MMT Scope
Attribution models for media optimization

Contact us for advice at hello@mercurymediatechnology.com

Modeling and visualization of media impact on business KPIs

MMT Scope offers advertisers and media agencies a holistic solution for modeling and visualizing the impact of media campaigns on business KPIs. The model outcomes are presented in well-structured dashboards and offer valuable decision support for budget allocation and campaign planning.*

Our solution

MMT Scope helps you optimize your media campaigns with a range of models, including Media Mix Modeling, Sales Modeling and Multi-Touch Attribution, that provide valuable insights on the impact of different media. The models can be customized depending on the granularity of the data provided and / or the type of media channels you wish to investigate and on the type of outcome you wish to obtain.

MMT Scope uses client and industry data as well as market trends. Depending on the issue at hand, the models can be enriched with data on other influencing factors, such as weather observations.

The visualization of the predictions takes place in a specially designed front-end with well-structured and easy-to-understand dashboards to make sure you have valuable insights at your fingertips to support the decision-making process. Our models based on machine-learning algorithms deliver more accurate forecasts with each cycle.

Your benefits

- Secure web-based access
- Use of a broad range of information sources such as client data, industry data and market trends
- Regular updates possible
- Focus on long-term use and optimization of models
- Visualization in easy-to-understand dashboards

Scope attribution framework

*MMT cannot be held responsible for the non-occurrence of the predicted results, as the influence of external factors cannot be fully taken into account.

A selection of our ready-to-use models

In **MMT Scope**, you will find ready-to-use models that provide answers to advertisers' most common questions. In addition, our Business Intelligence team develops individual models for your specific challenges.
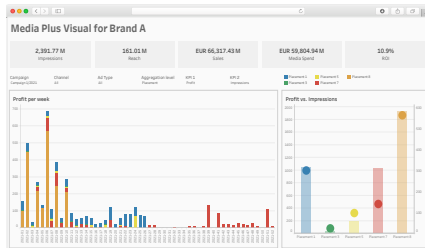
MMT Scope Budget Allocation

This model analyzes the media impact on sales or other business KPIs and thus helps to understand in which media channel your advertising budget has achieved the highest performance in order to optimize budget allocation.
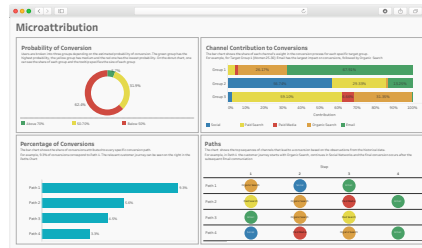

MMT Scope Multi-Touch Attribution

This model examines the impact of every touchpoint in the customer journey on conversions at the individual customer level to help you build the right digital media mix.


MMT Scope TV Performance

This model helps advertisers who want to use TV as a performance tool for their business objectives by optimizing their advertising activity on TV and identifying the right context, timing and channels to achieve the best results.
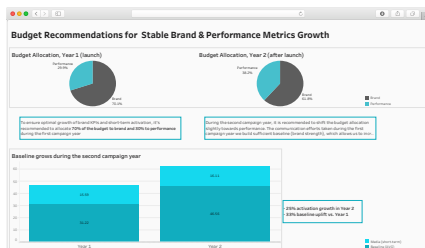
MMT Scope Launcher

The model calculates the optimal share between branding and performance activities to ideally drive both brand development and sales for a new product.
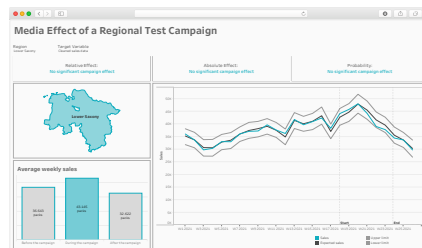
MMT Scope Test & Scale

The model uses test region data to measure the impact of a new medium or channel before the rollout of a campaign.

Our proven process

1. We integrate data sources (media, market and business data)
2. We prepare data for analysis
3. We apply analytical methods (or tools) to gain insights and generate recommendations
4. We design and create dashboards to visualize model results
5. We make the dashboards available to you via our proprietary MMT Scope module

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