



OptiMine Overview: Agile MMM

October 2025

Agenda

- **Introductions**
- **About OptiMine**
- **Today's Measurement Landscape**
- **How OptiMine is Different**
- **The Uptempo + OptiMine Vision**
- **Case Study Examples**
- **Q&A**



The Most Granular MMM

Full-Funnel, Multi-KPI

Unmatched Speed, Agility

Support in Complex Operating
Environments

Agile Measurement Backed by Deep Experience

Annual Revenue Measured.....\$1T+

Industry Recognized Leader

Gartner

Leader in 2024 Marketing Mix Modeling Magic Quadrant™

Deloitte

Exclusive Global Measurement Partner

FORRESTER

Forrester Wave Marketing Measurement & Optimization Solutions
"Top Vendors Who Matter Most"

Accomplished, Proven

- ✓ Deployed Globally Across a Wide Set of Industry Verticals
- ✓ Deep Experience With Largest Brands in the World
- ✓ Solution Validated & Verified
- ✓ Highly Qualified Teams

Core Differentiators

- ✓ Unmatched Speed in the MMM Market
- ✓ Model Granularity: Most Detailed Measures for Actionable Results
- ✓ Flexibility to Support Highly Complex Operating Environments
- ✓ Deep Consulting Expertise and Insights Delivery

TUMI

TOMMY HILF

JCPenney

NORDSTROM

amazon

BEST BUY

WYNDHAM
HOTELS & RESORTS

Paramount+

Crate&Barrel

CENTENE
Corporation

alex

AMERICAN SIGNATURE



General Mills

Deloitte

ring

LightStream
by Truist

Valvoline

OptiMine Delivers Substantial Benefits Over Traditional MMM or MTA

TOP-DOWN
MODELING: MMM

AGILE MARKETING MIX MODELING (MMM)

- FAST: 2-5X Faster on Deployment, 10X Faster for Refreshes to Deliver Faster, More Frequent Reads for **Higher ROI**
- DEEPLY GRANULAR: 8-10X More Detailed Covering Campaigns, Creatives, Audiences, Segments and More
- SCENARIO PLANNING: Rapid, On-the-Fly Scenario Planning for Continuous Optimization
- EXPERT SUPPORT: Highly-Qualified Teams with Deep Experience for Ongoing Consulting, Support and Guidance



TACTICAL, RAPID GUIDANCE

- PRIVATE: No PII, Zero Privacy Risks, Low IT Security Overhead, Costs
- FULLY CROSS-CHANNEL: Covers All Media and Conversion Channels in a Single Solution- No Gaps or Conflicting Answers
- INCREMENTALITY: 100% Focused on Measuring Incremental Impacts of Marketing to Deliver Higher ROI
- PERSISTENT: Feeds of Weekly Performance Data Based on Actual In-Market Execution

BOTTOM-UP
MODELING: MTA

The Science of Success



Our Technology

High-scale industry-leading measurement and optimization technology



The real advantage is
the **combination of
the two**

Our People



Backed by deeply experienced experts delivering guidance, change management, and consulting

How OptiMine Helps Marketers

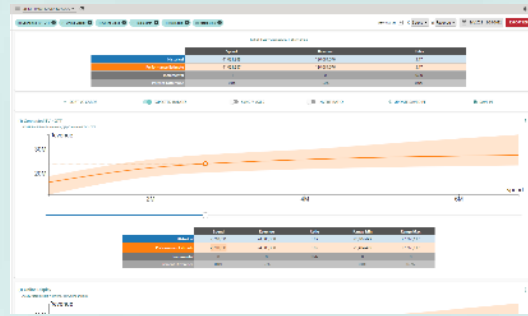
OPTIMINE INSIGHT

Detailed, Campaign Theme-Level Measurement



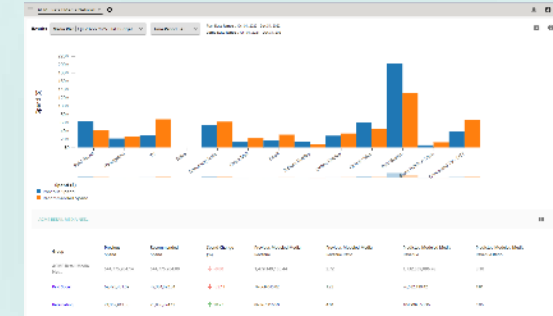
OPTIMINE INSPIRE

Tactical, Real-Time Scenario Planning



OPTIMINE INTENT

Strategic, Full-Budget Media Planning & Optimization



OptiMine
Solution
Components

Key Questions
&
Challenges
Addressed

- What is the incremental contribution of each campaign theme?
- What is the value and ROI of each campaign across time?
- What channels & outcomes do our marketing campaign themes impact, and by how much?

- Where is the immediate, next best place to invest more to drive my sales?
- Which channels & campaigns are over-saturated? Which have room to grow?
- What is the most profitable spend level for our each of our marketing investments?
- What is the likely outcome across different spend level scenarios?

- What is the most impactful allocation of our marketing budget across all channels and outcomes?
- What budget allocation mix maximizes revenues, new customer acquisitions, or other critical KPIs?
- How can I make a data-driven case to finance to invest in my channels at the most impactful levels?

The Uptempo + OptiMine Vision



Data Clarity, Consistency, Availability = Faster Insights



High Confidence, Granular Decisions = Higher ROI, Business Growth



Eliminating Data Bottlenecks + Solution Automation = Lower Costs

Case Study Examples



Media Measurement, Retail Media Measurement

Agile, High-Scale, Deeply Granular Measurement

Large Fortune 500 CPG Company

- 50+ Brands
- Global Sales Across 5 Major Regions
- \$1B Ad Spend- Across Digital, Traditional and Retail Media Networks (RMNs)

BUSINESS CHALLENGE

- Using **Traditional MMM** Vendor
- Models & Refreshes **Too Slow**
 - Readouts **Several Months Late, Too Old** to Use
- Solution **Too Expensive to Scale** Across all 50+ Brands
- **Lacked Self-Service** Tools (All Deliverables in PowerPoint)
- Models **Lacked Detailed** Measures, **Not Aligned** with Key Marketing Strategies (Audience Targeting, Segmentation, RMNs, Digital-Centric Goals)

SOLUTION APPROACH

- OptiMine's solution leveraged turnkey, deeply detailed sales data across all retail partners:
 - Including consumer demographics, psychographics and purchase behaviors
 - Across a large consumer panel with daily level data (no delays)
- OptiMine's models measured across all media: digital, traditional and retail media networks
- Models incorporated important non-media factors such as pricing, trade, promotions, economic conditions and more











DELIVERED RESULTS

- Optimization and scenario planning delivered media plans to **increase revenue by 18%**
- Thousands of individual campaigns measured across all major retail and e-commerce partners
- Performance lift driven by **detailed measures**:
 - Audience/ Segment-Level Activations
 - Demographic-Driven Discovery
 - Campaign Themes & Creatives
- Models refreshes (full rebuild/ retrain/ rescore) **every month**

Solution Demonstrates Speed, Detail and Impacts of OptiMine's Agile MMM

Full Optimization Delivering +18% Media-Driven Volume Lift

Optimization Scenario Based on Q4 FY22 - Q3 FY23 Performance, Flat Budget
Minimally Constrained Planned: Channel Constraints +/- 25%

Media Type	Analysis Category	Recommended Shift in Spend	Predicted Volume Impact
National Media	Paid Social	 +\$1,351K	+23%
	Custom Partnerships	 +\$985K	+20%
	Paid Digital Video	 +\$21K	+28%
	Paid Digital Audio	 -\$77K	-13%
	Paid Digital Display	 -\$397K	+13%
	Radio	 -\$434K	-7%
	TV	 -\$1,332K	-1%
Retail Media Offsite	Paid Search	 +\$238K	+28%
Retail Media Onsite	Kroger Onsite	 -\$109K	+2%
	Kroger Sponsored Search	 -\$245K	-4%
<i>National Media Total</i>		<i>+\$116,624</i>	<i>+18%</i>
<i>Retail Media Offsite Total</i>		<i>+\$237,760</i>	<i>+28%</i>
<i>Retail Media Onsite Total</i>		<i>-\$354,375</i>	<i>-2%</i>
Grand Total		\$0	18%

- 18% Volume Impact is Based on Full Cross-channel and Sub-channel Optimizations
- Continuous Use of Optimization & Scenario Planning Drives Ongoing Performance Improvements

Granularity in Action: Female Hispanic Shopper Impact Was Strongest in TV And Digital Video

Media Contribution Index by Ethnicity & Gender
FY23 YTD

Sales: Largest to Smallest 

	White/ Caucasian	White/ Caucasian	Black/African American	Hispanic/ Latino	Asian	Hispanic/ Latino	Black/African American	Asian
	Female	Male	Female	Female	Female	Male	Male	Male
Paid Social	99	104	123	78	81	119	95	113
TV	102	70	118	117	135	102	142	109
Custom Partnerships	104	78	124	90	63	63	133	106
Paid Digital Video	102	82	111	109	151	61	113	49
Paid Digital Display	98	111	114	82	91	67	86	253
Paid Digital Audio	107	76	121	57	119	65	97	150
Radio	111	73	93	43	40	151	165	52
Grand Total	102	88	119	90	100	91	114	113

- Media influence from TV & Video Over-index on Driving Incremental Volume among Hispanic Females
- Paid Social & Radio also Over-Index Among Hispanic Males
- Deeply Detailed Audience Splits Enabled by Numerator Audience / Sales Data in OptiMine Models

Moving From Traditional MMM + MTA to Agile MMM

JCPenney Experienced All of the Typical Challenges of Traditional MMM:



Transitioning from a legacy MMM model and approach



Measurement updates only 2X/year, several months late upon delivery



Optimizations and scenario planning were delivered via PowerPoints and were too difficult, slow and expensive to run at high-scale



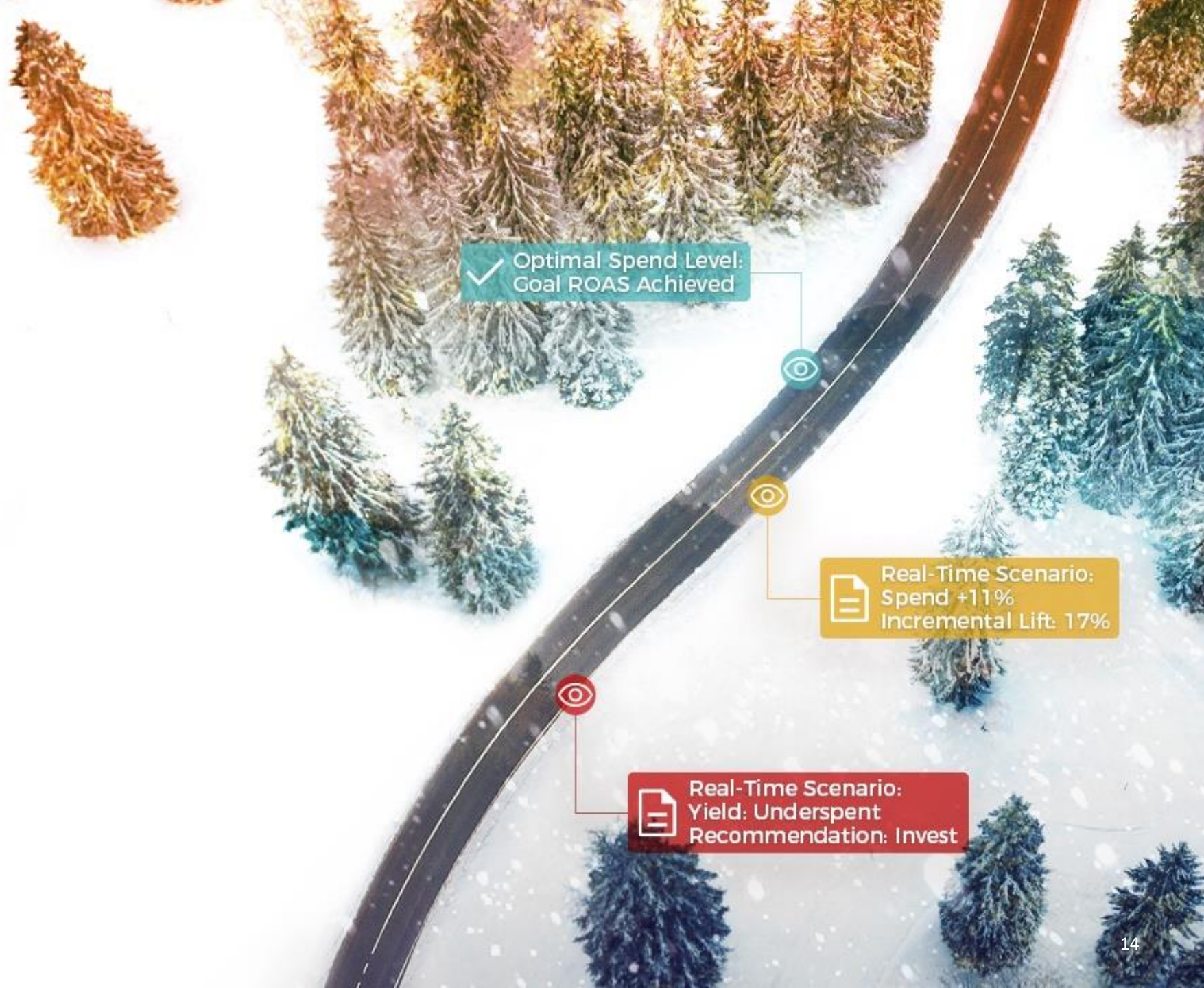
Financial challenges and re-structuring added urgency and need for MMM solution speed and agility

Generating Over \$300MM with Agile MMM



JCPenney Generated Verified Revenue Lift of Over \$300MM Over Two Years Using OptiMine

Q&A



Interested in Learning More?

→ Contact Your **CSM**

→ Uptempo & OptiMine:

- Solution Fit & Potential Impact
- Discuss Solution Approach
- Modeling Methodology
- Solution Demonstration



Thank you!

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