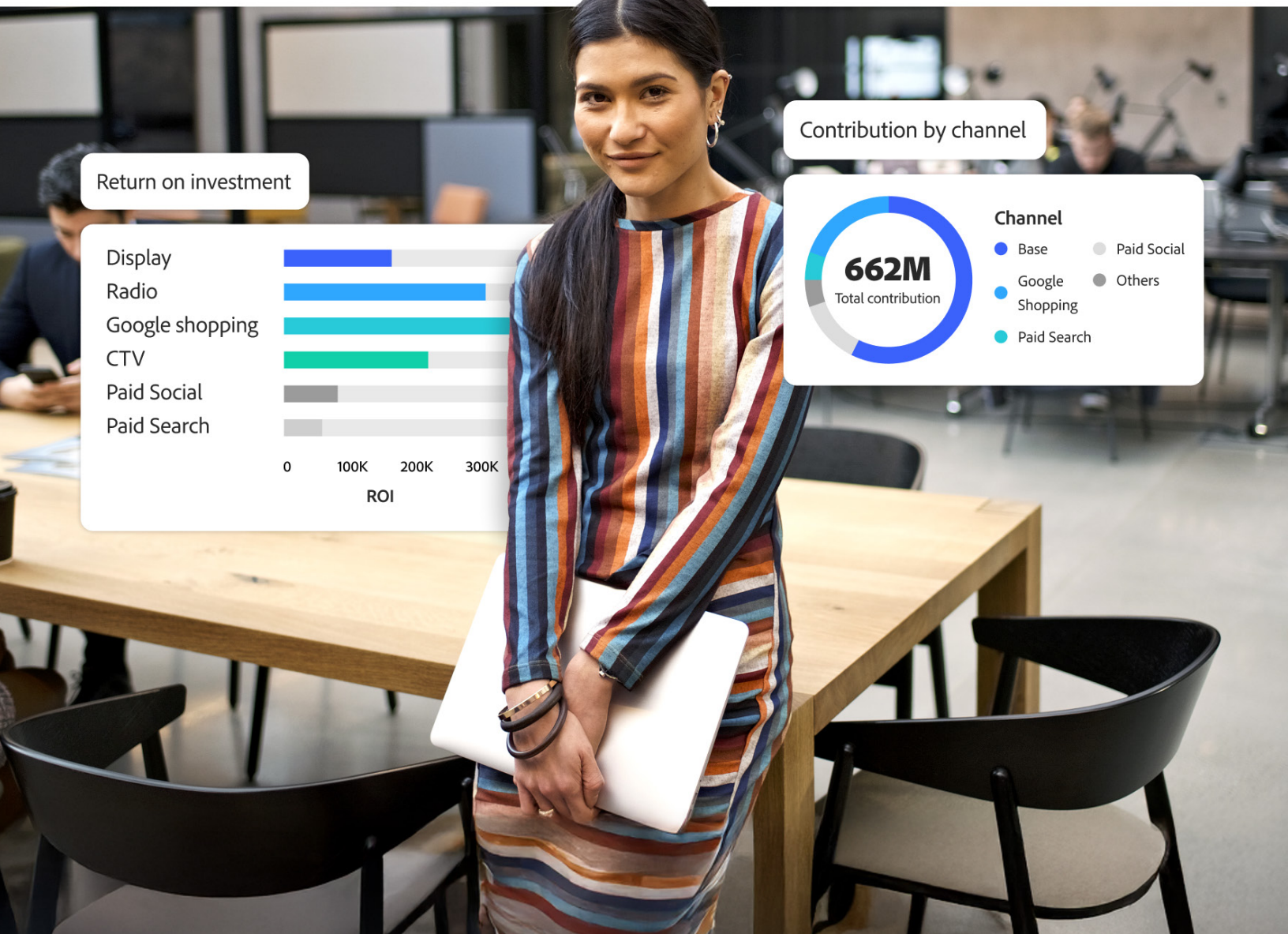


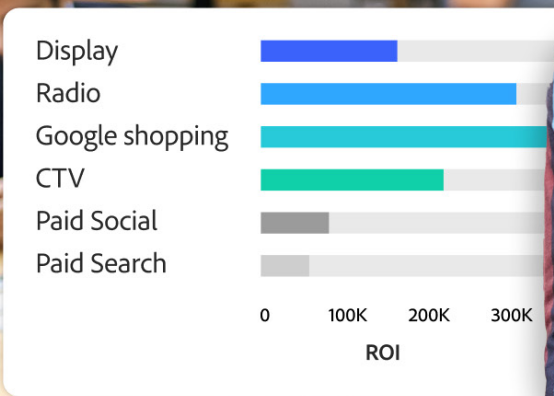


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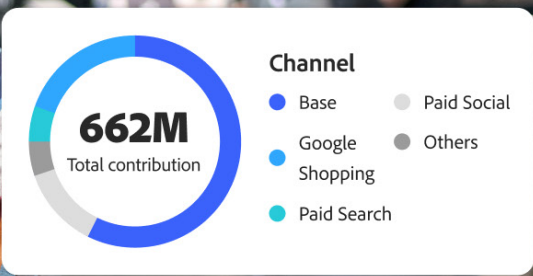
Get started with AI-powered measurement in Adobe Mix Modeler.



Return on investment



Contribution by channel



Marketers face growing pressure to demonstrate the business impact of their investments, all while managing tighter budgets and navigating fragmented data sources. Measuring the impact and ROI of the entire marketing mix from start to finish is challenging for many reasons, including:

- Data being fragmented across siloed systems or owned by different teams and agencies.
- Traditional modeling takes months, leading to delayed insights that are difficult to act on.
- Evolving privacy regulations disrupting existing workflows, reshaping boundaries in what data can and can't be used.

These factors lead to inconsistent, incomplete, or disconnected marketing measurement. Attempting to consolidate the data for holistic measurement is often a manual, expensive, and time-consuming process that causes delays and missed optimization opportunities. When marketers launch a new campaign, there is often a delay between the launch date and when insights are available to inform strategic adjustments. This means it's often a waiting game to determine if the campaign will deliver a desirable ROI.

Quantifying incremental contribution and ROI is increasingly important as the media landscape becomes more complex, and the number of available channels grows. Marketers must interact with their customers across a wide range of social media platforms, premium publishers, and the open web with different levels of data granularity available for each.



Marketing measurement is a priority staple among CMOs. As marketing budgets get slashed, CMOs are pressured to prove the ROI of their marketing efforts every step of the way.

Source: [Forrester](#)

Businesses traditionally have chosen one of two approaches to measuring marketing ROI — multi-touch attribution (MTA) or marketing mix modeling (MMM). Multi-touch attribution uses a bottom-up approach, linking event data to conversions. Marketers typically rely on digital data for multi-touch attribution. Mix modeling takes a top-down approach, using aggregate data across online and offline channels to provide a more complete picture, but can take a long time to deliver results. By combining MTA and MMM into a single approach, unified marketing measurement can mitigate the challenges of each methodology, enabling marketing teams to move much faster with a more complete and holistic view of incrementality and ROI.

Adobe Mix Modeler — an AI-powered solution.

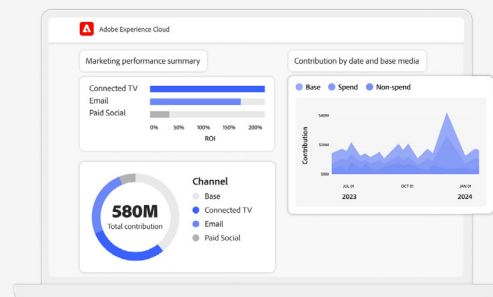
Adobe Mix Modeler is a unified marketing measurement tool for tracking campaign performance and optimizing holistic planning across paid, earned, and owned channels. It can measure incremental ROI at both touchpoint and aggregate levels to ensure consistent results.

With Mix Modeler, you can create models and plans leveraging all your marketing performance, spend, and conversion data in as little as 6–12 weeks. As your data updates on a cadence you determine, you can quickly leverage insights to plan future investments, drive revenue growth, prove ROI to leadership, and adjust your strategies with speed, scale, and efficiency.

Adobe designed Mix Modeler to give marketers and analysts agility, so companies can integrate with their existing resources or work in conjunction with a trusted partner. Putting new systems in place can be intimidating, but partnering with an integrator can speed up the process and accelerate your time to value. Whether you use a self-serve model or partner with [Adobe Consulting Services](#), getting started with Adobe Mix Modeler can be broken down into just four steps.

Getting started with Adobe Mix Modeler in 4 steps:

1. Business context and question identification
2. Data collection, validation, and ingestion
3. Model training and scoring
4. Scenario planning



4 steps to get started with Adobe Mix Modeler.

1. Business context and question identification.

The first step is to analyze the scope and operation of the business and gain internal alignment on your objectives for using Mix Modeler. A clear understanding of business questions and goals helps to clarify what you want to measure and learn, the best way to structure your data, and how to set up the initial models.

Here are some key questions to answer as you get started:

What is the scope of your analysis?

Define the business units, product categories, or geographical areas in question. If business segments intrinsically differ in operations, budgets, or marketing activities, separate models will be needed for each segment.

What is the business outcome you're looking for?

Next, consider the business objectives. Are you trying to improve revenue, boost conversions, or acquire new customers? The KPIs that matter must be clearly defined with quantifiable metrics. If you're working towards multiple business objectives, it could be helpful to have separate models for each objective. For example, if you want to understand how channel effectiveness changes when optimizing for online orders versus in-store orders or total orders, you can easily create three separate models to support these analyses.

What model inputs should you consider?

A solid understanding of business operations helps identify the necessary elements to include in the model. Essentially, you'll need to capture all the relevant factors that drive business outcomes. These factors should be divided into three groups: marketing efforts, internal factors, and external factors.

Drivers	Definition
Marketing efforts	All marketing related activities—including paid search, paid social, CTV, email campaigns, out-of-home activations, radio, linear TV, or in-app experiences
Internal factors	Business-specific factors such as prices and promotion schedules
External factors	Common examples include the general economic conditions (such as the S&P 500 Index, Consumer Price Index, and interest rates), seasonality, and industry-specific factors (like market trends, pricing schedules, or marketing competition)

How can the model help you meet the business outcomes you're looking for?

Common outcomes achieved with Mix Modeler include gaining actionable insights and improving budget planning and forecasting. Examples of specific insights you might look for with Mix Modeler are identifying which marketing activities are effective, assessing the incremental contributions of various channels, and understanding how non-marketing factors influence your business. For budget planning and forecasting, you can optimize marketing investments for upcoming time periods or evaluate the projected impact of adjustments in the overall marketing budget.

2. Data collection, validation, and ingestion

The next step is to determine the relevant data needed to address your questions. Then you'll need to identify and integrate the corresponding data sources, validate data accuracy, and prepare the data for ingestion.

Which data is most important to meet your objectives?

There are two data types to focus on — business outcome and marketing.

- **Business outcome data** should provide a quantifiable metric for each objective identified in the previous step. Common examples could include account opens, bookings, revenue, net sales, and new subscribers.
- **Marketing data** should represent your business's marketing activities. This data helps you determine the effectiveness of each channel and should ideally be tied to costs. For example, if a channel is paid by impression, it's best to use impressions rather than clicks. Other examples of marketing data include clickthrough rate, cost per lead, or cost per acquisition.

What is the best way to ingest that data?

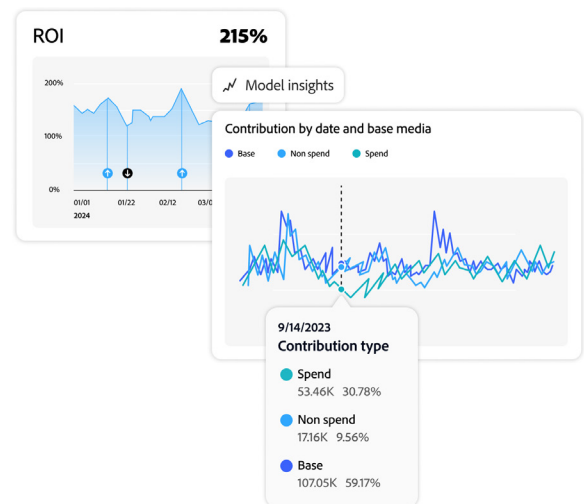
Once you've defined the key data for your business, you can collect and [ingest it into Mix Modeler](#) from your existing datasets, through third-party integrations, or with batch ingestion APIs — similar to processes used with other Adobe Experience Platform applications.

When you have ingested the data, you can map the data to harmonized fields in Mix Modeler. Most of the [harmonized fields](#), like impressions, clicks, spend, orders, and revenue, are available by default. If additional fields are required, add them according to their type.

Once your data has been ingested and harmonized, you should validate the data before moving on. Check that:

- The data produces a clean visualization free of any irregular patterns.
- There aren't any data disparities, outlier values, or missing patterns.

One way to verify the harmonized data is accurate is to inspect a random entry of raw data and apply filters to the harmonized view to make sure the results match.



3. Model configuration, training, and scoring.

Once you've established that your data is working together properly, the harmonized data will act as a consolidated source for marketing measurement and planning analysis, and serve as the basis for downstream model configuration, training, and scoring.

How should you configure models to generate insights?

Adobe Mix Modeler provides marketers and analysts the capability to quickly [create and customize models](#) to account for the business objectives outlined in the initial step. Each model requires one conversion, at least one marketing touchpoint, a configurable lookback window, and a training window — and can include internal or external factors, priors, and spend share.

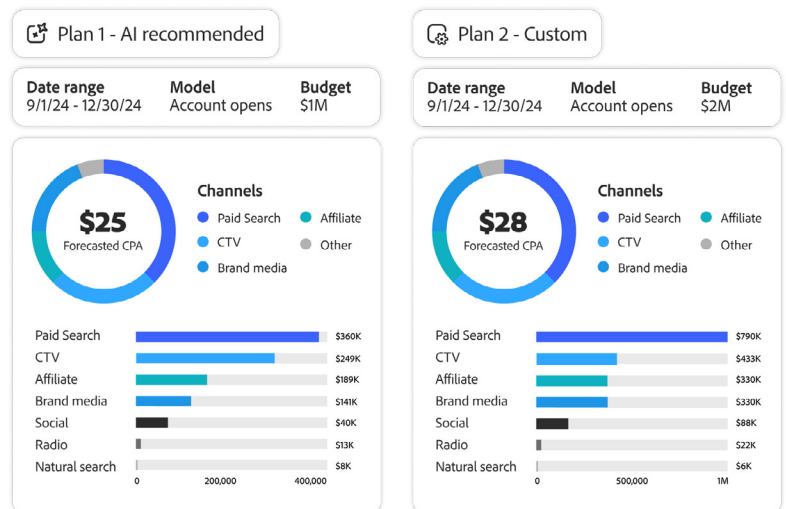
4. Scenario planning.

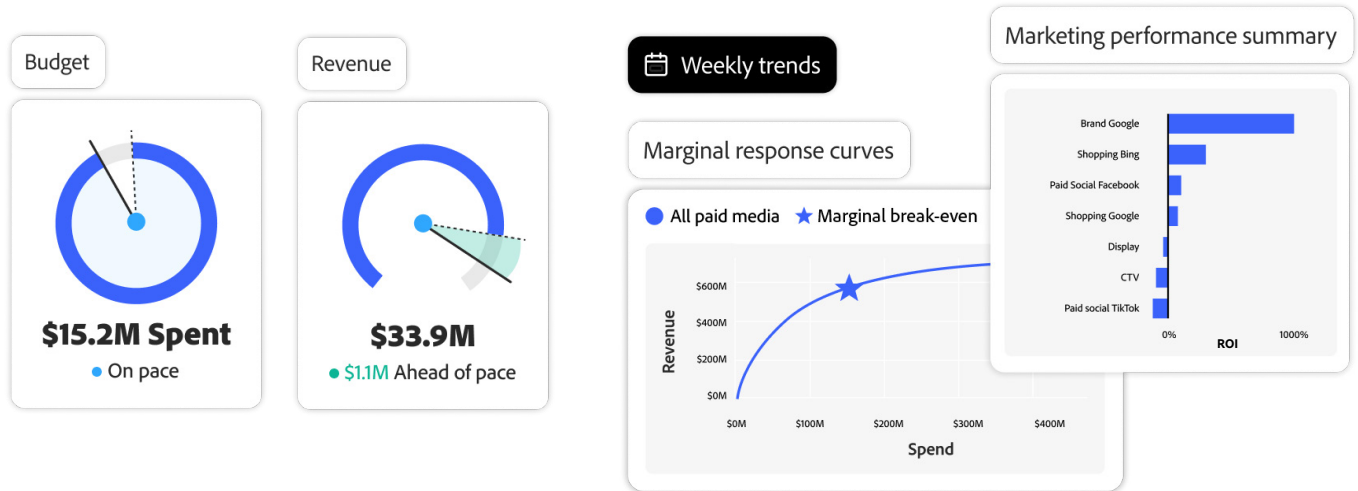
To turn insights into action, you can build plans on top of the models you created, letting you create multiple “what-if” scenarios by adjusting parameters like budget allocations, timing of marketing activities, and changes in external factors. Based on these adjustments, the system may suggest optimal budget allocations, campaign timings or shifts in spending.

What changes could you make to drive higher returns?

With Mix Modeler, you can automatically generate meaningful insights for your business — including trends, unexpected correlations, or opportunities for optimization that may not be immediately obvious. By analyzing different scenarios, you can project the impact of campaign adjustments on marketing ROI or other bottom line metrics that matter to your business.

This level of planning helps drive greater ROI without increasing your overall spend. Mix Modeler helps use your existing data to optimize for the outputs you want, like the model, scenario, and returns you're aiming for.





Learn how Adobe Mix Modeler can help you unlock meaningful insights.

Adobe Mix Modeler offers a powerful, AI-driven solution that combines the best of multi-touch attribution and marketing mix modeling. With the four-step getting started process outlined in this guide, marketers can consolidate their data, gain valuable insights, and make data-driven decisions to improve their campaign results. Mix Modeler helps businesses maximize their ROI, prove value to leadership, and adapt quickly to changing market conditions.

[Learn more about Adobe Mix Modeler.](#)

[Learn how Adobe is using Mix Modeler to improve marketing campaign results.](#)

Sources

Mike Proulx, "[Q2 2023: These Five Priorities are Most Critical to B2C CMOs](#)," Forrester, June 2, 2023.

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