

How you can unlock value by partnering with Adobe



Our Understanding of Your Business Objectives

- Maximize revenue for existing and new business models against multiple business objectives
- Understand omnichannel purchase behavior for strategic customer insights
- Empower marketing team to be agile in driving business growth in a dynamic landscape



Strategies and Capabilities to Explore

- Use automated budget optimizer and scenario planning tools to translate results into action
- Unified MMM & MTA outputs give confidence to make both strategic & tactical optimizations
- Export touchpoint scores into Customer Journey Analytics or external BI tools for deeper analysis
- Democratize access to critical measurement outputs via intuitive tools and interfaces
- Leverage AI-as-a-Service to quickly train and refresh models, accelerating time to value



Business Impact

- Fully data-driven decisions ensure marketing ROI is maximized in upfront planning and in-flight execution
- Develop view of incremental customer behavior and marketing tactics to inform strategic priorities across the business
- Make rapid ROI optimizations to meet changing customer & market trends, without falling into decision paralysis
- Upskill internal teams and increase maturity of marketing organization

Adobe Mix Modeler is an AI-Driven solution that unifies MMM and MTA approaches to measure the true incremental impact of all marketing activities, faster