

Notes on the use of materials

Please read before using the materials and use them only if you agree to the terms of use.

*The instruction does not cover the specifications of this service. The contents of the instruction manual are subject to change without notice due to changes in the specifications of this service.

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CM効果トラッカー[®]

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MMMトラッカー[®]

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MMM
MARKETING MIX MODELING
SUBSCRIBED AUTOMATED REPORTING



MMMトラッカー[®]

datacompany, Inc.

You can see the effectiveness of offline and digital advertising, optimal budget, business KPIs after optimization, and more in about 10 minutes!



Screenshots are under development. Actual specifications may differ. Specifications are subject to change without notice. Dummy data. About 10 minutes is the average time required for dummy data (2 years, 730 records, 8 media). Reproduction is not guaranteed.

Just upload CSV to the cloud! Intuitive Google Looker Studio for reporting.



Google Cloud



Looker Studio

Automatic email notification of analysis completion. Upload CSV to the cloud and you can have your MMM in about 10 minutes!



Analysis completed.

Analysis failed, is the CSV filename XXX? The IMP file is...

The analysis has been completed, but the optimization process has not converged properly. The derivative is Positive. Please consider data improvement. For example...

Please contact support. Post-optimization index exceeds standard values.

Data scientists will support you and provide advice based on the results of the automated email. For example, advice on creating analytical data.



Analysis is complete, but optimization does not seem to be working. Of the submitted media, those that fall into the XXX and YYY categories...

The CSV file name seems to be the cause. Thus...

I got a message like this: "The derivative is...". What should I do?

I cannot create the CSV correctly!



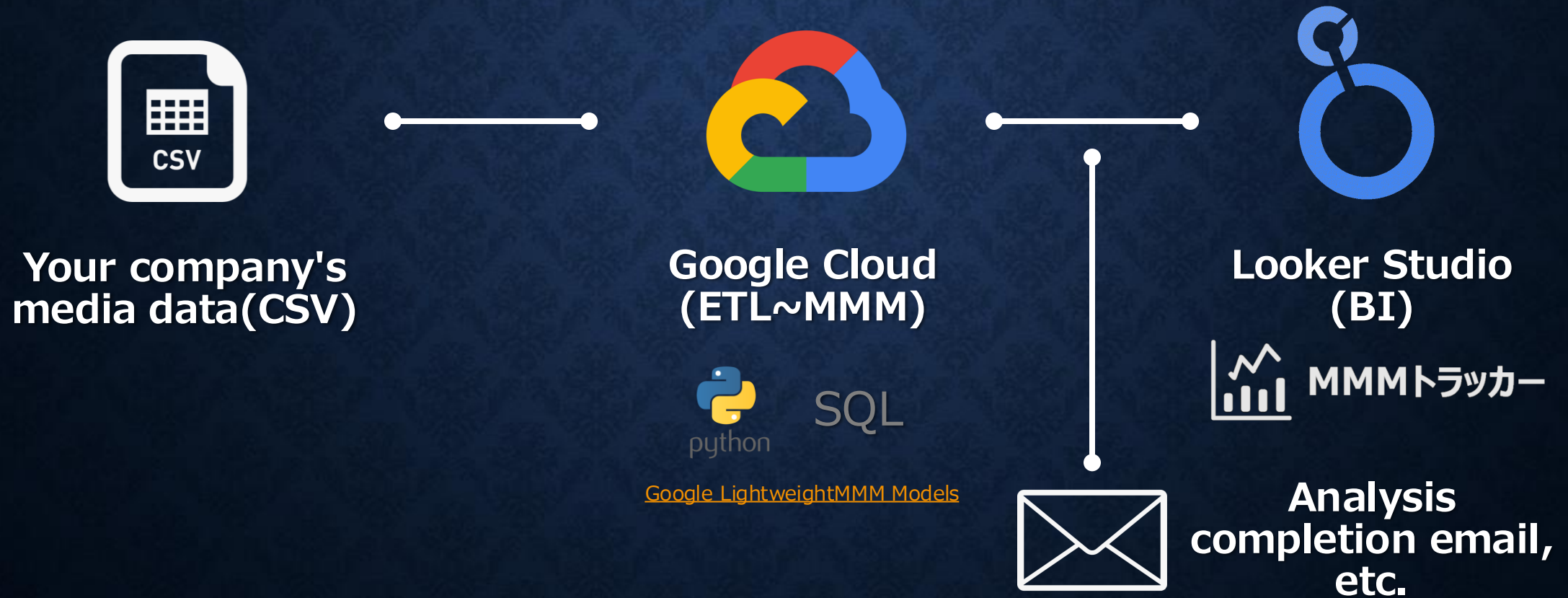
Adopted open source Google LightweightMMM Models. Transparent and open reporting based on public code.



Google LightweightMMM Models functionality is publicly available.

[Google LightweightMMM Models](#)

Open source use streamlines model exploration. Standard analysis accuracy at an unbeatable price and speed.



Main libraries used.

category	library	use
pretreatment	CustomScaler	Standardize data. Aligns the scales of different media and converts them to the same scale. Assesses each media more equitably and stabilizes learning.
model	LightweightMMM	MMM wrapper.
	carryover	Specify a carryover model, e.g. <code>ad_effect_retention_rate</code> , to be calculated for each media.
	fit	Specify training conditions. Initializes the model and specifies various conditions. Default prior distribution.
	get_posterior_metrics	Calculate media contributions, etc.
	print_summary	Evaluate the model. It also visualizes the status of optimization for each media.
	predict	The model predicts.
	find_optimal_budgets	Optimize your budget.
other	variance_inflation_factor r2_score ,etc	Evaluates multicollinearity and model accuracy. We provide this information as a reference for media data adjustment and model accuracy; Google LightweightMMM Models does not reflect these in its training and does not have an MMMトラッカー.

The Plot function is not used in LookerStudio due to restrictions such as the inability to export numerical values to spreadsheets and other formats. For those functions that can be reproduced, the same results as the Plot function are obtained by using the function from which the Plot function is referenced. GEO and external factors are not supported.

Please note that we may stop, suspend, or change the service due to changes or stoppage of open source. Please see our Terms of Use for details.

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**us\$ 500
per month**

Only one free trial is available per company. Free trials are not available for companies that have a history of paid plan subscriptions in the past. There is no automatic transfer to a paid plan after the trial ends. If you wish to transfer to a paid plan, a separate application is required. Please refrain from using RPA or automated software to upload CSV. For details, please refer to the Terms of Use.

What is MMM Marketing Mix Modeling?

Optimize marketing budget allocation



This method optimizes budget allocation by quantitatively analyzing how multiple marketing initiatives, such as TV commercials, digital advertising, and promotions, affect sales and profits.

Unlike existing methods, this method uses cross-media analysis to evaluate and optimize budget allocation in a fair and objective manner.

It has attracted attention in recent years due to the difficulty of tracking advertising effectiveness due to third-party cookie regulations, etc.

MMM トラッカー, with its unbeatable price and speed, allows you to review your ad operations at any time at a low cost!



MMM is very expensive. Want to keep costs as low as possible...

I want to try different media for analysis according to my action plan...



MMM takes a month to deliver. We want to keep our ad operations up-to-date with the latest data at high speed...

I want to know the key points of MMM immediately, such as media contribution and budget optimization...



MMM トラッカー is designed with these needs in mind

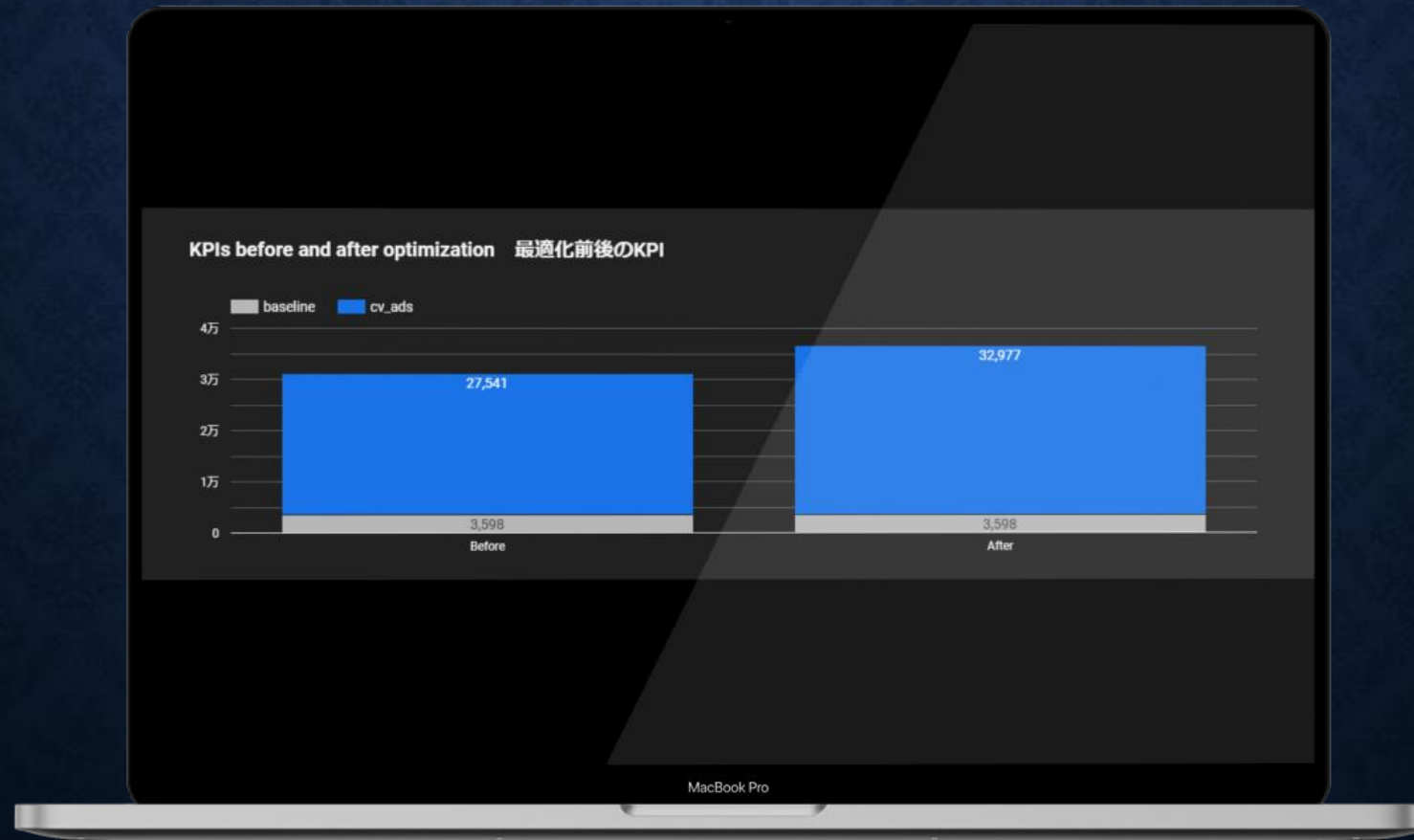
List main indicators before and after optimization.



Optimize each media budget.

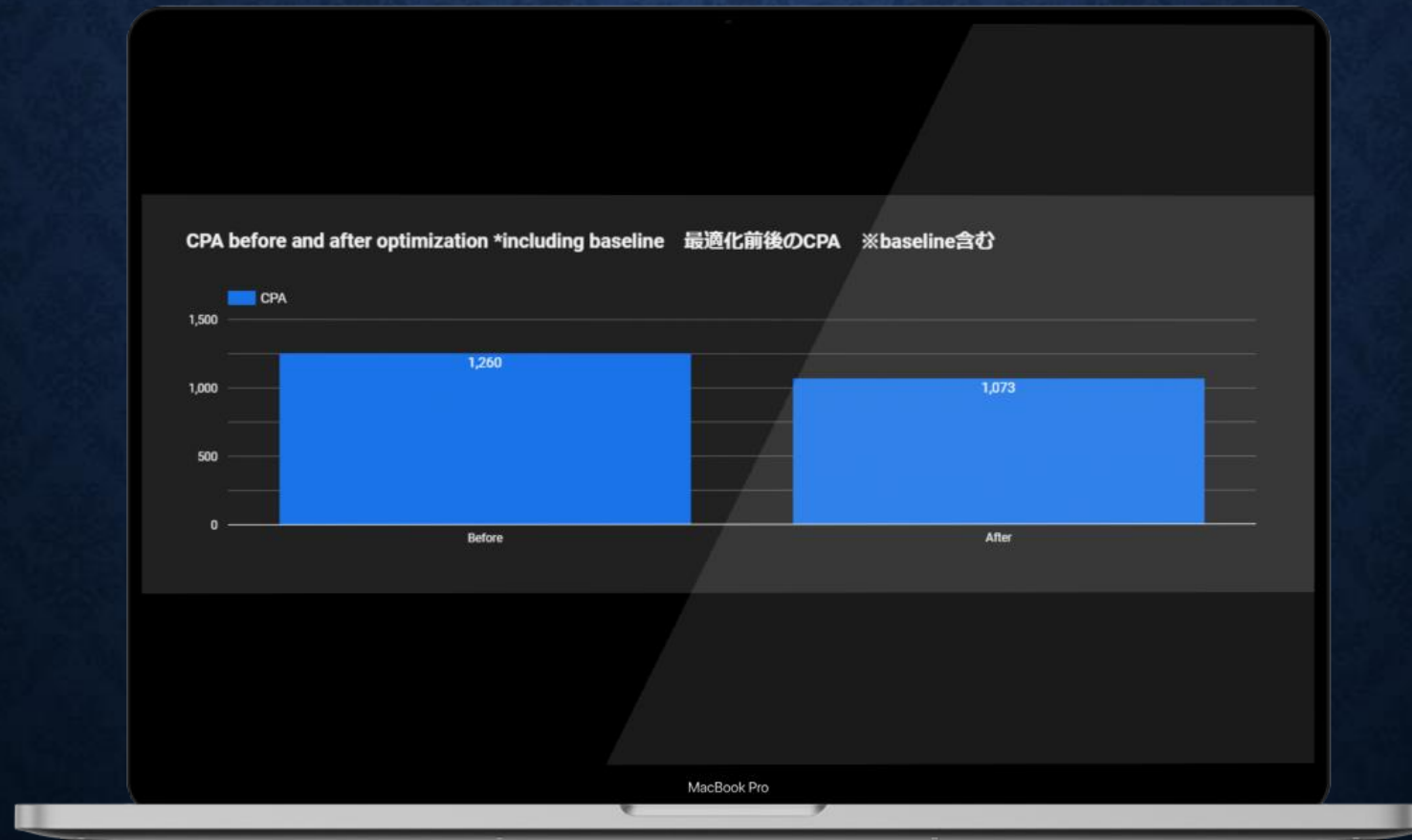


Predicting the effects of optimization.



Output image

Evaluate the effectiveness of optimization in terms of cost efficiency.



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Check the contribution of each media.



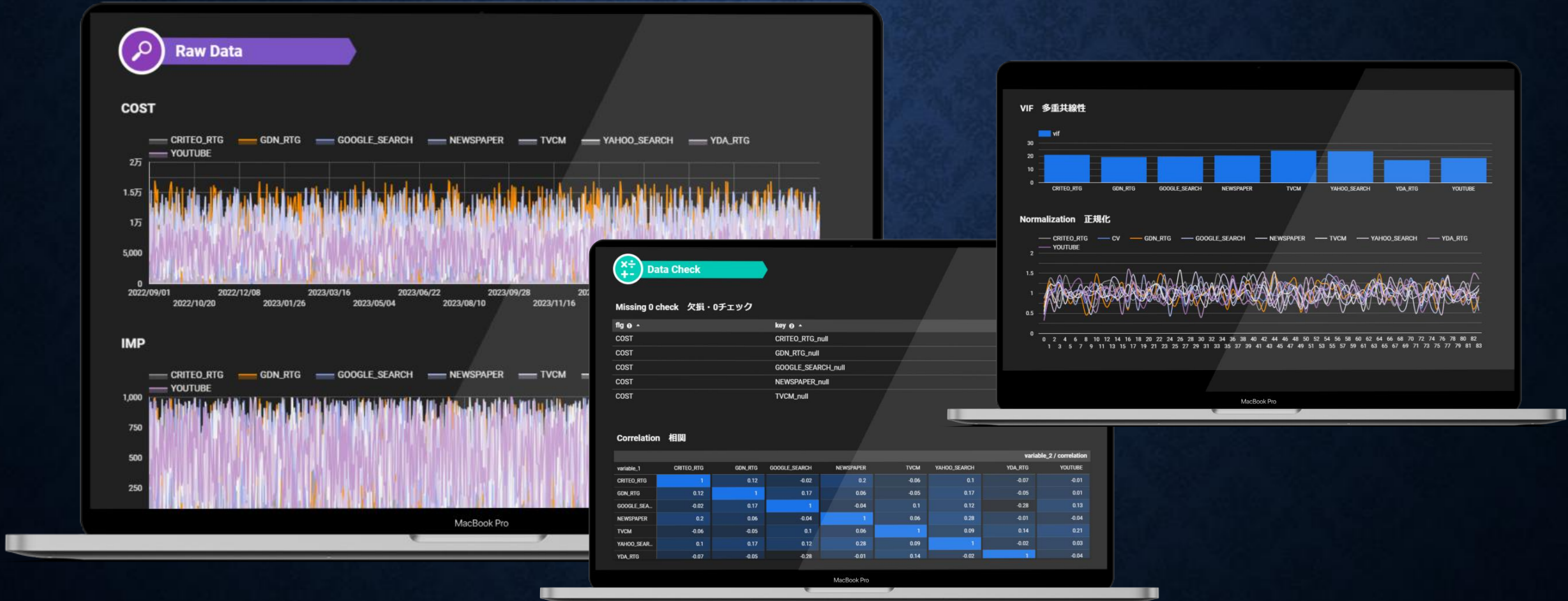
Model accuracy is also intuitive.




Notification of non-optimization.



Good basic information on the data.



All you need to do is to prepare 3 CSV files! Formats are available.



1	A	B	C	D	E	F	G	H	I	J
2	DATE	Youtube	Google_SEARCH	Yahoo_SEARCH	YDA_RTG	GDN_RTG	Criteo_RTG	TVCM	NewsPaper	
3	2022/9/1	3666.788797	11717.47835	4300.091695	12410.66264	5387.370341	11201.92616	3624.883812	1088.597025	
4	2022/9/2	2617.056837	10875.05497	2716.76679	3244.100598	13204.07947	3807.296166	11390.97394	7195.837479	
5	2022/9/3	4928.645844	6371.252141	4447.18722	7736.711774	8823.548762	138.9334958	6961.427392	15415.98785	
6	2022/9/4	271.6742123	5567.176522	717.2505039	11819.86268	11165.26178	7541.825171	7467.187621	1687.579199	
7	2022/9/5	5880.004634	9597.400373	3884.131778	7210.931322	10175.57088	11563.05232	9471.881889	12550.48757	
8	2022/9/6	9911.686261	11312.78129	2548.388715	8445.406437	3000.976544	8508.315128	7690.327665	3690.716987	
9	2022/9/7	1422.493687	3639.301771	1335.234334	1313.595543	16943.84652	9690.258784	934.376972	8150.75405	
10	2022/9/8	5467.102793	11635.01553	2033.399011	10076.7267	15671.862	13152.98518	13422.41026	9566.399661	
11	2022/9/9	5858.647885	861.3096747	6872.622491	8874.023876	13667.29463	3387.043524	10709.28949	13160.55671	
12	2022/9/10	5150.056597	4282.631702	5891.091964	4599.259064	15534.40355	11599.77837	11839.39272	4924.733307	
13	2022/9/11	861.3213906	3364.017031	8958.254572	1718.335551	927.6119408	6157.978956	9659.348692	6095.22952	
14	2022/9/12	6364.013702	3091.286644	562.4891959	773.8211045	6525.261012	8453.136341	10298.8487	1831.802209	
15	2022/9/13	8258.167506	4021.426251	1417.568542	9665.607332	8626.951474	2250.638545	12269.50536	13314.14685	
16	2022/9/14	3546.66205	4838.493074	6057.297174	10837.37214	4340.718354	11405.39407	9177.465302	5975.327122	
17	2022/9/15	7671.882889	5758.507444	4421.24005	8157.571022	7102.035297	12231.4796	14761.25204	12292.37462	
18	2022/9/16	5887.315221	3429.402666	4128.628987	2641.900184	8369.53316	10665.17468	5798.107602	8180.407395	
19	2022/9/17	4593.436556	5122.736734	606.1168867	6097.324216	8930.410496	12999.77746	9616.291554	4986.446666	
20	2022/9/18	4196.000624	4271.672144	2725.040885	9851.999436	692.3896394	201.5088408	1741.089608	736.0422723	
21	2022/9/19	4007.630609	1862.882951	6156.043644	2365.065696	4602.659443	12064.99869	14191.73193	5972.94906	

IMP File
Number of
deliveries by
media

COST file
Cost by media

CV File
Number of CVs,
requests for
information, and
other targets

Subscription payment by Stripe is available for free trial with no credit card required.

stripe

<https://stripe.com/>



**There is no automatic transfer to a paid plan after the trial ends.
If you wish to move to a paid plan, you will need to apply separately.
The trial is designed to provide a safe and secure experience.**

FAQ

Q Can I use a Google account other than the one I signed up for?

A As a general rule, only the account of the applicant at the time of application will be accepted. Please refrain from lending or sharing your account. Please see Terms of Use for more information.

Q Do I need to pay anything other than US\$500 per month?

A No fees other than US\$500 are required unless customized. Examples of customization include the following. Please contact us for more information.

- Modifying the default settings (pre-distribution, number_warmup, etc.) of Google LightweightMMM Models , adding accounts, etc.

FAQ

Q Can I analyze data commissioned by other companies?

A In the case of a consignment from a group company, etc., please purchase the number of consigned companies. The quantity can be specified on the purchase screen. In the case of outsourcing from other companies for advertising management, consulting, etc., please purchase the quantity of the number of outsourced companies. If you wish to analyze data from both your company and other companies, please purchase the quantity for the total number of companies. A dedicated, closed cloud environment is provided per contract and per account. In order to provide the best Google Cloud environment, MMM, advice, etc., we will confirm the analysis data and purpose of use at the time of purchase. Please declare the purpose of use correctly. Use of the site for any unauthorized purpose is prohibited. We may suspend your account if we find that you are using the site in a manner different from what is expected. Please see Terms of Use for details.

FAQ

Q Can I always do MMM in 10 minutes?

A Approximately 10 minutes is the average time required for dummy data (2 years 730 records 8 media). Reproduction is not guaranteed. Before using this service, you can test with dummy data and then with production data.)

Q What data do I need to prepare for MMM?

A Please prepare daily media data, CVs, etc. There are certain conditions. Please contact us or see the user manual for details.

FAQ

Q What is the maximum amount of data that can be MMM?

A For example, with the default settings, we have tested the operation of up to 9 media with 2 years (730 records) of data. 10 columns or less, including DATE.

Consider integrating media with small budget ratios or similar ad menus; if the VIF section of the MMMトラッカー has media with a VIF value greater than 10, that media is similar to other media. Please consider it a priority. Also avoid data that looks like it was generated by a random function.

We have confirmed that up to 13 media can be used by adjusting parameters and other customizations, but this number may not always be increased depending on the nature of the data. In principle, customization is available for a fee. Please contact us for details.

FAQ

Q Can I change the parameters of Google LightweightMMM Models?

A We will accept changes from the default values for prior distribution, number_warmup, etc., but we do not guarantee convergence of the optimization process. In principle, customization is available for a fee. Please contact us for details.

Q Do you do MMM with generative AI?

A Generated AI is not used. We use [Google LightweightMMM Models](#).

FAQ

Q Is support always available?

A Upload the CSV to the cloud and you will receive an automatic email notification of the completion of the analysis. Expert advice on abnormal analysis termination, differential Positive, etc. will also be automatically delivered according to the analysis results. Based on the results of the automatic e-mail distribution, we will provide advice from the creation of analysis data if requested, but as a rule, support will be provided by e-mail or other means. There is no SLA for support too. Resources are generally allocated according to the number of contracted accounts. The advice and other information we provide is our trade secret. Please refrain from disclosing such information to third parties without our prior consent. Please see Terms of Use for details.

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From data to Insight and Business

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