

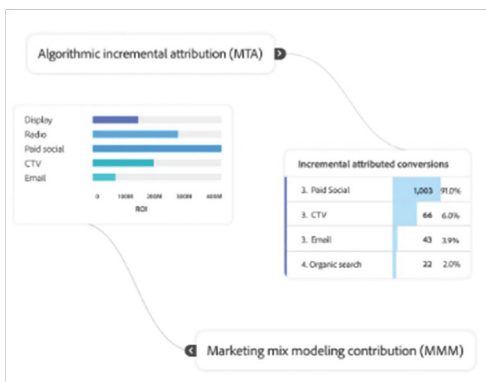


Adobe Mix Modeler: Measure and plan to maximize ROI



According to a [recent eMarketer survey](#), advanced media mix modeling is the top priority for marketers looking to augment their measurement strategies for the future.

Adobe Mix Modeler is a modern measurement and planning solution that empowers marketers to quickly and confidently determine where to invest to **drive business growth**. With **AI-powered incrementality** scores produced by our measurement models, marketers can **strategically plan** their marketing mix, **optimize channel and campaign spending** in the moment, and **make data-driven recommendations** critical to their business.

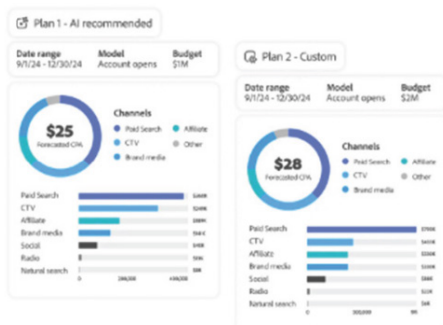
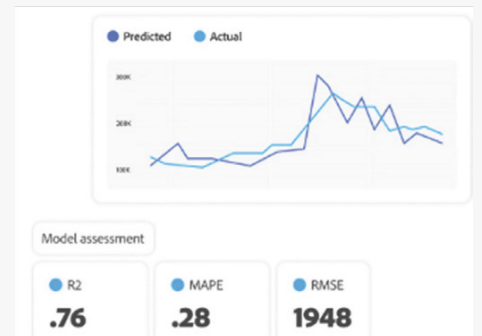


Unified marketing measurement results, at speed

Unify ROI measurement and planning across channels by connecting and integrating summary- and touchpoint-level data analysis in a user-friendly application. Unlock **consistent, comprehensive measurement insights** using our patent-pending bidirectional transfer learning technology that integrates multi-touch attribution (MTA) and marketing mix modeling (MMM) methodologies. Mix Modeler delivers unified insights in hours or days, enabling you **to work at a measurement cadence that suits your organization's decision-making needs**. Instead of relying on outdated annual or bi-annual reports, you can quickly uncover optimization opportunities and **act on them faster**.

Rich model insights grounded in advanced modeling techniques and transparency

Enhance accuracy in marketing measurement insights and predictions over time as AI and machine learning (ML) algorithms run in the background, automatically training the model against your data, business characteristics, and objectives. **Guide your strategy and optimizations** with **robust model insights**, such as summarized marketing performance, channel contributions, and incrementality scoring, as well as options to dive deeper into historical performance over time, or event-level attribution insights. **Gain confidence** in your investment and planning decisions with **clear visibility** into key model evaluation metrics—R2, MAPE, RMSE, and more—directly within the UI.



Scenario planning & in-flight optimizations for fast, confident marketing investment decisions

Generate and compare selected plans in a side-by-side view to **determine which proposed marketing mix delivers the most impactful outcomes** against your business priorities. Once you've activated a plan and campaign, leverage Mix Modeler's performance-to-plan reporting to compare live performance with predicted results. This **dynamic analysis** allows you to adjust your campaign in-flight, maximizing opportunities for quick, measurable success.

Scan the QR code to explore our website, where you will find videos showcasing key product features and use cases. If you would like a demo of Adobe Mix Modeler, please reach out to your Adobe sales representative.

