The Limitations of Media Mix Models when Assessing Retail Media Performance

By Russ Dieringer // January 16, 2024 //

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Media mix models (MMMs) are one of the most common methods brands rely on to determine which advertising channels are driving performance.

Yet, retail media professionals continue to see these models discount the impact retail media has on their business.

What gives?

In this session with guest presenter Skye Frontier from Incremental, we'll unpack how MMMs typically work, what questions they excel at answering and when brands should be cautious of relying on these models to measure retail media.

Attendees will leave with a clearer sense of the limitations of MMMs when applied to retail media that they can bring back to their organizations to foster more discussion on properly integrating retail media into their holistic media planning and measurement efforts.

All Signal, No Noise Format

- 25 minutes of prepared remarks

- 20 minutes of Q&A

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