Adwanted Consulting & Solutions_



ADWANTED CONSULTING CASE STUDY

Agency MMM & econometrics audio data integrations

1. Challenge

Agencies need faster, more reliable access to campaign data to support their marketing mix modelling (MMM) and econometrics work. While the data they require is already accessible in J-ET, the formatting needs manual changes to make it fit with agencies' existing models. This creates delays, inconsistent data formats, and extra work for both the agencies and Adwanted. There is also no easy, scalable way to regularly provide data that matches each agency's individual modelling needs.

2. Approach

Adwanted works closely with each agency group to define exactly what data they needed for their modelling. Together, we will create a standard data output designed to fit directly into their MMM environment and set up automated processes to deliver this data on a regular basis. The primary aim is to streamline previously manual processes: improving the reliability of data and ensuring that agencies can use it as quickly as possible.

3. Solution

Adwanted introduces automated data feeds to support MMM and other econometric models across all agency groups. Key features include:

- Standardised data formats designed for individual agency modelling needs
- Automated data extraction, removing the need for manual pulls
- Scheduled deliveries to ensure up to date data
- Campaign-level data with the precise level of detail necessary for modelling.

4. Expected impact

Establishing a scalable, automated data solution for MMM and econometrics across major agency groups means manual processes are eliminated, reducing workload and improving efficiency. Data will be more consistent and delivered on time, every time. As a result, these agencies can frictionlessly incorporate audio campaign data into their existing models, providing better measurement, stronger insights, and a clearer understanding of audio's role in cross-channel performance.