Available on GitHub

Lightweight MMM Understand and optimise marketing spend across media channels with ease

Google

Challenge

Marketing Mix Models (MMMs) measure the effectiveness of marketing campaigns and how different media (and non-media) channels contribute to a business goal (e.g. sales). Yet, it's complex, expensive, and often intransparent to set up an MMM.

How can we make statistically sound MMMs more accessible and available?

Goodle

Solution



Lightweight MMM is an open source Bayesian* Marketing Mix Modeling library that allows users to easily train MMMs and obtain channel attribution insights.

* **Bayesian modelling** takes prior assumptions about your marketing and business strategy into account.



Use cases



Estimate the optimal budget allocation across media channels



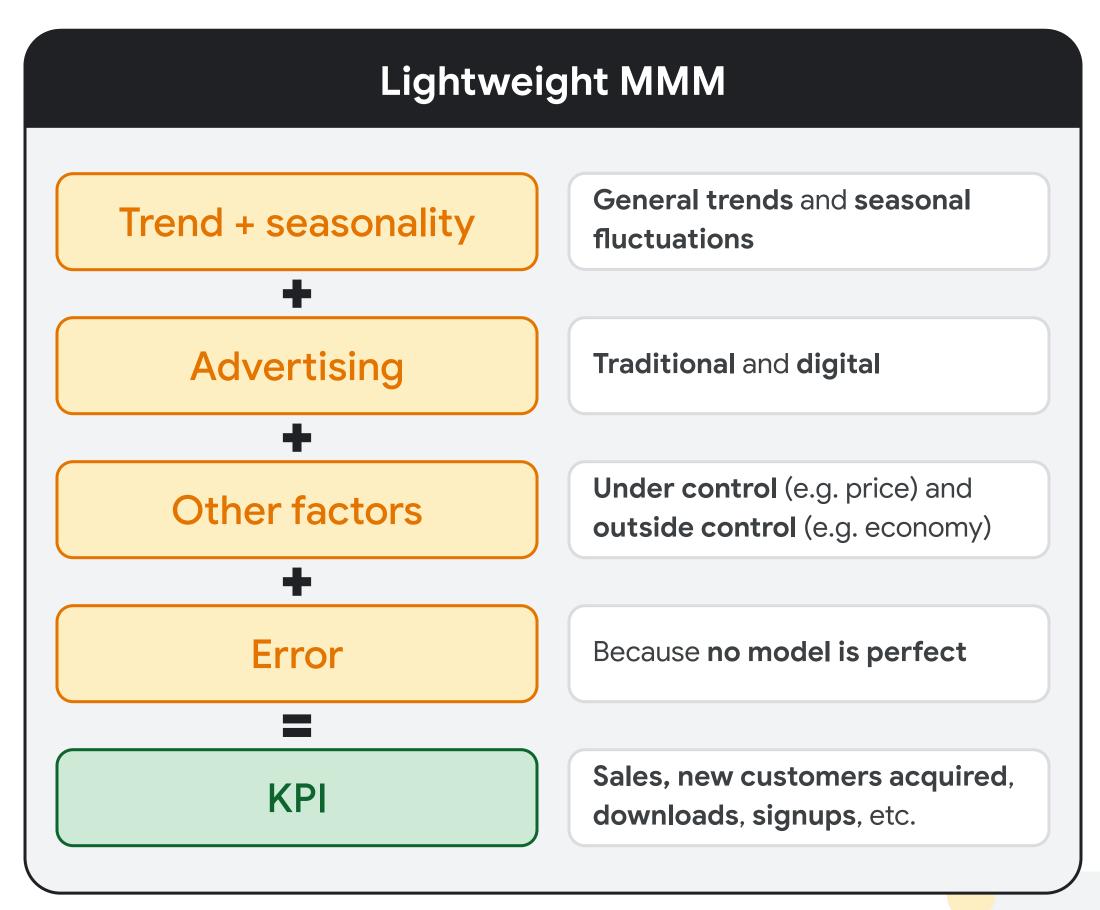
Understand how media channels perform with a change in spend



Investigate effects on your target KPI (e.g. sales) by media channel



Illustration











Robust and statistically sound



Simple and easy to use



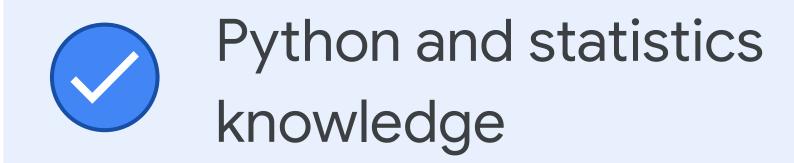
Transparent and open source





Requirements











github.com/ google/ lightweight_mmm





#AvailableOnGitHub



