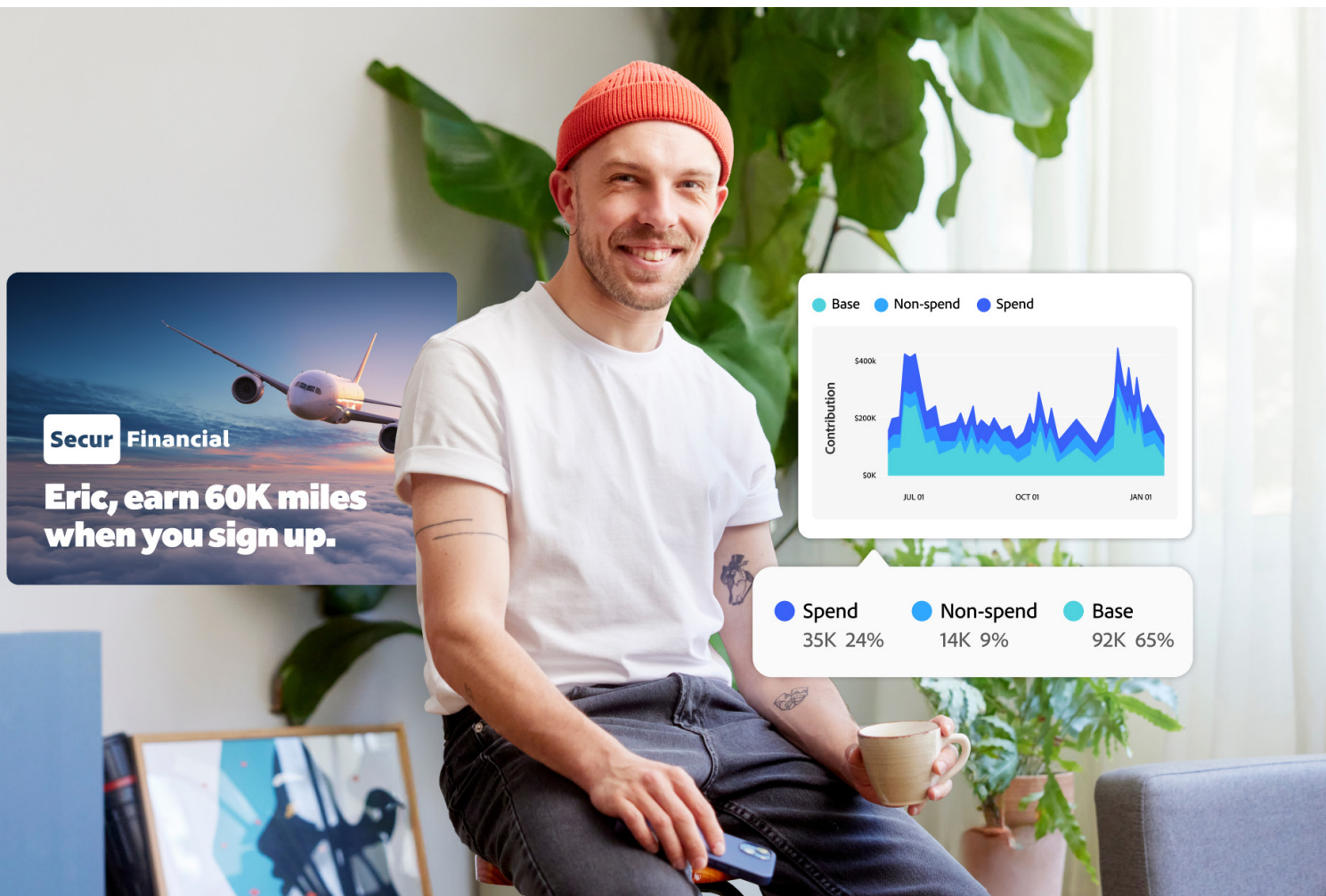




# How to unlock the full potential of AI-driven marketing measurement with Adobe Mix Modeler.

Discover three impactful ways to improve marketing measurement and planning with accuracy, speed, and scale.



CMOs and marketing leaders are under increasing pressure to grow revenue, reduce waste, and navigate shrinking budgets. Unfortunately, most existing solutions aren't built for speed or scale. They require time-consuming, manual modeling by third-party services, agencies, or data teams. Without reliable insights, marketers struggle to confidently justify their investment decisions. Marketing measurement approaches that are stuck in the past create roadblocks for marketers, including:



**Fragmented or contradicting results across channels and methods**



**Delays in getting actionable insights**



**Limited data inputs that reduce model accuracy**



**Measurement that fails to inform in-the-moment decisions**

These challenges lead to inefficiencies, higher costs, missed revenue opportunities, and misalignment across marketing and business teams. Marketers need more than legacy measurement and planning tools. They need a faster, smarter, AI-driven approach to optimize spend and prove impact.



**61%**

of marketers say better and faster marketing mix modeling is essential for long-term scenario planning and can unlock future growth.

Source: [eMarketer](#)



**52%**

of CMOs and marketing leaders say they were successful in proving the value of marketing and receiving the credit for helping meet enterprise objectives.

Source: [Gartner](#)



**47%**

of CMOs say their organization views marketing as a cost center, rather than a profit center.

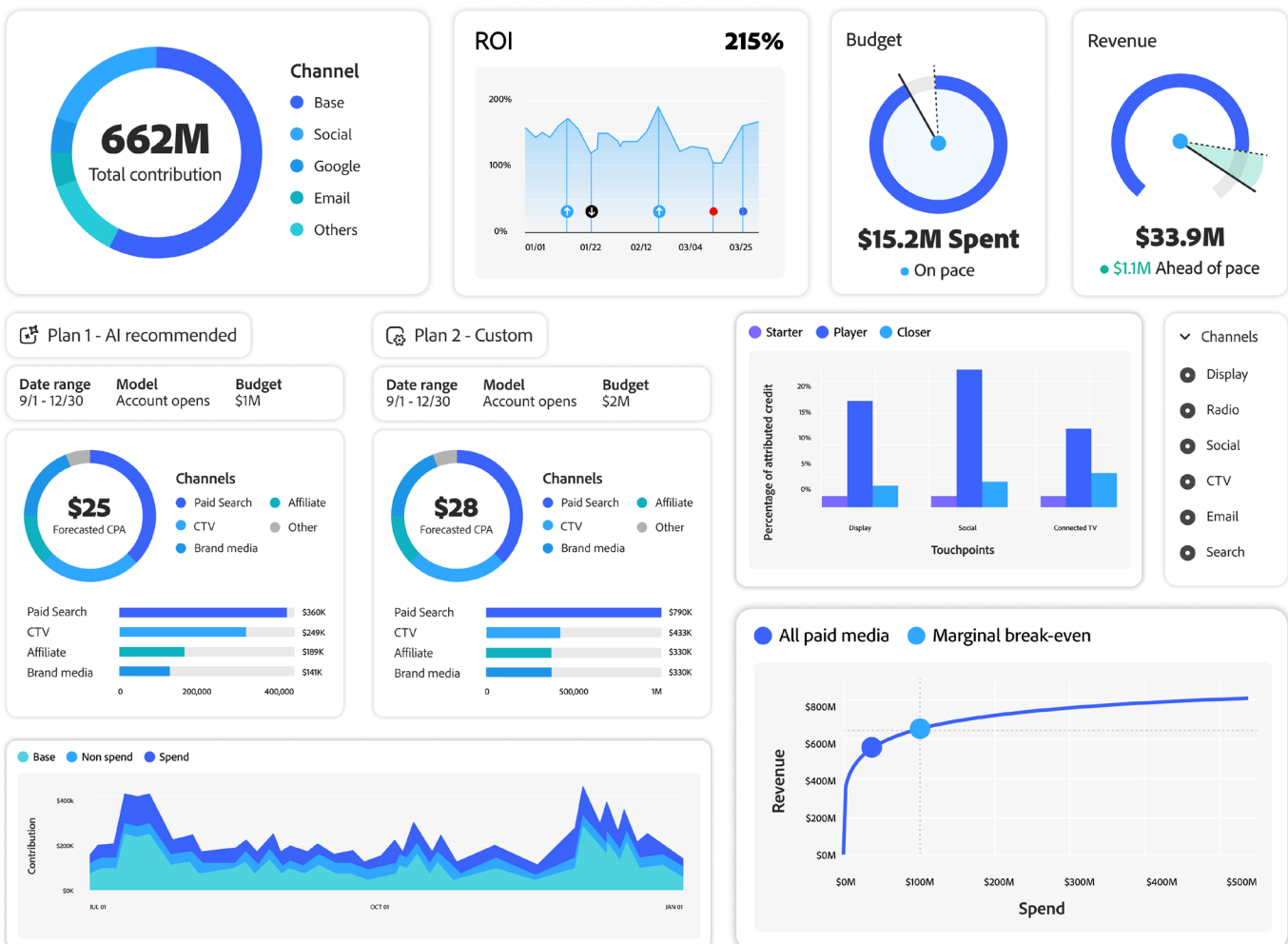
Source: [Gartner](#)

# Optimize and boost ROI with Adobe Mix Modeler.

Adobe Mix Modeler, built on Adobe Experience Platform, is an AI-powered marketing measurement and planning solution that consolidates marketing performance, spend, and conversion data. Mix Modeler delivers actionable insights that scale across your organization, empowering confident, data-driven optimization decisions.

Mix Modeler is a fast, scalable AI-powered solution that replaces outdated, fragmented measurement approaches to let marketers:

- Measure incremental performance across all channels.
- Build marketing plans that optimize ROI.
- Optimize inflight campaigns.
- Forecast performance with scenario planning.



# Three use cases for Adobe Mix Modeler.

## Use case #1: Measure incremental performance across channels.

**The challenge:** Marketers are drowning in siloed data. Signal loss, walled gardens, and channel fragmentation make it difficult to understand the true incremental impact of marketing investments.

**The solution:** Mix Modeler uses patent-pending AI and machine learning to harmonize diverse data sets and unify results across multiple attribution methodologies to deliver the most comprehensive and informed view of your marketing performance. This unified view allows marketers to:

- Understand channel-level impact on business outcomes like revenue or conversions.
- Gain accurate insights across online and offline touchpoints.
- Make fast, informed optimization decisions.

### BUSINESS IMPACT:

After implementing Adobe Mix Modeler, Michael Kors achieved:

**98%**

98% time savings in its marketing workflows.

**120x**

A 120x boost in planning efficiency.

Source: [Mi3](#)

## Use case #2: Build marketing plans that optimize ROI.

**The challenge:** Planning and budgeting across geographies, business units, and channels is labor-intensive and often disconnected from external factors like the stock market and internal factors like promotion schedules and channels.

**The solution:** With Mix Modeler, marketers can:

- Input key campaign parameters — like channels, timelines, budget constraints, or contractual spending obligations.
- Instantly generate AI-recommended marketing investment plans to deliver the maximum ROI.
- Access weekly spend guidance at the channel level to maximize spend efficiency.

These capabilities streamline the planning process and align marketing spend with the highest-return opportunities.

### BUSINESS IMPACT:

After implementing Mix Modeler, Adobe achieved:

**80%**

80% increase in return on media spend over 5 years.

Source: [Adobe](#)

One Adobe customer used Mix Modeler to achieve:

**4.3%**

4.3% reduction in cost per acquisition (CPA).

Source: Adobe Mix Modeler Customer POC results

## Use case #3: Optimize inflight campaigns.

**The challenge:** Traditional measurement systems don't support optimization for inflight campaigns. With annual or bi-annual reporting cycles, marketers miss critical windows to adjust campaigns and improve performance.

**The solution:** Mix Modeler ingests in-flight campaign data and delivers up-to-date insights within hours. Marketers can:

- Identify performance gaps mid-campaign.
- Reallocate spend based on live incrementality metrics.
- Optimize marketing investments in the moment.

### BUSINESS IMPACT:

After implementing Mix Modeler:

**50%**

Michael Kors saw a 50% improvement in efficiency.

**75%**

Adobe saw a 75% increase in digital subscriptions driven by media.


Source: [Mi3](#) and [Adobe](#)

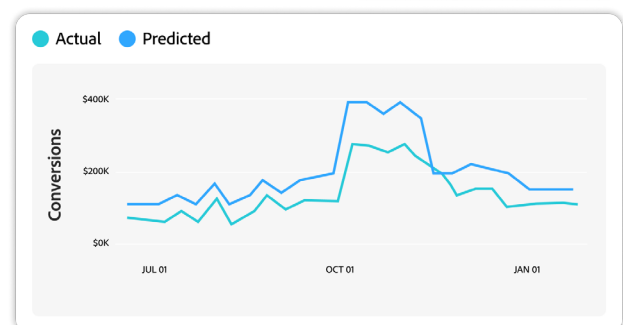
## Ready to transform your marketing measurement?

Marketing leaders can no longer afford to wait for insights that arrive after the fact. With Adobe Mix Modeler, you can unify your data, measure what matters, and continuously optimize.

This all-in-one, AI-powered solution empowers faster decisions, smarter investments, and measurable growth.

[Learn how to get started with AI-powered marketing measurement in Adobe Mix Modeler.](#)

 Model assessment



Actual conversion - **17.92M**

Residual conversion - **64.61K**

MAPE - **0.21**

Modeled conversion - **17.86M**

R2 - **0.72**

RMSE - **43.15K**

## Sources

Adobe, "[Adobe Improves Marketing Efficiency and ROI with Data-Driven Insights](#)," *Adobe Customer Success Stories*, December 16, 2024.

Nadia Cameron, "[The Battle to Get Past Last-Touch Attribution: Michael Kors Backs Market Mix Modelling and Multi-Touch Attribution Trial to Make Smarter Bets, Faster](#)," *Mi3*, April 22, 2024.



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