

Magic Quadrant for Marketing Mix Modeling Solutions

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Marketing budgets feature large and discretionary expenditures, most notably in advertising, which are especially difficult to measure. B2C CMOs can employ MMM solutions to illuminate the relationships between investments and outcomes, and to map pathways to improved efficiency and effectiveness.

Market Definition/Description

This is the first version of the Magic Quadrant for Marketing Mix Modeling Solutions. It replaces the [Market Guide for Marketing Mix Modeling Solutions](#).

Gartner defines marketing mix modeling (MMM) solutions as services and software that help chief marketing officers (CMOs) plan future spend and measure past investment performance. MMM applies advanced statistical techniques to aggregate data to quantify the holistic impact of marketing and optimize business outcomes such as sales or lead generation. MMM solutions acquire and normalize marketing data, build advanced statistical models based on that data, measure marketing performance, and deliver recommendations to improve spending effectiveness and efficiency. Results are delivered to marketers, media planners, and marketing and financial analysts via software and presentations.

Marketing mix modeling solutions quantify the holistic impact of marketing. They account for business factors (like inventory availability or physical footprint) and external factors (like consumer perception, competitive activities or macro-economic conditions), and attribute that impact to different channels or campaigns. CMOs use MMM solutions for three primary use cases:

- Demonstrate marketing's value by quantifying historical marketing performance while accounting for external factors
- Enhance current marketing performance by optimizing existing media budgets, particularly for paid advertising
- Improve long-term marketing performance by evaluating multiple scenarios for marketing budgets and external factors

Must-Have Capabilities

The must-have capabilities for MMM solutions include:

- Marketing data acquisition and normalization via API (or similar method) from the most popular sources, including digital media, offline advertising and sales history
- On-demand creation of initial predictive models from data inputs
- Presentation of model results to marketers

Standard Capabilities

The standard capabilities of MMM solutions include:

- Quarterly or monthly refreshes of predictive models using automated fine-tuning techniques
- Interactive reporting of marketing results designed for a business user
- Flexible scenario planning with the ability to adjust input parameter ranges individually and without requiring code
- Media optimization to find the best media combination for a given budget amount, set of constraints and/or target outcome
- Ability to model both online and offline business outcomes while controlling for external or contextual factors on those desired outcomes

Optional Capabilities

Optional capabilities of MMM solutions include:

- Weekly or more frequent predictive model refreshes using automated model generation techniques

- User interface and capability for marketers to design incrementality tests (including location-based tests)
- Ability to quantify halo effects for hierarchical or related marketing budgets, to support portfolio brands, line-of-business marketing plans, multiple purchase channels, etc.
- Generation of paid media plans

Magic Quadrant

Figure 1: Magic Quadrant for Marketing Mix Modeling Solutions





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Vendor Strengths and Cautions

Analytic Partners

Analytic Partners is a Leader in this Magic Quadrant. Its Commercial Analytics offering focuses on comprehensive scenario planning and collaboration, distributed and scaled decision support, and data management. Its operations are geographically diversified and its clients tend to be large and midsize enterprises across a variety of industries. Its strategic roadmap includes plans to introduce expanded insights based on loyalty and spend data, as well as to improve the granularity of its forecasting based on predicted macroeconomic and weather factors.

Strengths

- **Breadth of approach:** Analytic Partners' MMM solution delivers what it calls Commercial Intelligence, encompassing marketing, finance, supply chain and other enterprise functions. This enterprisewide engagement accelerates adoption, especially for nonmarketing recommendations, such as timing budget increases to maximize impact (finance) or making inventory and distribution changes (supply chain).
- **Robust software platform:** Analytic Partners' software is one of the most powerful tools in this research. GPS Enterprise enables capabilities not offered by other platforms in this research, such as in-platform commenting and notifications for scenario planning and enterprisewide decisions, as well as extensive data processing, lineage, quality and metadata management with ROI Genome.
- **Complex marketing analytics:** Prospective clients with sophisticated data science and finance teams benefit from GPS Enterprise's in-platform support for many advanced analytics. These analytics include weighting multiple key performance indicators (KPIs) in a single model, calculating halo effects for channels brands and lines of business, estimating the long-term impact of brand, and triangulating results of incrementality tests on models.

Cautions

- **Limited private cloud support:** GPS Enterprise does not support deployment in client-managed private clouds. Prospective clients whose policies or industry regulation require containing their data in self-managed cloud environments will need to investigate if a vendor-managed private instance will meet their requirements or work with another provider.
- **High price:** Analytic Partners' MMM solution costs are among the highest in this research. Contract cost often highly correlates with engagement complexity. Prospective clients should assess the incremental value provided by Analytic Partners' specific differentiators against the value provided by other potential providers.
- **Model latency:** Analytic Partners requires human oversight for data transformations and model validation for all model updates. Therefore, clients may wait longer for model updates to complete compared to other providers in this research (typically four to seven days longer). Prospective clients should ensure model updates can be executed to support the cadence of all their key decisions.

Circana

Circana is a Niche Player in this Magic Quadrant. Its Marketing Mix product enables marketers to assess their investments' impact and optimize marketing budgets through its proprietary retail datasets. Circana is the result of a 2022 merger between NPD Group and IRI, has a high concentration of consumer packaged goods clients and maintains global offices. Circana plans to expand its coverage across products and geographies while expanding GenAI usage to deliver better insights, diagnostics and recommendations.

Circana announced its plan to acquire Nielsen's MMM business on 26 August 2024. At the date of publication, both Circana and Nielsen met the inclusion criteria for this MQ and continued to operate as separate organizations.

Circana did not respond to requests for supplemental information. Gartner's analysis is therefore based on other credible sources.

Strengths

- **Retail data and consumer goods assets:** Circana has access to store-level data for a range of supermarkets and major consumer goods and general merchandise retailers. Compared to aggregated data feeds, this depth increases the number of observations available and improves the robustness of results in ways that would be costly to replicate with alternative data feeds or first-party data strategies.
- **Comprehensive marketing measurement capability:** Circana's platform provides the capabilities of MMM, multitouch attribution and lift studies to quantify the impact of creative elements and in-flight campaign measurement.
- **Global coverage:** Circana's worldwide presence enables it to service projects from the closest local country office for a project implementation and supplement with local expertise. Based on first-party data, or data secured by clients' data-sharing agreements, Circana can cover a broad range of countries and categories.

Cautions

- **Services-intensive approach:** Circana's approach to MMM might not be the right fit for prospective clients looking to support model development and calibration via internal data scientists. Prospective clients should ensure that Circana will engage their data scientists during model construction.

- **Impact of Acquisition Integration:** In August 2024, Circana announced its acquisition of Nielsen's MMM business. Gartner expects that integration work associated with bringing together two large organizations, platforms, people and measurement methodologies will be a significant effort.
- **Low expected return:** Circana's website mentions an expected measurement ROI of 9-to-1 (increase in media effectiveness versus cost of measurement). That expected measurement ROI is low when compared to Leaders in this study. Prospective clients should work with Circana to understand the costs and expected returns associated with critical measurement components.

Ekimetrics

Ekimetrics is a Visionary in this Magic Quadrant. Ekimetrics' One.Vision product provides a modular approach to MMM that offers clients a customizable mix of capabilities. These capabilities span technology and services with module-based platform implementations and a flexible delivery model to match each client's requirements. Ekimetrics' operations are geographically diverse, but are primarily located in EMEA, and tend to be in the consumer packaged goods (CPG), retail, financial and automotive sectors. Ekimetrics' strategic roadmap includes plans to expand its use of generative AI, deploy multidimensional forecasting, enrich its partner ecosystem and improve the simulation workflow to drive utilization.

Strengths

- **Platform modularity:** One.Vision offers a module-based approach that offers its clients financial flexibility by letting them pay for only the module-specific functionality they need. With 12 modules offering specific functionalities (such as a customer analytics module that supports understanding the impact of cross-brand upsells on overall loyalty), potential clients can realize incremental savings by selecting only the modules that support their intended use cases.
- **Data science engagement:** Ekimetrics offers strong support and integration for its clients' data scientists. Client data science teams receive complete details on the underlying models created, including a list of features, type of model, data transformations applied and all statistical outputs.
- **Diverse engagement models:** Ekimetrics uses different engagement models for different relationships (i.e., in-house, hybrid, partner-led). It also supports a variety of use cases,

from big-budget advertising to enterprise mix modeling and house of brands. Clients have the flexibility to manage the total cost of ownership of their MMM program.

Cautions

- **Narrow industry expertise:** Ekimetrics' customer base skews heavily toward consumer products, banking and retail. Prospective clients in other industries (e.g., healthcare or manufacturing) may find it difficult to apply relevant benchmarks during model construction and validation. Potential clients should investigate insights and benchmarks within their specific industry to determine the sample size and model capabilities.
- **Low utilization outside of marketing:** Ekimetrics scored near the bottom of vendors analyzed for adoption outside of marketing and the lowest percentage of total users within finance. Potential clients should work with Ekimetrics to develop a roadmap to ensure finance adopts the methodology, metrics, process and reports.
- **Limited North American (NA) focus:** Ekimetrics has some of the smallest North American MMM customer counts and employee counts in this research. Prospective NA clients could experience cascading delays due to coordination across time zones and should work with Ekimetrics to mitigate that risk by developing a support plan and clear SLAs that meet their specific needs.

Fractal Analytics

Fractal Analytics is a Niche Player in this Magic Quadrant. Its MINE scenario planning tool broadly focuses on marketing budget simulation and optimization, with customization options tailored to clients' unique needs. Its operations are geographically diversified and its clients tend to be large enterprises across sectors, with a high concentration in consumer products and IT. Its strategic roadmap calls for building an end-to-end solution through data partnerships and technical integration of its solutions with other software, such as Google Analytics. Another strategic priority is to enhance the efficiency of the implementation and operational process by creating an automated modeling workbench that streamlines modeling tasks.

Strengths

- **Tailored solutions:** Fractal offers customized MMM solutions built to each client's specific requirements. It addresses clients' unmet needs in multiple ways, including by creating custom unified measurement across MMM and multitouch attribution (MTA). It brings

together data scientists, subject matter experts and industry professionals to support MMM implementation and execution, adapting to each client's unique needs.

- **Large enterprise success:** Fractal has a track record with large clients, consistently delivering substantial projects for clients that meet their complex needs. It has the largest percentage of customers with over \$1 billion of enterprise revenue in this research.
- **Business scenario planning:** Fractal offers robust business scenario planning with data enrichments in pricing, finance and supply chain, such as competitive pricing and inflation rate. This support helps its clients generate accurate simulations, informed decision making, better resource allocation and optimized marketing strategies.

Cautions

- **Slow implementation:** Fractal's solution takes several months more to implement compared to other vendors in the research due to its purpose-built nature. This time frame is a steep trade-off against the potential for customized model outputs. Prospective clients should conduct an initial assessment to clarify overall financial commitments and set realistic expectations for timelines and value realization.
- **Roadmap limitations:** Fractal's technology development roadmap lagged other vendors in the research. Priorities like the automated modeling workbench are considered common features by other vendors. This position may limit client access to advanced features and further MMM innovation.
- **Delayed data management capability:** Fractal lacks out-of-the-box, self-serve workflows for data integration and model management, limiting clients' ability to independently manage these tasks. Clients can compensate for this weakness through additional headcount and support, but doing so will incur higher costs and reduce agility. Prospective clients should identify a workflow plan and establish strong communication with Fractal's support team for smooth integration and management.

Ipsos MMA

Ipsos MMA is a Leader in this Magic Quadrant. Its Activate product enables complex scenario planning for global enterprises. Its operations are geographically diversified and its clients tend to be global enterprises across industries. Ipsos MMA's strategic roadmap focuses on continuing to build an end-to-end data hub, measurement platform and activation engine with feedback loops. The aim is to enable clients to quickly connect

insights across a broad array of marketing research, analytic, media, operational and other data.

Strengths

- **Enterprisewide C-suite perspective:** Ipsos MMA can accelerate executive buy-in and cross-functional adoption of MMM. Its strong network of client C-suite relationships gives Ipsos MMA deep understanding of and experience influencing strategic business priorities.
- **Highly engaged customer experience:** Ipsos MMA applies a structured comprehensive client engagement model to define client success requirements. Clients maximize their time spent with Ipsos MMA in standard business touchpoints, such as weekly status, quarterly executive governance, and biannual functionality and reporting meetings, as well as senior executive peer group meetings and sessions.
- **Support for large advertising budgets:** Ipsos MMA helps advertisers understand when creative has become “worn out,” benchmark their strategies with similar companies and manage the complex data taxonomies for larger advertising budgets. It accomplishes this by combining its Spark AI creative scoring tool with its Activate platform scenario planning capability, and by using a systematic approach to change management, data taxonomy and media strategies for large advertisers.

Cautions

- **Limited support for smaller advertising budgets:** Ipsos MMA provides large global advertisers with fully managed (not self-service) programs. Prospective clients with working media budgets of less than \$25 million should carefully evaluate the relevance and utility of Ipsos’ benchmarks from lower-spend markets and countries given its basis in high-budget, global advertising strategies.
- **Premium pricing:** Ipsos MMA’s MMM solution contract values are among the highest in this research. Prospective clients should weigh Ipsos MMA’s costs and longer time-to-production relative to other Leaders against its faster model refreshes and overall value-add.
- **Limited in-platform support for complex analytics:** Ipsos’ Activate platform supports scenario planning, but does not currently include capabilities such as weighting multiple KPIs to address multiple business outcomes. This gap limits real-time access to specific,

complex insights and forces clients to conduct or request custom analyses and off-platform work.

Kantar

Kantar is a Niche Player in this Magic Quadrant. Kantar's MMM solution focuses on quantifying the impact of marketing using proprietary data centered on brand and creative. Its operations primarily focus on clients within North America and Europe. Kantar's MMM platform works for clients across all industries, with its largest industry segment being CPG. Kantar's strategic roadmap focuses on delivering increased granularity of insights to allow for more precise media optimizations across regions, channels, publishers and campaigns.

Strengths

- **Brand, creative and media data approach:** Kantar's comprehensive approach to MMM incorporates the impact of brand equity, creative quality and media. Kantar's proprietary creative and brand datasets work in conjunction with its MMM to provide insights that are particularly valuable for improving investments in brand equity and high-quality media.
- **Organizational viability and execution:** Kantar is one of the largest vendors analyzed in this study. The scale of its organization, along with the fact that its customers sign multiyear contracts at a high rate, affords prospective clients confidence in the long-term health of Kantar's MMM solution.
- **Model update speed:** Kantar's model update and refresh speed were among the fastest of all vendors researched, driven by capabilities that assist ongoing data prep and ingestion into their models. Kantar clients can respond swiftly to market changes, optimize their campaigns in real-time and make data-driven decisions with the latest insights.

Cautions

- **Product roadmap and pace of evolution:** Kantar's cloud-hosted MMM platform has a short-term roadmap focused on functions and features that many competitors have already deployed. These features include data-upload optimizations, model development streamlining and multicriteria optimization, among others. This short-term focus on feature development may lead to downstream impacts on longer-term roadmap items, like the potential introduction of additional self-service options.
- **Time to production:** Kantar's approach to model development and validation resulted in the longest time to production of all vendors evaluated for this research, particularly the

duration of data onboarding and model development/validation stages. Prospective clients should estimate the incremental costs for onboarding marketing data themselves and incorporate it into their total cost of ownership calculations.

- **Client data science limitations:** Kantar clients do not have the ability to change model design or design incremental tests directly within the tool. Prospective clients with strong data science teams should work with Kantar to get their own data scientists involved early to increase visibility into model construction and performance.

Keen Decision Systems

Keen Decision Systems is a Niche Player in this Magic Quadrant. Its product uses a SaaS approach to MMM that allows users to optimize their full marketing budget through insights on the short- and long-term effects of marketing investments. Its operations are focused in North America and the solution supports global clients. About 75% of its clients tend to be medium to large organizations within the CPG industry. Keen's strategic roadmap focuses on continuing to develop the software experience, enhancing the free trial for prospective customers and transitioning to a modular product approach.

Strengths

- **Innovation:** Keen consistently innovates, with initiatives like its patent-pending Marketing Elasticity Engine (MEE), which provides Bayesian prior coefficients for use in model estimation. Its roadmap for innovation includes incorporating customer journey modeling to MMM as an extension of its multibrand portfolio modeling.
- **SaaS capabilities:** Keen offers an end-to-end SaaS experience that gives clients access to marketing mix models. This approach may be most suitable for prospective buyers who have well-organized data, who do not have very complex customization needs and are prepared to leverage software to support their decisions.
- **Smooth onboarding:** Keen's patent-pending QuickStart capability offers a smooth onramp for users. This path allows users to start receiving value from the platform, even though they may have limited data, and see some of the benefits of Keen's solution without having to deploy a full model.

Cautions

- **Primarily SaaS delivery model:** Keen's solution focuses on being a SaaS product, with features and workflows geared toward self-service. Keen names one account manager

and one analyst for clients at its highest pricing tier. Only in this highest tier, Keen structures onboarding and support around consistent, predetermined touchpoints. As such, prospective clients looking for a high-touch or customized full-service vendor should review whether the highest pricing tier will suit their needs.

- **CPG focus:** A high proportion of Keen's clients are in the consumer products industry. Whereas Keen's MEE has had relatively low application in other industries, prospective clients from other industries should assess whether Keen's MEE can successfully recommend marketing activity optimizations for their business.
- **Midmarket focus:** Focused primarily on North America, Keen tends to target advertisers with revenue between \$10 million and \$500 million. At a larger scale, media plans prioritize different channels and organizational complexity increases, which affects the service demands on an MMM provider. Prospective clients with large media budgets should discuss with Keen their expectations and complexity of needs, as well as assess whether the software addresses their specific requirements.

Nielsen

Nielsen is a Niche Player in this Magic Quadrant. Its Marketing Mix Modeling product focuses on enabling marketers to assess the impact of their investments and optimize their marketing budgets accordingly. Its operations are geographically diversified and its clients tend to be in sectors with more limited first-party data resources, such as CPG. It plans to focus on audience measurement and content support for marketers.

Circana announced its plan to acquire Nielsen's MMM business on 26 August 2024. At the date of publication, both Circana and Nielsen met the inclusion criteria for this MQ and continued to operate as separate organizations.

Nielsen did not respond to requests for supplemental information or to review the draft contents of this document. Gartner's analysis is therefore based on other credible sources.

Strengths

- **Portfolio of solutions:** Nielsen's TV, streaming TV, audio and digital ad audience measurement solutions are available as complementary audience measurement tools alongside its MMM solution. Mass-market brands with large investments in these channels benefit from improved measurement and recommendations based on Nielsen's extensive model inputs from these data sources.

- **Sport sponsorship and fan insights:** Nielsen offers a full suite of sponsorship and fan insights solutions. Brands with investments in these highly indirect, often unmeasured channels will benefit from the granular data and company expertise.
- **Global coverage:** Nielsen provides coverage for all of North America, while also covering Western and Central Europe, APAC and most of South America, among other geographies. Brands with significant global presence can simplify the onboarding of global teams and streamline the number of vendors by working with Nielsen.

Cautions

- **Market viability:** Nielsen has completed multiple rounds of layoffs and job relocations, from in-market locations to global capability centers, in India, Poland and Mexico, according to news reports. Prospective clients should consider the possibility of future disruptions and Nielsen's capacity to deliver on future roadmap items.
- **Minimal information publicly available:** Nielsen offers a single webpage, a promotional video dated January 2019 and a single webinar from 2024. This scarcity limits prospective clients' ability to research capabilities in advance, making it especially difficult to build internal cross-functional consensus.
- **Lack of cross-functional support:** Nielsen focuses on marketing and supporting marketers. Given the planned sale of the business to Circana and the effort and complexity of integrating two separate business units, software and commercial relationships, it's highly unlikely that Nielsen will expand its cross-functional support in the near future.

OptiMine

OptiMine is a Leader in this Magic Quadrant. Its Intent product is broadly focused on scenario planning, marketing and media optimization. Its operations mostly focus on North America and Europe, and its clients of all sizes span sectors. Its strategic roadmap aims to enhance its "enterprise marketing impact" methodology by integrating measurement capabilities with a client success consulting framework. OptiMine also plans to prioritize expanding its marketplace, which offers vertical-specific benchmarking, media plan best practices, budget allocation and competitive intelligence.

Strengths

- **Granular tactic recommendations:** Although many MMM vendors focus on channel-level optimizations, OptiMine's data precision offers insights at a more granular level. This strategy allows clients to optimize more components of their campaigns, including tactics, content and audiences, more frequently to achieve greater impact.
- **Production and deployment speed:** OptiMine's automated data management and modeling technology enable shorter production and deployment timelines compared to most vendors in this research. This approach allows customers, on average, to achieve production in two months, with most deployments fully implemented within three months.
- **Partner network:** OptiMine leverages a vast partner network of agencies and consulting companies to deploy its MMM solutions via white-label and hybrid approaches. OptiMine offers support with a dedicated partner channel support team, sales group and extensive partner training programs.

Cautions

- **High conversion volume requirement:** OptiMine's solution needs at least 500 daily conversions for accurate modeling and analytics, which could be challenging for some businesses. Prospective clients should assess their ability to meet this requirement and determine if more limited recommendations, from aggregating conversion data weekly, are still valuable.
- **Limited in-platform support for complex analytics:** OptiMine's platform has limitations, including a lack of direct UI support for adstock and halo effects analysis. These analyses are provided via custom reports. Prospective clients should plan to integrate these insights into workflows to avoid delays and ensure comprehensive evaluation.
- **Sales team reduction:** OptiMine recently shifted its go-to-market strategy, focusing on a more senior sales executive and partner-based sales approach, which led to a significant reduction of its internal sales team. Clients may experience heightened risk of an unsatisfactory sales process. Prospective clients should ensure OptiMine's updated value proposition and roadmap meet their needs.

TransUnion

TransUnion is a Leader in this Magic Quadrant. Its TruAudience analytics solutions product offers three solutions: MMM, marketing attribution and optimization capabilities. Its MMM

solution draws on robust census-level consumer data assets and attribution capabilities from its acquisition of Neustar. Its operations are concentrated in North America and Europe, and its clients tend to be large organizations across industries. TransUnion's strategic roadmap focuses on its Harmonizer capability, which connects and provides insights across MMM, MTA and experimentation. TransUnion also plans to infuse GenAI into its data integrations and modeling platform to enable automated end-to-end MMM deployments, to reduce associated efforts and costs.

Strengths

- **Identity capability:** TransUnion leverages its core consumer data and identity capabilities to offer person-level incrementality experiments and attribution as part of its solution. Clients with first-party data assets can benefit from these lift studies.
- **Market responsiveness:** TransUnion's strong client retention rates result in part from a diverse portfolio of customer engagements, including quarterly business reviews to customer advisory boards, hosting an annual conference, and regular lunch-and-learn sessions and webinars. These touchpoints allow TransUnion clients to stay abreast of developments and provide feedback for solution enhancements.
- **Comprehensive model validation:** TransUnion offers comprehensive criteria for assessing model deployment and validation. With a relatively fast time to deployment at two months, its completed validation for model deployment is 12 months, which demonstrates a commitment to proving model validity through the annual planning cycle.

Cautions

- **Customer-data-centric:** TransUnion primarily serves organizations with robust and granular first-party consumer data, which means that organizations lacking these first-party customer data assets may not see as much benefit from the individual-level experimentation and MTA.
- **No support for proofs of concept (POC):** TransUnion does not offer any POC process, which may make it more challenging for clients that need a more cost-effective method to validate a provider's ability to cater to certain requirements before purchasing. Prospective TransUnion clients have access to benchmarks and expected ROI ranges, so prospects should plan to scrutinize this information to determine timelines and requirements.

- **Multiscenario comparison:** TransUnion's MMM cannot compare multiple media planning scenarios within the platform or export model-generated media plans directly to media platforms. Prospective clients should validate whether alternative approaches, such as comparing via screenshots or transferring via Microsoft Excel files, will still be sufficient for self-service media plan scenario comparisons.

Inclusion and Exclusion Criteria

For a provider to qualify for inclusion, the general availability of its MMM solution must have begun no later than 20 June 2021. In addition, a provider must:

- Have at least 10 paying clients for its MMM solution in each of the years 2021, 2022 and 2023.
- Receive at least 55% of its 2023 MMM solution revenue from clients located in North America and/or Europe.
- Have calendar year 2023 MMM solutions and service revenue of at least \$20 million:
 - or, 2023 MMM solutions and service revenue of at least \$15 million and at least 15 new customers (logos) in 2023 compared to 2022.
 - or, 2023 MMM solutions and service revenue of at least \$10 million and at least 20 new customers (logos) in 2023 compared to 2022.

Providers that meet the following criteria will be excluded from this research:

- Providers owned by an advertising-supported publisher or digital platform.
- Providers owned by an organization that sells media planning services or media buying software or services.
- Providers that offer media planning and/or buying services as a component of their offerings.

Evaluation Criteria

The evaluation criteria and weights describe the specific characteristics and their relative importance that support Gartner's view of the market. These criteria are used to

comparatively evaluate Marketing Mix Modeling Solution providers in this research.

Ability to Execute

Product/Service

Core goods and services that compete in and/or serve the defined market. This criterion includes current product and service capabilities, quality, feature sets, skills, etc.

Product/service can be offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the subcriteria.

We specifically look for:

- Evidence of (and investment in) critical capabilities.
- Product adoption and product roadmap quality.

Overall Viability

Viability includes an assessment of the organization's overall financial health, as well as the financial and practical success of the business unit. Views the likelihood of the organization to continue offering and investing in the product, as well as the product position in the current portfolio.

We specifically look for:

- Evidence of profitability and customer growth.
- MMM revenue concentration and distribution.
- MMM customer retention rates and contract commitments.

Sales Execution/Pricing

The organization's capabilities in all presales activities and the structure that supports them. This criterion includes deal management, pricing and negotiation, presales support, and the sales channel's overall effectiveness.

We specifically look for:

- MMM pricing models.
- Overall presales support process.

- Support for different stakeholders and their respective needs during the MMM purchasing process.

Market Responsiveness and Track Record

Ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the provider's history of responsiveness to changing market demands.

We specifically look for:

- How the vendor identifies client and market needs and trends.
- How the vendor responds to those needs and trends.
- Recent achievements for the vendor's MMM solution.

Marketing Execution

The clarity, quality, creativity and efficacy of programs designed to deliver the organization's message in order to influence the market, promote the brand, increase awareness of products and establish a positive identification in the minds of customers. This "mind share" can be driven by a combination of publicity, promotional activity, thought leadership, social media, referrals and sales activities.

We specifically look for:

- Marketing budget
- Event support
- Thought leadership content

Customer Experience

Products and services and/or programs that enable customers to achieve anticipated results with the products evaluated. Specifically, this criterion includes quality supplier/buyer interactions, technical support or account support. Customer experience may also include ancillary tools, customer support programs, availability of user groups, service-level agreements, etc.

We specifically look for:

- Programs that drive customer adoption, both within and beyond marketing.
- Tailored approaches to client success specific to scenarios.
- Expectations for client commitments necessary to achieve full implementation.

Operations

The ability of the organization to meet goals and commitments. Factors include quality of the organizational structure, skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently.

We specifically look for:

- Team structure supporting the MMM solution for client success.
- Allocation of resources toward different aspects of the MMM solution.
- The presence of service-level agreements and how they're managed.

Ability to Execute Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Product or Service	High
Overall Viability	High
Sales Execution/Pricing	Medium
Market Responsiveness/Record	Medium
Marketing Execution	Low
Customer Experience	High
Operations	Medium

Source: Gartner (November 2024)

Completeness of Vision

Market Understanding

Ability to understand customer needs and translate them into products and services.

Vendors that show a clear vision of their market — listen, understand customer demands, and can shape or enhance market changes with their added vision.

We specifically look for:

- An understanding and grasp of current and emerging trends, client priorities and specific needs within the MMM market.
- The vendor's vision on how the MMM market as a whole will likely change in the next three years.
- The vendor's perspective on which market segments will be more important three years from now.

Marketing Strategy

Clear, differentiated messaging consistently communicated internally, as well as externalized through social media, advertising, customer programs and positioning statements.

We specifically look for:

- The top needs to solve for customers of the vendor's MMM solution in the next 12 months.
- How the vendor plans to improve the visibility and viability of its MMM product.
- The overall top differentiators that set the vendor's MMM product apart from the competition.

Sales Strategy

A sound strategy for selling that uses the appropriate networks, including direct and indirect sales, marketing, service, and communication. Partners that extend the scope and depth of market reach, expertise, technologies, services and their customer base.

We specifically look for:

- How the vendor engages and supports buyers' multiple business functions during the sales process.
- How the vendor adapts the sales approach for its MMM solution to focus on customers' unique needs.
- Recent MMM new customer deals and their features.

Offering (Product) Strategy

An approach to product development and delivery that emphasizes market differentiation, functionality, methodology and features as they map to current and future requirements.

We specifically look for:

- The strategic roadmap for the vendor's MMM Solution.
- Major changes/highlights in the vendor's MMM strategy in the past 12 months.
- How the vendor's product roadmap reflects emerging customer and market trends.

Business Model

The design, logic and execution of the organization's business proposition to achieve continued success.

We specifically look for:

- The structure of the vendor's product, pricing and MMM solution services.
- The vendor's solution partner strategy.
- Recent and planned evolution of the vendor's business model.

Vertical/Industry Strategy

The strategy to direct resources (sales, product, development), skills and products to meet the specific needs of individual market segments, including verticals.

We specifically look for:

- The industry-specific strategy for the next 12 months.

- The industry-specific product roadmap in the next 12 months.
- The industry-specific partners for the vendor’s MMM solution.

Innovation

Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or preemptive purposes.

We specifically look for:

- The innovative features of the vendor’s MMM solution, overall, and recently delivered product innovations.
- The planned innovation areas for the vendor’s MMM within the next 12 months.
- The unique IP and patents the vendor has for the MMM market.

Geographic Strategy

The provider’s strategy for directing resources, skills and offerings to meet the specific needs of geographies outside the “home” or native geography, either directly or through partners, channels and subsidiaries, as appropriate for that geography and market.

We specifically look for:

- The vendor’s approach to supporting the unique needs between North America and Europe.
- Region-specific data enrichment provided by the vendor’s MMM solution.
- Region-specific methodologies or enhancements provided by the vendor’s MMM solution.

Completeness of Vision Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Market Understanding	High
Marketing Strategy	Low
Sales Strategy	Medium

<i>Evaluation Criteria</i>	<i>Weighting</i>
Offering (Product) Strategy	High
Business Model	Medium
Vertical/Industry Strategy	Medium
Innovation	Medium
Geographic Strategy	Low

Source: Gartner (November 2024)

Quadrant Descriptions

Leaders

Leaders possess capabilities that enable them to provide deep support across nearly all aspects of MMM, particularly cross-functional adoption support, business scenario planning, marketing adoption support and media optimization. They demonstrate the ability to address the needs of large enterprise clients, in part, due to their capabilities to support MMM adoption throughout the enterprise. Leaders’ roadmaps balance continued investments in software capabilities for mix models with generative AI methods supporting self-guided user engagement with knowledge bases and reporting tools.

Challengers

Challengers offer functionalities across all of the assessed MMM solution capabilities, but may lack the depth of Leaders in certain places, particularly in terms of their support for complex global enterprises in which gaining the buy-in of nonmarketing stakeholders is critical for success. While they may show signals of innovation, they have not demonstrated commitment to adapting their product roadmap to align with emerging market needs, including in-platform support for complex marketing analytics, on par with Leaders. This situation may, in part, be a reflection of a desire to maintain ease of use.

Visionaries

Visionaries pursue emerging functionality for delivering MMM solution capabilities. These characteristics include modular platforms and flexible engagement models, which can help shape the direction for how this market enables clients to adapt mix models to their unique situations. These vendors' ability to execute may be hampered due to not having found as much market traction for their visionary offerings, in comparison to Leaders.

Niche Players

Niche Players satisfy the foundational requirements of MMM solutions, meaning they offer basic recommendations for optimizing marketing investments focused on marketers, and generally to a narrower market segment in comparison to other vendors. Niche Players may excel in supporting midsize businesses or clients with unique needs or business models. They typically lack the operations, product capabilities or vision to expand their reach. Their limited functional capabilities' depth, in comparison to Leaders, could have its benefits in that clients may enjoy a more simplified product experience or a more individualized development experience.

Context

As MMM regains its popularity for marketing effectiveness measurement and optimization, vendors in this research were evaluated based on their abilities to:

1. Deliver software-based capabilities that scale enterprise engagement with MMM across functions.
2. Support and lead cross-functional adoption initiatives that earn credibility for MMM within marketing and other key enterprise functions, including finance, product/pricing and supply chain.

Traditional capabilities, such as marginal returns calculations (accounting for external drivers, like macroeconomic factors and competitive activity) are increasingly table stakes and provide limited opportunity for differentiation. As a result, buyers use indicators of proprietary signals that enhance commodified driver analysis, support for relevant engagement models (self-service, high-touch or hybrid approach) and breadth of engagement across enterprise functions. Buyers also consider a vendor's viability, current performance and whether that performance is likely to continue.

This evaluation focuses on how vendors can serve marketing effectiveness and enterprise mix modeling use cases for business users primarily in North America and Western Europe.

Market Overview

The popularity of MMM solutions for marketing measurement has risen in recent years as technology, regulatory and consumer perception changes have limited the availability and usage of individual-level advertising data. According to the 2024 Gartner Marketing Analytics and Technology Survey, 64% of senior marketing leaders have adopted MMM solutions. ¹

In fact, high utilization of MMM was associated with marketers' ability to prove the value of their function and receive credit for contributions to business outcomes. B2C marketing leaders who reported MMM utilization were twice as likely to be able to prove value and receive credit than leaders who said they did not use MMM. ¹

Four Trends Shape the MMM Solutions Market

Trend #1: Noise From the Surge of New Market Entrants

Two shifts have led to a surge of companies offering MMM solutions: third-party data deprecation and open-source software packages that purport to automate MMM. For prospective buyers, new potential offerings can be found from advertising agencies, professional services analytics firms, SaaS multitouch attribution companies that pivoted to MMM, and SaaS startups focused on MMM and traditional SaaS vendors. This dramatic increase creates uncertainty for buyers trying to understand the differences between providers.

And yet, MMM solutions are successful only when they earn decision makers' trust. The most trustworthy MMM vendors have delivered MMM solutions for at least three years. Their incentives are aligned with buyers': to improve marketing effectiveness. The risk of conflict of interest is greatest when MMM is offered by firms that provide media buying software, advertising agencies that provide media strategy or buying services, or firms that own advertising-supported publishers or digital platforms. Such vendors are excluded from this market as defined by Gartner.

Trend #2: Speed Increases as Software Replaces Presentations and Ad Hoc Analysis

Many buyers have experienced MMM solutions as presentations of 150+ slides created by statisticians based on the advanced statistical models they built. Follow-up questions or scenario explorations were handled as ad hoc requests, with days or weeks elapsing between request and response.

MMM solutions today are often delivered in a hybrid approach — software manages data inputs, data quality, delivers the primary results and supports “what if”-style scenario planning. Other aspects still require a human touch: model specification and validation, tweaking of model parameters and exploratory data analysis. Overall, this shift improves “speed to action” and “speed to insight” — shortening the delay between request and response to minutes or hours (down from days or weeks) and accelerating the potential gains from MMM optimizations.

Trend #3: Consulting and Engagement Services Increase MMM Adoption

To increase enterprise adoption, MMM champions must have experience coordinating multiple functions. In this market, software in MMM solutions enables speed to action for marketing and enterprise execution, but goes only so far in driving enterprise success. CMOs have more opportunities to encourage their C-suite peers and their functions to adopt MMM because the solutions have the ability to explore “what if” scenarios in real-time, distributed across the enterprise and managed collaboratively.

As a consequence, successful MMM vendors support significant change management programs to mitigate skeptics (especially those only familiar with traditional MMM), engage in dialogue and model co-design, and bring along groups with varied perceptions of MMM. While some CMOs and marketing teams possess the necessary skills and experience, many others need supplemental or turnkey vendor support on these initiatives, such as applying detailed finance terms and calculations or incorporating different supply chain and inventory management inputs.

Trend #4: Opaque Pricing Models Dominate

Software may be eating some parts of the world, but at least one aspect of traditional MMM solutions perseveres: opaque pricing models. Of the vendors in this research, only one lists prices on its website. And while many use pricing frameworks for their solutions during the

commercial sales process, prices are still shared (and often calculated) on a one-to-one basis.

Since modern MMM solutions blend software and services delivery models, opaque pricing often makes it even more challenging for buyers to understand the range of options available, since proposals don't always provide line-items that can be easily removed or adjusted. Some vendors provide specific bundles based on different client contexts, which can mitigate some of this challenge. But software licensing for MMM solutions generally do not follow software industry conventions of either volume-based or user-based pricing models. Many vendors offer a single, enterprisewide license for their platforms, which has the potential to contain costs for complex use cases, such as multibrand or multiagency situations. Confront pricing opacity by requesting proof of concept engagements, customer references and building a business case in advance of full licensing (see [How to Build and Present a Business Case for Marketing Technology Investments](#)).

⊕ Evidence

⊕ Evaluation Criteria Definitions

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