



# ADVERTISINGINSIGHTS

## Actionable Insights for Advertising

Contact us for advice at [hello@mercurymediatechnology.com](mailto:hello@mercurymediatechnology.com)

## Gain actionable insights for advertising to get the best return out of your media investments

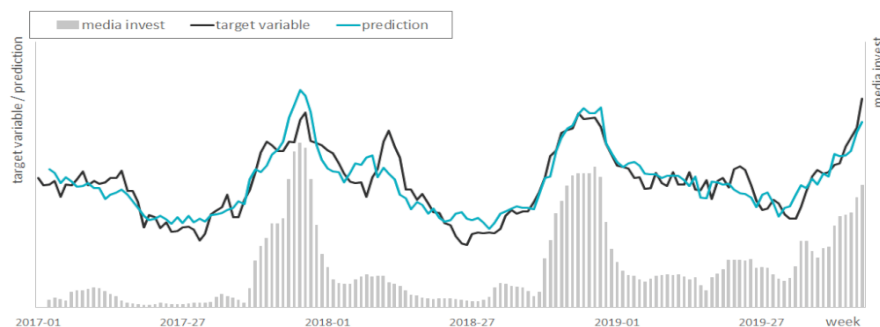
MMT offers data science and BI solutions for marketing experts to provide actionable insights for advertising. By developing a proprietary algorithm and AI technology that leverages market and client media data, MMT helps companies get the best return on their media investments.

### Our Solution

MMT's media, data and technology experts help companies gain advertising insights and make informed decisions to improve their advertising performance with individual data science and business intelligence solutions. In order to optimize media investments and provide campaign performance correlations and forecasts, MMT

- 1) identifies the important data,
- 2) integrates all relevant data sources,
- 3) handles data provisioning,
- 4) builds models with proprietary algorithms and AI technologies and
- 5) visualizes data in custom dashboards

These solutions for gaining advertising insights have been tried and tested. Over time, MMT's media data science solutions have demonstrated a high predictive accuracy of between 94% and 96%.



Example for Media Impact Scoring

Here are some of our services:

- media mix modeling (MMM)
- advertising & sales modeling
- TV and marketing attribution
- media impact scoring
- campaign performance optimization
- budget Allocation

We can also develop individual solutions tailored to your company's needs at any time.

### Your Benefits

- unique mix of expertise - combining media, data and technology know-how
- tried and tested solution - high predictive accuracy
- expertise in supporting blue chip clients - know-how in different industries
- ready-to-use solutions - immediate optimization
- customized for individual needs - developing tailored solutions