring that the model could accurately capture the timing and influence of every touchpoint.

KPIs of Real Impact

Taxonomies for Real Decisions

Funnel Strategy Alignment

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# An Example of Taxonomy ← → Decisioning Alignment

Between 2023 and 2025, Brand A and Brand B demonstrated the impact of aligning taxonomies with business decisions. Brand A expanded from a single channel with creative details to ten channels by 2025, standardizing naming conventions and enabling deeper insights into agent vs. non-agent sales, package tiers, and partner performance. Brand B added language-specific splits over the same period, differentiating Spanish- and English-language campaigns to guide tailored strategies. By 2025, these more detailed taxonomies turned complex data into actionable insights, improving model accuracy, informing channel investment, and supporting real, measurable marketing decisions.

2025

Channel
Stat
Creative
Language
Strategy
Buy type

2023

Channel
Stat
Language

BRAND A

2025

Channel
Stat
Creative
Language
Buy type

2023

Channel
Stat
Creative

BRAND B

# From Practice to Progress: MMM Data Achievements

The brand's multi-year journey from messy, incomplete data to a robust MMM foundation has delivered measurable quantitative results. Standardizing file structures, cleaning and aligning data, and establishing consistent taxonomies across channels laid the groundwork for faster, more reliable modeling. By 2025, the time from file submission to final model delivery had dropped by 80 percent, while prediction accuracy improved significantly—Brand A reduced MAPE by 31 percent and Brand B by 53 percent—thanks to cleaner, more consistent data.

Qualitative gains reinforced these improvements. Language-specific splits and standardized dimensions revealed performance differences across campaigns and business units, while creative and media influencer data offered richer insights into channel effectiveness and activation strategies. Together, these achievements show how disciplined data practices and continuous refinement turn marketing data into actionable, decision-ready insights that drive measurable business value.

Quantitative Benefits

Qualitative Benefits

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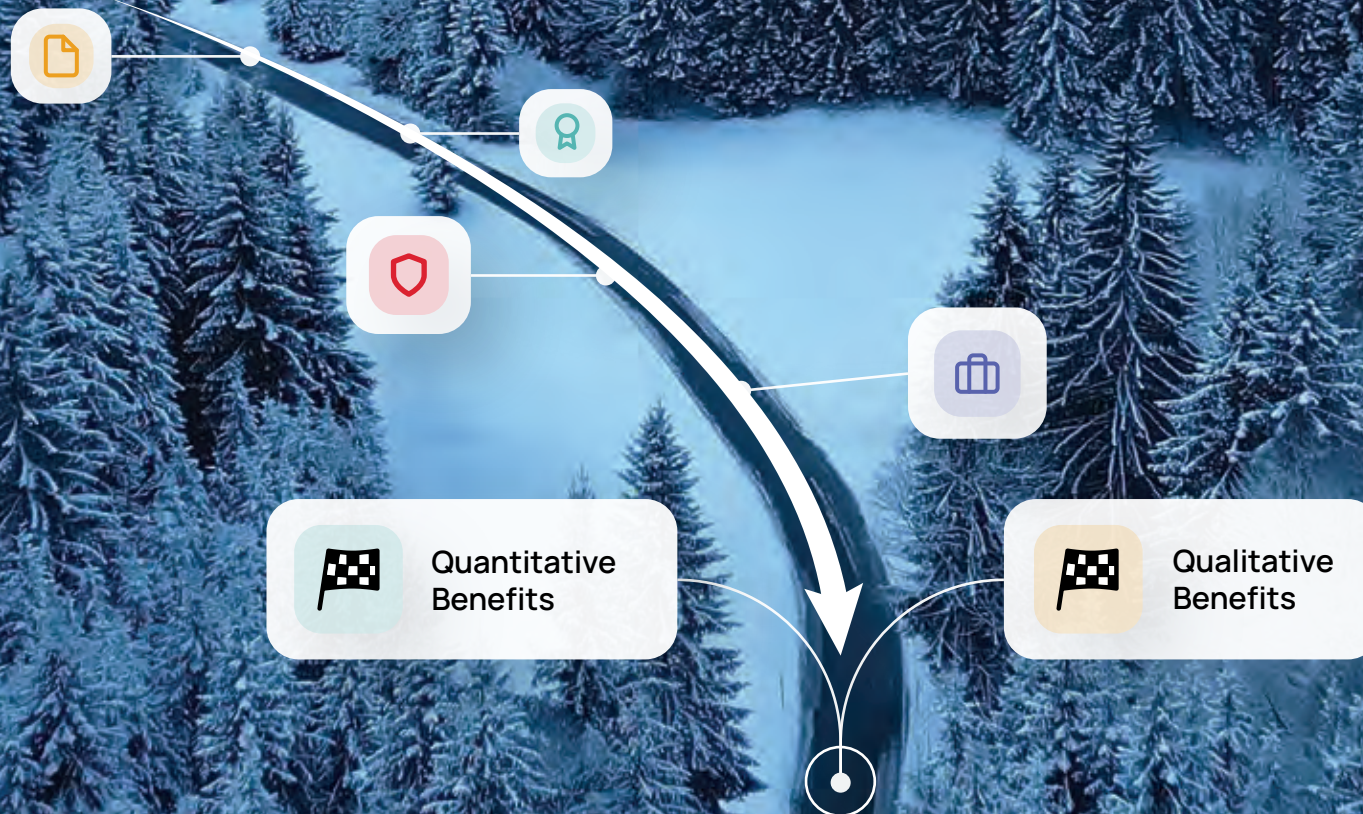
Outcomes and Impacts
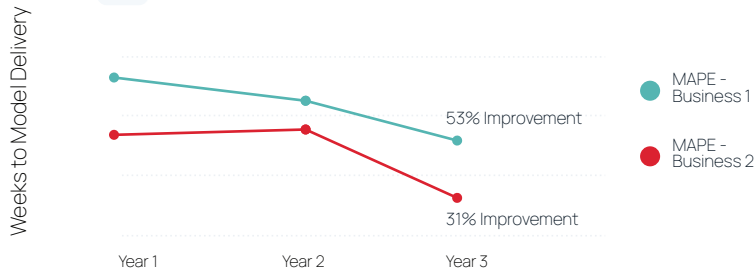
Model Refresh Speed (Weeks)
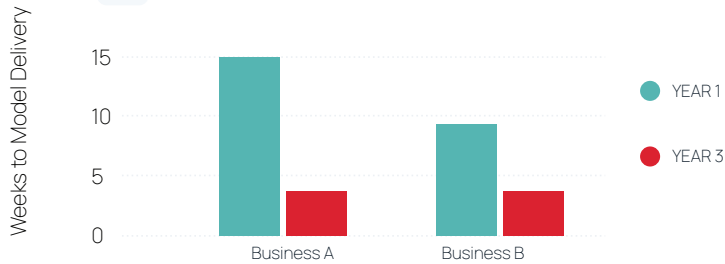
80% Improvement in Model Refresh Speed

Driven By:

- Continual Taxonomy Improvements
- Reduced Human Touch
- Data Technology Automation
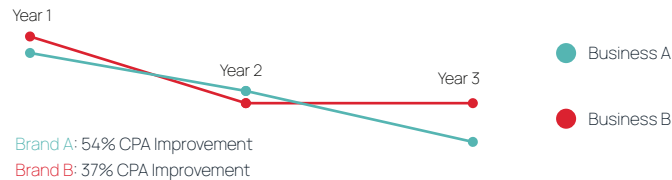- Process Improvements

Model Error

Improvement in Model Precision

Driven By:

- More (and Better) Model Control Variables
- Fully Accounting for Pricing
- Better Coverage on Language Campaign Dimensions

Customer Acquisition Costs (CPA)

Business Impact Improvements

Driven By:

- Brand A: 54% CPA improvement
- Brand B: 37% CPA improvement

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Qualitative Benefits

The brand's MMM journey unlocked deeper insights that went beyond numbers. **Language-specific splits** clarified performance differences between English- and Spanish-language campaigns, guiding tailored messaging. **Creative-level data** revealed which messages and spot lengths drove results, informing future development and media allocation. **Common conversion hierarchies** provided a consistent view of how channels contributed across KPIs and business units, while **standardized dimensionality** ensured comparability and confidence in the outputs. Together, these enhancements turned complex data into actionable, decision-ready insights and set the stage for continuous improvement.

Comprehensive Language Splits	Creative Inclusion Unlocks	Common Conversion Hierarchies	Standardized Dimensionality
Clear differentiation of performance by Language for Brand A & Brand B	Creative-level insights highlighted an opportunity to tighten up Creative in broader themes to help with future guidance	Deeper, more consistent insights across all channels and business lines	Standardization allows for better YoY trending Unlocked cross-channel analyses

Key Learnings and Conclusions

This case study demonstrates that the road to marketing mix modeling success starts with a measurement-ready data foundation.
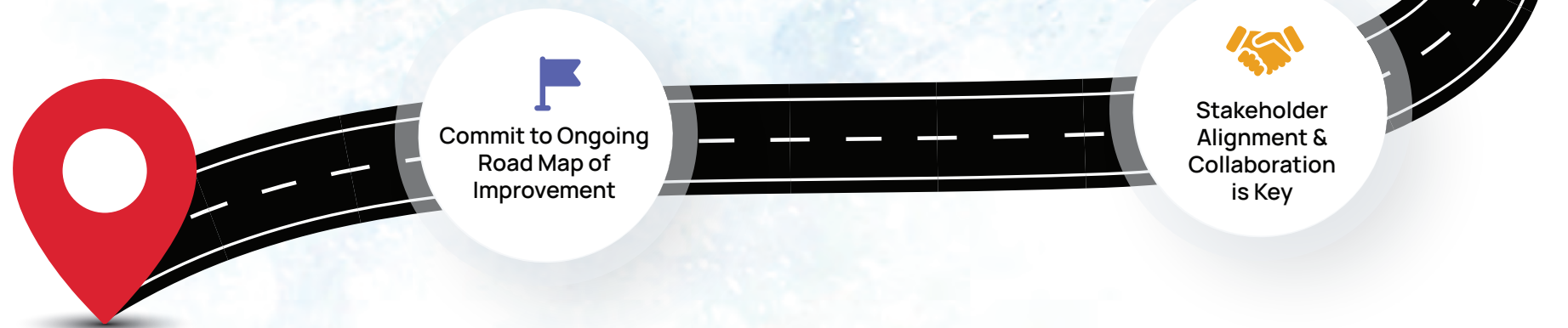
Move in agile sprints. Iterative, manageable steps allowed both brands to generate early insights, refine data and models, and make steady progress without disruption.

Align data with decisions. Structuring KPIs, taxonomies, and dimensions around real business decisions ensured MMM outputs were actionable and guided marketing investments with clarity.

Collaborate with stakeholders. Close coordination across marketing, analytics, and agencies enabled smoother execution and faster adoption of insights.

Commit to continuous improvement. By embedding ongoing monitoring, data enhancements, and model refinement, both brands kept their MMM programs accurate, relevant, and decision-ready.

These cases highlight that successful MMM is built on the right data foundation, alignment to business needs, and a culture of collaboration and continuous iteration.

Agile Sprints- Move in Continuous Iterations

Data-to-Decisioning Alignment Focus

Stakeholder Alignment & Collaboration is Key

Commit to Ongoing Road Map of Improvement

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Contact Us

Contact us today to schedule a demo or meet with OptiMine to learn how you can leverage our advanced analytics to lift your marketing performance.

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