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Lightweight MMM

Understand and optimise marketing spend across media channels with ease

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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.

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

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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.

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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

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Illustration

Lightweight MMM

Trend + seasonality	**General trends** and **seasonal fluctuations**
+	
Advertising	**Traditional** and **digital**
+	
Other factors	**Under control** (e.g. price) and **outside control** (e.g. economy)
+	
Error	Because **no model is perfect**
=	
KPI	**Sales, new customers acquired, downloads, signups**, etc.

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Benefits

- Full model ownership
- Robust and statistically sound
- Simple and easy to use
- Transparent and open source

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Requirements

- At least 2 years of weekly spend and impression data
- Python and statistics knowledge

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Learn more

github.com/google/lightweight_mmm

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