

Marketing Mix Modeling

Client: Demo Account Completed: Sep 24, 2026 Run: sample-mmm-decision-brief

HIGH CONFIDENCE

High confidence - 99% of independent model specifications agree. Safe to act on.

MEDIA-DRIVEN REVENUE ·
REVENUE DECOMPOSITION

\$11,723,907.97

●

Execution

R² · MODEL FIT

0.51

●

Diagnostics

CURRENT ROAS · GOOGLE

3.33x

●

Predictive

CURRENT ROAS · TIKTOK

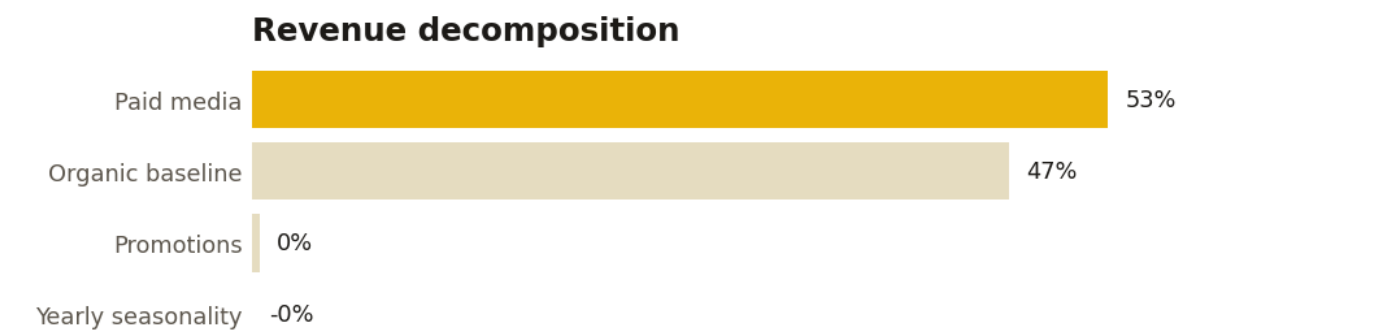
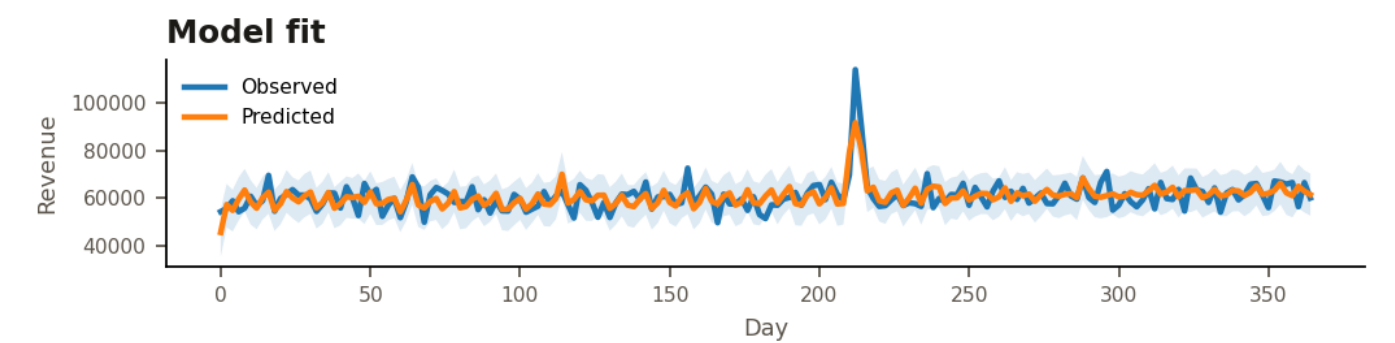
4.62x

●

Sensitivity

●

Human



Channel efficiency

Channel	Spend	Spend %	Contribution	Contribution %
Google	\$1,586,522	33.5%	\$5,286,653	45.1%
Tiktok	\$763,111	16.1%	\$3,523,837	30.1%
Meta	\$1,884,457	39.7%	\$2,097,853	17.9%
Linear Tv	\$508,029	10.7%	\$815,565	7.0%

Compares average returns. A channel flagged under-invested may still be near saturation, so confirm against the response curve before moving budget.

ANALYST APPENDIX

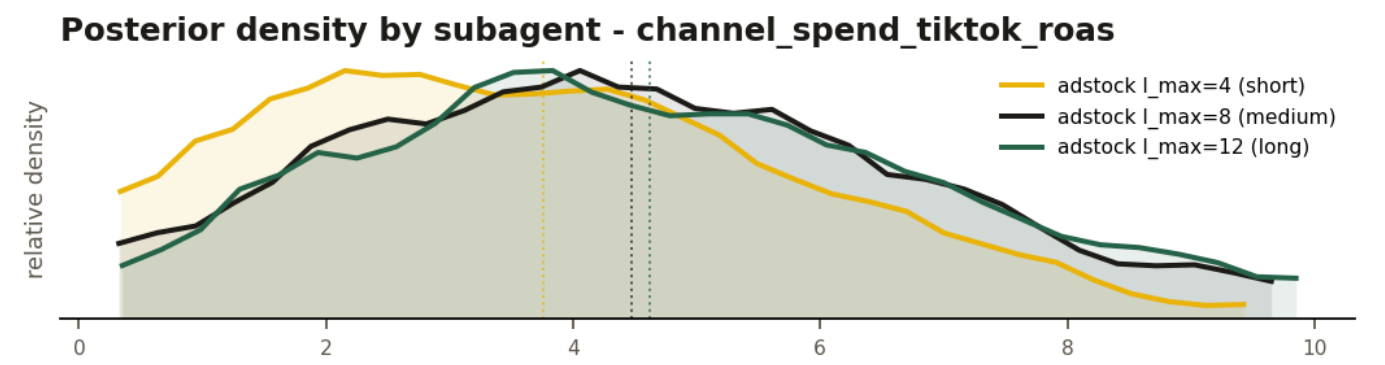
How this number was produced

Marketing Mix Modeling Run: sample-mmm-decision-brief

MODEL ENSEMBLE - 3 SPECIFICATION(S)

Independent model specifications fit against the same data; the headline number is the ensemble's, not any one specification's.

adstock l_max=4 (short) Prior: weakly-informative · LogisticSaturation Preprocessing: date sort · daily granularity Structure: GeometricAdstock(l_max=4) × LogisticSaturation + LinearTrend + WeeklyFourier(3)	channel_spend_tiktok_roas 3.76 95% CI [0.426, 8.31]
adstock l_max=8 (medium) Prior: weakly-informative · LogisticSaturation Preprocessing: date sort · daily granularity Structure: GeometricAdstock(l_max=8) × LogisticSaturation + LinearTrend + WeeklyFourier(3)	channel_spend_tiktok_roas 4.48 95% CI [0.449, 9.21]
adstock l_max=12 (long) Prior: weakly-informative · LogisticSaturation Preprocessing: date sort · daily granularity Structure: GeometricAdstock(l_max=12) × LogisticSaturation + LinearTrend + WeeklyFourier(3)	channel_spend_tiktok_roas 4.62 95% CI [0.674, 9.43]

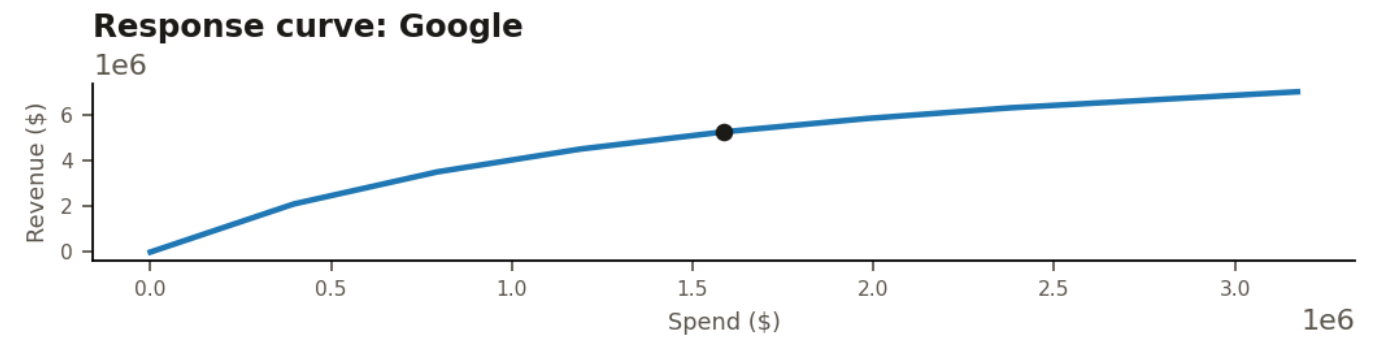


DIVERGENCE REASONING

99% specification agreement Three adstock specifications (l_max=4/8/12) recovered blended ROAS of 2.48x, 2.46x, 2.47x. Spread is 0.02; agreement score 0.99. Estimates are stable across adstock priors.
--

FURTHER READOUTS

Sections this run produced beyond the one of each kind shown on page 1.



1 further readout section(s) are omitted here to keep this appendix to a single page - all of them are in the run's full readout view.