MSI MMM Initiative

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Develop and disseminate best practices for the design, validation and use of Marketing (Media) Mix Models to increase trust in the models and ensure marketing spend is as effective as possible

**Phase I: What is current MMM practice how should MMM be used?**
- Academic & Industry Panel assessment of current practices
- MMM Whitepaper – expected July 2023

Current Progress

Phase II: What makes for a good MMM?
- MMM Scorecard development
- Model data submission
- MMM infrastructure development

Phase III: A process for validating MMMs.
- MMM Scorecard evaluation
- MMM Benchmarks
- Certification
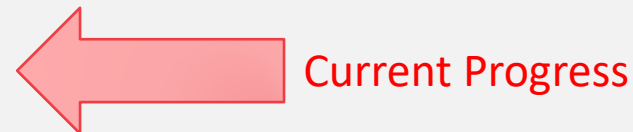
MSI MMM Initiative Next Steps

Membership

- MMM Whitepaper on Best Practices (July '23)
- Submit unlimited sets of model parameters & coefficient elasticities to be included in benchmarking
- MMM Benchmark Report

Sponsorship – Membership (15K), Nonmember (Talk to MSI Team)

- Scorecard development involvement
- Scorecard for set of model parameters & coefficient elasticities (more than 5 speak with MSI)
- Submit unlimited sets of model parameters & coefficient elasticities to be included in benchmarking
- MMM Benchmark Report

Advanced Sponsorship (TBD)

- Certification

MMM Infrastructure Development

- MMM Kickstart Roundtable