

A white paper from Ingager

Marketing Mixed Modeling

An amazing concept for brands with the ambition to succeed on social media in 2025

PioneeringSocial.

Inspiration, insights and knowledge

Ingager is a result-focused organization, and we believe in the importance of constantly learning and developing.

Our ambition with this brief paper is to highlight some information sources that we find valuable.

We hope that you'll find inspiration from this paper on your continuous learning path.

Make the most of your ad investments

Anyone that has been working in marketing for a few years knows that it was not too long ago that social media considered to be something new - with little effect on sales or any other tangible KPI. If you work in marketing today, are you fully aware that this perception has undergone a pivotal change. Social media has shifted from a supplementary communication channel to the primary platform for growth.

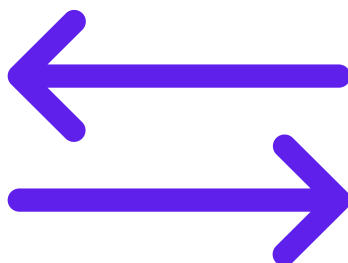
This shift has for most brands required a new way to work with content and emphasized the need for new capabilities related to performance marketing. Many brands and advertisers have done a great job in terms of adapting their way-of-working to a marketing landscape where social media plays an important role. Naturally, media investments also shifted over the last few years. Today brands and advertisers are pouring in money on platforms such as Instagram, TikTok, Facebook, Snap and others.

The importance of understanding how to best allocate all the resources that go into social media have therefore become a relevant topic for most advertisers. Using your gut feeling can in some cases be great but when it comes to data-driven digital marketing such as social media is it necessary to possess a more comprehensive understanding.

Next level of social media marketing

Analyzing your favorite KPI's and making decisions based on that is no longer sufficient for advertisers aiming to be competitive. One way to improve your understanding and decision making for long-term success can be to apply Marketing Mix Modeling (MMM) - which is also the topic of this paper. Our ambition and purpose to publish this paper is all about providing a more extensive understanding for MMM and discussing why this might be something that your brand can benefit from. The paper provides not only an opportunity to better understand MMM, reading this will also introduce different aspects that need to be addressed to get the most out of MMM.

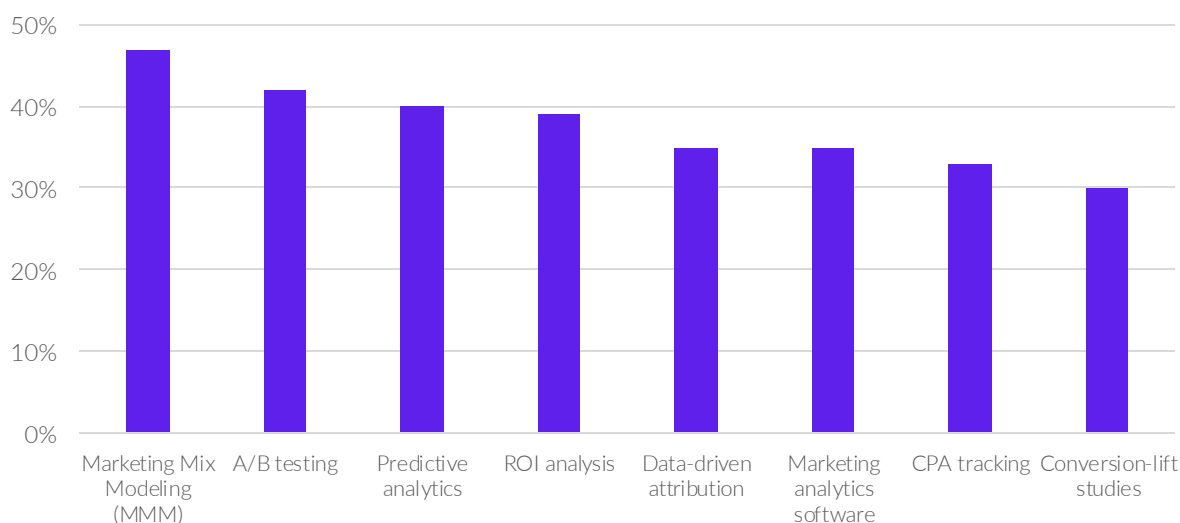
In today's fragmented digital landscape, relying on a single marketing approach is no longer effective. MMM allows you to stay on top of your social media game. Over the following pages, we explore how brands and advertisers can implement MMM to optimize their social media strategy and stay ahead in an evolving market.



A concept equally relevant and valuable

The concept of MMM has been around for a while but a more widespread approach is a more recent phenomenon. Over a short period of time MMM rose to become a priority for many top-performing brands and investments in MMM solutions have increased because of a stronger interest. As more brands acknowledge the competitive advantage that MMM potentially can enable are more brands and advertisers planning to invest in MMM. In a recent study by Supermetrics, marketers were asked which measurement methods they are planning to invest in the next 12 months. MMM was ranked as the number one method. Almost half of the participants in the survey (47% of marketers) are planning to invest in Marketing Mix Modeling in the next 12 months.

Which of the following marketing measurements methods are you planning to invest in during the coming 12 months?



Understand your opportunities here and now

Our recommendation is that you explore the fundamentals of MMM to better understand if your brand can benefit from the concept. So, take a few minutes and continue reading this paper. This is a great first step for you to explore whether MMM is a fit for your brand and organization.

Ingager has several clients where we apply to improve understanding, and our experience tells us that prior to applying the concept it is crucial for the advertisers to obtain their own understanding of the concept. Our ambition is that the following can serve as a start for you to improve your understanding of this relevant field.



ingager.com



sales@ingager.com

Ok, sounds great but how does it work?

Marketing Mix Modeling (MMM) helps you as an advertiser to understand what's driving results by analyzing data from multiple sources—paid ads, organic social media, website traffic, and even offline channels. Using advanced analytics, machine learning, or econometric models, MMM breaks down the impact of each channel on key business outcomes like sales, brand awareness, and customer retention.

By running simulations and A/B tests, marketers can continuously refine their strategies, ensuring their budgets are allocated effectively and campaigns drive long-term growth—not just short-term conversions.

In a world where consumers interact across countless touchpoints, MMM provides a clearer, more strategic view of marketing performance. But knowing how it works is just the start.

The core question is: **How do you apply it?**

That's exactly what the next section of this paper will explore.

Want to try it out? Start with the basics

Before diving into MMM, it's important to understand the fundamentals. MMM combines data-driven attribution with traditional marketing insights to measure both short-term impact and long-term brand growth. But it's not a one-size-fits-all formula—it's a framework that requires analysing multiple data points like media spend, engagement, and conversions. Unlike last-click attribution, MMM is an ongoing process of testing, learning, and refining.

To get the best results, your team should have a basic understanding of data analytics, attribution models, and how different marketing channels interact. You'll also need the ability to interpret marketing data beyond standard metrics like click-through rates and return on ad spend.

You need tools - so pick the right ones

MMM relies on data from multiple sources, so choosing the right tools is key. To fully leverage these tools, your team should be comfortable integrating data sources, interpreting attribution reports, and using machine learning-based MMM solutions.

Data, data, data

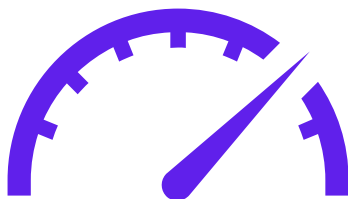
MMM is only as good as the data behind it. Advertisers need access to information from multiple marketing channels, including paid media data such as ad spend, impressions, clicks, and conversions from platforms like Facebook, Google, and TikTok. Organic and owned media data, including social engagement, website traffic, and email performance, also play a crucial role. Understanding the customer journey, from initial interactions to the final purchase, helps measure campaign effectiveness, while linking marketing activities to actual revenue growth ensures a more accurate performance assessment.

To put MMM into action, marketers need to consolidate data from different platforms into a single dashboard using tools like Google Data Studio or Power BI. Applying statistical modelling helps measure the impact of different media investments, and comparing direct attribution, such as last-click conversions, with long-term brand lift, like increased search volume after a campaign, provides a more holistic view. A successful MMM strategy requires the ability to clean and organize marketing data, track customer journeys across multiple touchpoints, and measure brand impact beyond immediate conversions.

You need to find your own road to success

There's no one-size-fits-all approach to MMM—every brand is different. The key is running experiments and A/B tests to figure out what works best. Testing different media allocations by increasing investment in brand-building campaigns and measuring their long-term effects can reveal valuable insights. Geo-based holdout tests, where regions exposed to campaigns are compared with those that aren't, provide further validation. Evaluating different attribution models, such as first-touch, last-touch, and multi-touch attribution, against MMM insights can help determine the most accurate approach.

To implement this successfully, teams need the ability to set clear hypotheses, run controlled experiments, analyze A/B testing results, and distinguish correlation from causation when assessing marketing performance.



Improve the impact of your investments

The goal of MMM is to help brands invest their budgets more wisely. Instead of relying solely on historical KPIs, advertisers can identify which channels drive the most value over time, adjust budgets dynamically based on long-term performance data, and justify brand-building investments that don't generate immediate conversions but contribute to future growth.



Shifting budgets away from underperforming channels based on long-term data trends allows for more efficient spending. Investing in platforms that show a strong indirect impact, such as increasing social video spend if it leads to more direct traffic and conversions later, can also be a strategic move. Using MMM insights to forecast campaign effectiveness and optimize future planning ensures smarter, data-driven marketing decisions. To do this effectively, teams need the ability to build predictive models, create a data-driven budget allocation strategy, and present MMM findings to stakeholders in a clear and actionable way.

The good news

The good news is that advertisers don't need to be data scientists to apply MMM. Starting small by integrating analytics tools, experimenting with different models, and gradually refining the approach can lead to meaningful improvements. The real challenge is shifting from short-term performance metrics to a more long-term, holistic view of marketing effectiveness.

With the right tools, a commitment to continuous learning, and a willingness to experiment, advertisers can successfully implement MMM and make smarter, more strategic marketing decisions.



Regardless of format or purpose MMM brings value

Every social platform plays a different role—some boost awareness, others build trust, and some drive direct sales. MMM helps brands figure out which content formats move the needle by analysing engagement, brand recall, and conversions. With so many content options out there, MMM gives a clearer picture of what's working and why. Here are a few ways different formats tie into MMM.

When using Reels, TikTok or YouTube Shorts MMM can add value by tracking key engagement metrics—likes, shares, comments, and watch time—and linking them to conversion data. For example, if a viral TikTok generates a spike in website visits but doesn't lead to immediate conversions, MMM helps brands understand how this initial exposure contributes to later sales through retargeting or organic searches.

The overall ambition with all advertising is to drive some kind of conversion. Paid social media plays a vital role when advertisers want to target a specific audience of potential customers, this is an area where MMM can improve your results. MMM has the ability by going beyond last-click attribution. It analyses the full impact of social ads, revealing how ads contribute to organic brand searches, sign-ups, and conversions. This helps brands optimize ad spend across all stages of the customer journey, ensuring greater ROI.

Start exploring what MMM can do for your brand

By integrating MMM into social media marketing, brands move beyond siloed analytics and gain a holistic view of how different platforms and content types contribute to overall business goals. Whether it's measuring the long-term effect of short-form videos, understanding the lead nurturing potential of long-form content, or analyzing how community engagement translates into conversions, MMM provides actionable insights that help brands optimize their social media strategy for maximum impact.

Ingager has always been a front runner when it comes to applying a data-driven approach to digital marketing, hence we've followed the development of MMM over the past few years with great interest. After testing MMM with clients we are convinced that MMM is an excellent concept for brands aiming to improve their long-term results. This paper is our contribution to increase the understanding of MMM among advertisers and brands. We sincerely hope that you find value in reading this paper and perhaps even inspired you to consider applying MMM to your brand. Ingager can help you get started with MMM so if you want to explore the opportunities please get in contact and we'll partner up to unleash value for your digital marketing!



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sales@ingager.com