ONEBILLION!AGENCY

What is an MMM anyway?

Achieve an addition $2M in revenue per $1M Spend*
by better understanding and implementing your
Marketing Mix Modeling insights.

Brands can spend millions on Marketing Mix Modeling (MMM)
but many marketers are not getting the most out of it. MMM
partners are responsible for developing insight, not their
adoption. Learn to transform your brand by synthesizing and
implementing MMM insights for impactful results.

Refine your media mix and learn to onboard, empower, and
leverage your MMM partners to their fullest capabilities.

Whether you already have an MMM solution in place or are
considering one, this two-day workshop provides actionable
strategies and insights to maximize your engagement and
drive exceptional results.

Our facilitators led global MMM solutions and helped dozens
of brands see a 30-90% increase in their cross-channel ROI.
Learn from the experts and grow your business today.

1. **Dig into the Black Box**
2. **Drive efficient growth**
3. **Eliminate wasted spend**
4. **Quantify media impact**
5. **Build institutional knowledge**

What is an MMM?

Learn everything you need to know about
what an MMM is and how to use them.

Optimize your Media Mix

Dig into your MMM outputs and ensure
you're getting the most out of your analysis.

*Based on insights from Analytics Partner's ROI-Genome Omnichannel Report

What measurement challenges are preventing
your growth? hello@onebillion.agency

www.onebillion.agency