

# marketers mmm checklist

read more in the [market mix modelling landscape report](#)

Market Mix Modelling is a powerful tool for optimising your marketing efforts, but it can be complex to implement. This checklist is designed by the IAB Ad Effectiveness Council to guide marketers through the essential steps and considerations when implementing Market Mix Modelling:



## Strategic Foundations

Clearly articulate the primary objectives of your marketing and advertising efforts and how these align to business goals.

Identify well-defined business questions.

## Measurement Framework

Review your current measurement tools in relation to your objectives, understand how your framework addresses short- vs long-term objectives; media delivery, performance and brand objectives; cross-platform measurement; the impact of ad creative.

Pinpoint specific limitations or pain points in your current measurement approach.

Identify gaps and limitations in your existing measurement tool kit that MMM could address.

Recognise MMM as one tool in a broader measurement framework and how you will complement and combine with other techniques such as experiments and attribution.

## Data Readiness

Evaluate your current data collection and management practices.

Ensure you have the necessary data infrastructure and resources in place to support MMM implementation.

Secure accurate, comprehensive data at the most granular level possible across MMM inputs including sales, revenue, ad exposure, ad expenditure, other marketing and promotional data, pricing, product, brand measurement, creative testing, customer data.

Set up routinised, automated data collection, QA procedures and delivery processes, to ensure timely updates of data provided to your vendor to maintain the model.

Identify any data quality or integration challenges that need to be addressed.

Evaluate the privacy implications of data collection and usage for input data required.

Understand the external factors (such as economic, environmental and social conditions, competitive actions, and seasonality) that are important to incorporate into your model.

## Stakeholder Alignment

Identify and involve key stakeholders from relevant business areas including marketing, finance, analytics, IT.

Communicate the benefits and potential impact of MMM to secure buy-in and support.

Assign a project champion to manage timelines, cross-functional alignment, and decisions.

Educate teams on how to interpret and act on MMM outputs to drive internal adoption.



## Vendor & Model Selection

Conduct an RFP to research and compare MMM vendors based on your specific needs and criteria. Request demonstrations, case studies and references to assess the capabilities and track record of potential partners.

Consider factors such as validation, transparency on models, data granularity and timeframe required, reporting capabilities, customer support, cost.

Ensure vendors are equipped for supporting change management and internal training (if required).

Understand how the vendors model handles the common challenges of MMM such as isolating channel effects, distinguishing between channel spend-driven sales and sales-driven channel spend increases, seasonality and trends, outliers and changes in consumer behaviour.

Understand the model assumptions and limitations.

Assess vendors capabilities to support your required cadence (eg daily, weekly, monthly etc).

Evaluate the source of data used to include external factors into your model such as economic, environmental and social conditions, competitive actions, and seasonality.

## Compare and test models

Your RFP should assess validation protocols for prospective MMM providers.

Models vary vendor to vendor so it's essential to rigorously assess how viable each prospective MMM is for your business and test for accuracy, stability and robustness.

Compare margin of error results from out of sample testing across each prospective MMM.

## Model Implementation & Validation

Ensure your vendor has a validation framework that includes a range of statistical measures to evaluate model accuracy and reliability such as out of sample or holdout testing and statistical diagnostics ( $R^2$ , MAPE, etc.).

Validate incrementality by using experimental lift test to calibrate the model.

Incorporate post-deployment monitoring to check for model drift and update as needed.

## Actionability & Integration

Translate model findings into executable actions that can drive business decisions

Use MMM results for:

- o Tactical and strategic planning
- o Budget allocation and media optimization
- o Scenario testing and ROI simulation

Integrate MMM insights into business processes and planning cycles.

Set realistic expectations about what MMM can and cannot answer; manage internal understanding accordingly.