Marketing Mix Modeling offers a complete view of your marketing performance

Take a top-down and bottom-up approach to cross-channel measurement

"Data-driven recommendations at the granular level [such as targeting type and creative] are crucial to our optimization strategy and have been eye-opening for our client. When it comes to improving their marketing mix, there's no way we could have done it without Google Attribution 360."

—Brandon Bethea
President,
Adaptive Audience

Looking at marketing performance one channel at a time just doesn't make sense. Your marketing strategy isn't single-channel. Why should your measurement practices be? In a complex media landscape, the lines between traditional marketing and digital marketing are blurred. Investments online may deliver results offline, and vice versa. Cross-channel marketers must shift away from channel-by-channel thinking to better understand how marketing channels impact each other, how each channel contributes to the big picture, and how to optimize both channel and cross-channel performance.

Google Attribution 360 Marketing Mix Modeling connects online and offline marketing measurement best practices to provide a more holistic view of performance.

Better together

Digital Attribution cross channel insights are derived from a user-level, bottom-up analysis of your digital marketing data. Marketing Mix Modeling adds a top-down, aggregated view of performance across all channels, including mass media such as radio, television, print, out-of-home, and digital.
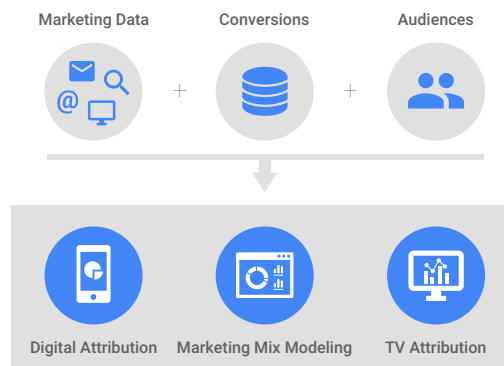
Marketing Mix Modeling leverages data from Digital Attribution to proxy offline channel effects. Machine learning allows Marketing Mix Modeling to integrate aggregate-level, time series marketing data with external data such as economic, seasonality, competitive actions, and the like. Marketing Mix Modeling allows you to budget considering all marketing factors.

When used together, Marketing Mix Modeling offers an accurate view of past performance and a predictive tool-set that helps you plan, forecast, and optimize.

Marketing Mix Modeling helps you:

1. Analyze marketing and external factor impacts to identify drivers and detractors.
2. Plan online and offline investments with recommendations on regions, brands, lines of business, and more.
3. Optimize flighting, targeting, and messaging across media to hit revenue and profit targets.
4. Forecast business performance based on anticipated marketplace conditions.

How it works

Collect and Model   Get Results   Frequent Updates

Attribution 360 Marketing Mix Modeling makes it easy to set the stage for deeper insight:

1. Collect and Model: Two to three years' worth of historical data is reviewed for gaps, patterns, ranges, and validity so that a useful model can be developed.

2. Get Results: Insights are delivered as market simulations, executive dashboards, optimization recommendations, and reports. Marketing channels can be inserted into your model to explore "what if" scenarios and answer key strategic questions.

3. Frequent Updates: Your data model can be refreshed monthly or quarterly to support your business needs with both strategic and tactical support.

More complete measurement

Marketing Mix Modeling offers the tools you need to make campaign enhancements and the insights you need for long-term planning.

- **Dynamic modeling:** Enhances observations and informs up-to-date recommendations.
- **Ease-of-use:** Marketing Mix Modeling insights are seamlessly integrated into your attribution reporting to enable joint campaign and marketing budget recommendations.
- **Ongoing validation:** Analyze past predictions and improve future planning by diagnosing the causes of revenue spikes and shortfalls.

Digital Attribution and Marketing Mix Modeling together deliver unparalleled insights into online and offline performance. Digital Attribution reveals the business value of each marketing investment made, while Marketing Mix Modeling forecasting and optimization tools help you get the most out of each additional dollar you spend.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit g.co/360suite