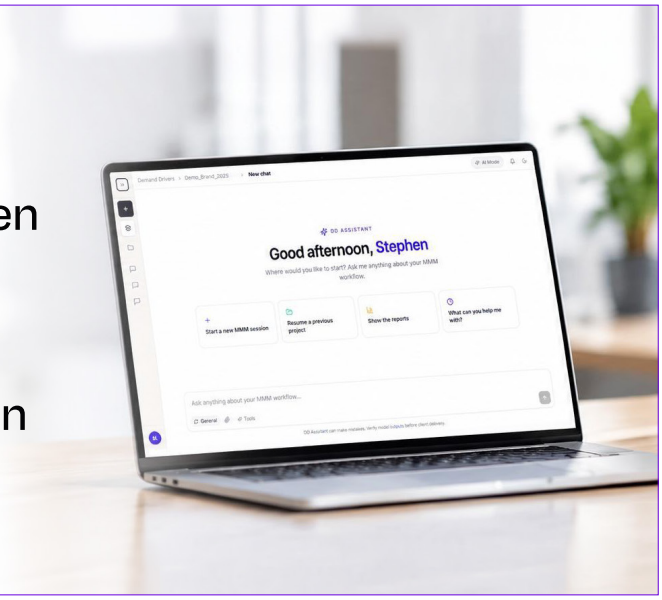
Analytic Edge Launches Next-Gen **Demand Drivers™** to Make Marketing Mix Modelling Faster, More Transparent and Always-On



AI-powered MMM platform combines automation, explainable intelligence and conversational access to help marketers make faster, more confident marketing investment decisions

Singapore, 16 October 2026: Analytic Edge, a C5i company, recently unveiled the most advanced version of **Demand Drivers™**, an **AI-powered Marketing Mix Modelling (MMM)** platform, at the 2026 ANA Measurement & Analytics Conference in Chicago and MeasureCamp London 19, (2026).

Demand Drivers™ is designed to help marketers continuously measure marketing effectiveness, optimize investments, and make confident decisions faster. The solution combines advanced statistical modelling and built-in data science with AI reasoning agents and a conversational interface to bring always-on measurement, simulation, and decision support closer to marketers and other business users.

Traditional MMM can be slow and resource-intensive, with extensive manual data preparation, modelling and analysis often taking weeks or months. Insights often arrive after campaigns, market conditions or business priorities have changed. MMM has also traditionally remained dependent on analytics specialists, while complex black-box models can make it difficult for marketing and finance leaders to understand why a particular recommendation has been made and act on it with confidence.

Demand Drivers™ is designed to address these limitations by embedding AI across the MMM workflow – from data preparation and modelling to analysis, simulation and decision support – helping reduce processes that previously took weeks to days or even hours. Its conversational AI interface allows business users to ask questions and explore insights and scenarios in plain language. Transparent methodologies, built-in quality checks and recommendations grounded in enterprise data and marketing domain context help make outputs explainable and actionable. Always-on measurement keeps models current as new data becomes available, enabling marketers to continuously identify growth drivers, optimize budget allocation and respond to changing market conditions. The platform builds on Analytic Edge's experience across MMM engagements with global brands.

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Dr. Santosh Nair, Executive Vice President, C5i and Head of Analytic Edge said: "AI has the potential to transform MMM by dramatically reducing the time required to move from data to decisions. But speed alone isn't enough. When marketers are making significant investment decisions, they need to be able to trust the recommendations they receive, understand why a particular course of action is being suggested and explore the implications of making a different choice. That thinking is at the heart of the advanced version of Demand Drivers™ – combining the speed and intelligence of AI with marketing science, trusted data and explainability, so marketers can ask questions, explore possibilities and make decisions with confidence."

About Analytic Edge

Analytic Edge, a C5i company, is a global provider of AI-powered marketing analytics and insights. The company delivers advanced, real-time analytics solutions that help brands make faster, smarter, and more cost-effective marketing and sales decisions.

Through proprietary technology available as SaaS or in-house deployments, Analytic Edge offers always-on analytics capabilities including marketing mix modelling, revenue growth management, campaign incrementality, and new product launch evaluation. Its point-and-click software makes advanced analytics accessible and scalable across teams and markets.

With a client base spanning e-commerce, mobile apps, gaming, consumer goods and retail, Analytic Edge supports global organizations from offices in Singapore, India, Brazil, and Japan.

About C5i

C5i is a data analytics and artificial intelligence ("AI") company focused on delivering measurable business impact for enterprise clients using the combined application of human expertise and AI-driven solutions. The company helps global enterprises turn data into intelligence that powers decision-making, automated actions, and business impact at speed and scale. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and services tailored for various horizontal and industry-specific use cases. C5i caters to many companies across industries, including technology, consumer goods, life sciences, and others. The company has been recognized in various technology research services reports by industry analysts like Gartner, Forrester, and Everest Group across domains including customer analytics, marketing measurement and optimization, supply chain analytics, and data and AI services.

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