

MMT Scope

Media Optimization by Attribution

Contact us for advice at hello@mercurymediatechnology.com

Media Optimization with Business Impact Powered by Attribution

MMT Scope is a holistic attribution solution. Evaluate your media campaigns based on their contribution to your business outcome and plan future campaigns to maximize business impact. **MMT Scope** leverages your data to enable you making optimal media investment decisions.

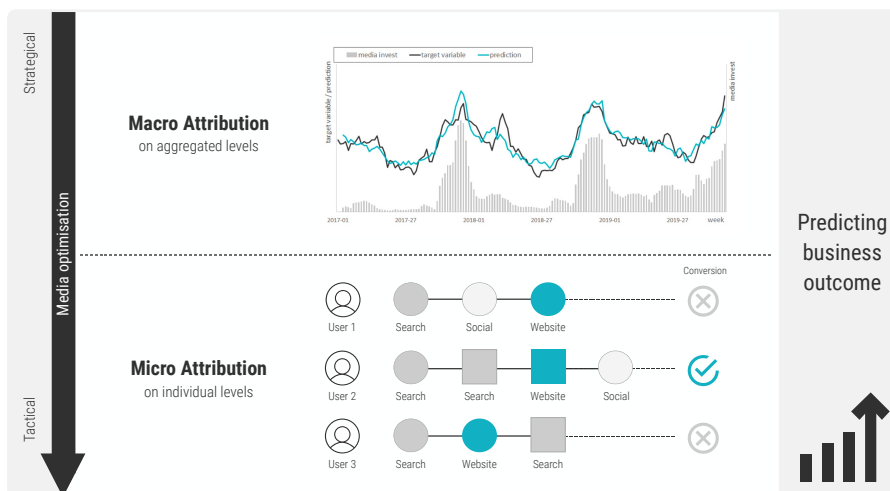
Our Solution

MMT Scope is designed to identify the most efficient media mix that will help you achieve maximum business impact. Based on connected media and business metric data, a machine learning algorithm attributes business metric changes to media actions, thus enabling you to predict business outcome changes based on media plans.

The solution quantifies the impact of media strategies and tactics on relevant business outcomes like leads and conversions by applying statistical models and machine learning algorithms to connected media and business metric data.

The attribution output offers a clear view of the advertising parameters for each media channel (weight, timing) that would help you meet your objectives in the next cycle. The model improves over time, providing more precise insights with each cycle.

Prediction makes it possible to compare different media planning scenarios in terms of their business impact. Brands can decide which route is most suitable for their business model.



Scope attribution framework

Your Benefits

- compare different media planning scenarios
- identify the most efficient media mix to achieve maximum business impact
- efficiency recommendations at each stage of engagement for the consumer journey