



# The Future of Market Mix Modelling: How SaaS MMM is Changing the Game

The marketing and media landscape is evolving at an unprecedented pace. With digital channels proliferating, consumer behavior shifting, and marketing budgets facing increasing scrutiny, businesses are under mounting pressure to maximize the return on investment (ROI) of their marketing spends. This has led to a growing reliance on data-driven decision-making and marketing analytics to ensure optimal resource allocation.



## Growing importance of marketing analytics and MMM

The increased requirement for data-driven decision-making has brought marketing analytics front and center for brands. It has now become essential for measuring performance, optimizing spend, and quickly adapting to shifts in consumer behavior. Fortunately, marketing teams now have access to vast amounts of data from multiple sources, including digital advertising, traditional media, social media, and direct-to-consumer interactions. While this data explosion presents opportunities, it also poses a challenge—extracting meaningful insights to drive effective marketing strategies

This is where Marketing Mix Modelling (MMM)—which has seen a resurgence in recent years—has a key role to play by helping businesses measure and optimize marketing effectiveness. By providing insights into the impact of various marketing activities, MMM empowers brands to make informed decisions, allocate budgets efficiently, and drive improved performance.



## Limitations of traditional MMM

The insights they provide often become outdated by the time they are processed, limiting their utility in a fast-changing market.

Furthermore, implementing traditional MMM requires a dedicated data science team capable of running complex models and interpreting results. This dependency makes it feasible primarily for large corporations with the resources to invest in such expertise, leaving smaller and mid-sized businesses struggling to leverage MMM effectively.

While MMM can be a valuable analytics technique, traditional MMM solutions come with significant limitations. They are typically slow, resource-intensive, and reliant on external vendors.

## The rise of SaaS MMM

Cloud-based, automated SaaS MMM solutions are helping address these challenges, and revolutionizing the field by offering a more cost-effective and flexible approach. These platforms allow companies to access advanced analytical tools through a subscription-based model, reducing the need for extensive in-house technical expertise. This makes SaaS MMM an easy, hassle-free and affordable MMM option even for smaller companies with limited marketing budgets.

SaaS MMM solutions leverage the cloud and AI-driven automation at various steps of the MMM process to offer a easily accessible, fast, no-code approach to MMM:

- **Cloud-Based Access:** Marketing teams can access MMM through a cloud-based login and a subscription-based model without upfront costs.
- **Data Ingestion:** APIs and ETLs are deployed to clean, organize, and automatically upload data onto the MMM platform. This enables more frequent model updates and insights.
- **Data Validation:** Built-in AI-powered validation layer quality-checks the data and flags potentially erroneous data and outliers.
- **Auto-Modelling:** AI algorithms are used to guide and accelerate the modelling process to generate multiple possible models. Machine Learning is then deployed to shortlist the best models.
- **Reporting:** AI-driven always-on reporting generates completely automated monthly or weekly reports, plus comparative analysis vis-à-vis the industry or the client's own benchmark results.

## Who can Use SaaS MMM?

Equally, it is also an attractive option for start-ups, digital-first brands and smaller companies that need frequent model updates for real-time adjustments to their marketing campaigns. Using a SaaS model to run MMM in-house allows them to do this with only a few skilled resources with basic statistical knowledge and industry expertise.

SaaS MMM is beneficial for companies managing multiple brands and operating in diverse markets, as it enables frequent updates and analytics at a fraction of the cost of traditional MMM.

## Benefits of SaaS MMM

SaaS MMM delivers a range of advantages that make it a game changer for marketing teams:

- **On-Demand MMM:** Companies can run models as frequently as needed, ensuring up-to-date insights.
- **Scalability:** The platform can be easily expanded across multiple brands and markets without incurring significant additional costs.
- **Comprehensive Coverage:** Companies can streamline their marketing analytics programs to cover a larger portion of their marketing budget, resulting in better marketing effectiveness and ROI.
- **Real-Time Insights:** Unlike traditional MMM, which takes weeks or months to deliver results, SaaS MMM provides faster insights, allowing businesses to make data-driven decisions in real time.



# Conclusion

SaaS MMM is transforming the way businesses measure and optimize marketing effectiveness. By offering real-time insights, scalability, and cost efficiency, it enables brands to make faster, more informed decisions in an increasingly dynamic marketing landscape. For companies seeking to maximize the ROI of their marketing spend, SaaS MMM is a game changer, providing the flexibility and power needed to stay ahead of the competition.





## About Analytic Edge

Analytic Edge, a part of C5i, is a global analytics company that leverages technology and advanced analytics to help companies make data-based marketing decisions. The company's flagship platform Analytic Edge Qube offers a suite of marketing analytics solutions with a Software as a Service (SaaS) model. The solutions include DemandDrivers™ for always-on Marketing Mix Modelling (MMM), SynTest™ for AI powered Test and Learn, PriceSense™ for pricing and promotion analytics, and PowerView™ for analytics visualization. Analytic Edge works with clients across industry verticals such as e-commerce, mobile apps, gaming, consumer packaged goods, retail, automotive and many others.



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For more information, write to us at [info@analytic-edge.com](mailto:info@analytic-edge.com)  
[www.analytic-edge.com](http://www.analytic-edge.com)