

MARKETING EVOLUTION.

Methodology

Marketing Evolution leverages a combination of Nobel Prize winning research, cutting-edge scientific literature, and advanced machine learning algorithms to model marketing impact on the consumer decision path.

Solving for the Gaps

Marketers want to understand the customer journey. User level data is the gold standard for modeling consumer behavior. Unfortunately, user level data is often unattainable or plagued by missing data. Marketing mix modeling, multi-touch attribution, and other approaches have been inefficient and ineffective at solving this missing data problem, until now.

Marketing Evolution uses machine learning and AI to fill in the gaps, transforming aggregate demographic, conversion, and media exposure data into user-level journeys.



Mevo

Machine learning and AI rebuilds customer journeys from aggregate data, enabling:



ACTIONABLE
PLANNING



INTUITIVE
INSIGHTS



ROBUST
MEASUREMENT

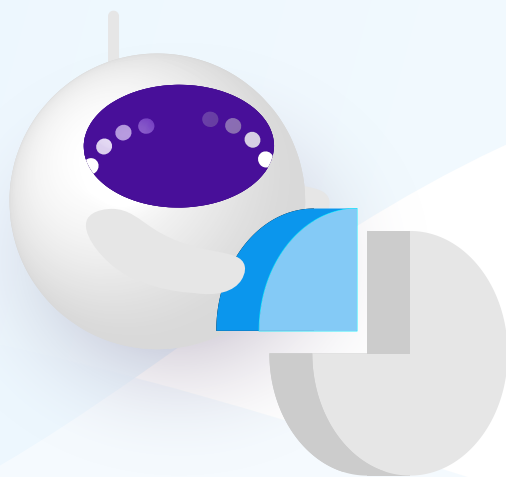
Our Process

01

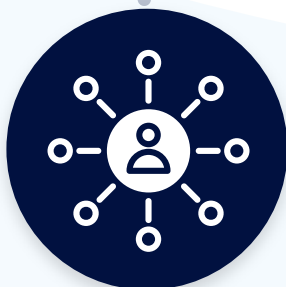
Collect and Ingest

Marketing Evolution predicts user level journeys using three sources of aggregate or person-level data.

We collect three forms of data:



CONVERSION DATA

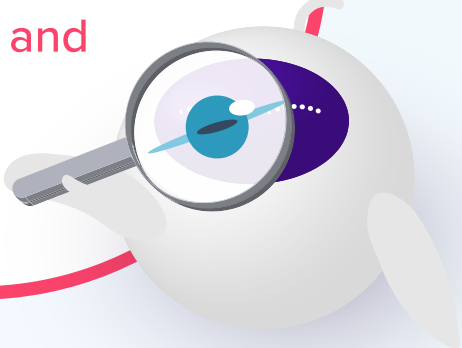


DEMOGRAPHIC DATA



MEDIA DATA

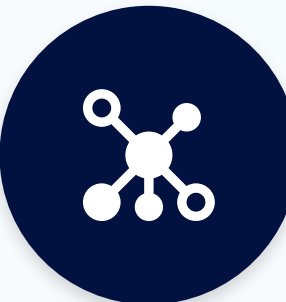
Once collected, data is ingested into our platform, validated for accuracy and cleanliness, and normalized.



02

Model and Measure

Next, we apply our two unique AI models to your data to complete the picture.



Exposure AI:

Exposure AI predicts missing exposures. In other words, it fills in gaps to understand what users saw (exposure data), and who they are (demographic data).



Measurement AI:

Once we have user-level journeys, we measure the impact of each marketing tactic to show how exposures drove consumer decisions.

03

Analyze and Optimize

Finally, our Optimization AI combines the results of our Measurement AI and Exposure AI to simulate and optimize your media budget.



Customize

Customize and configure media budgets at tactical and strategic levels.



Simulate

The Exposure model gives unique insights, factoring in customer reach, frequency, diminishing returns, and media interactions.



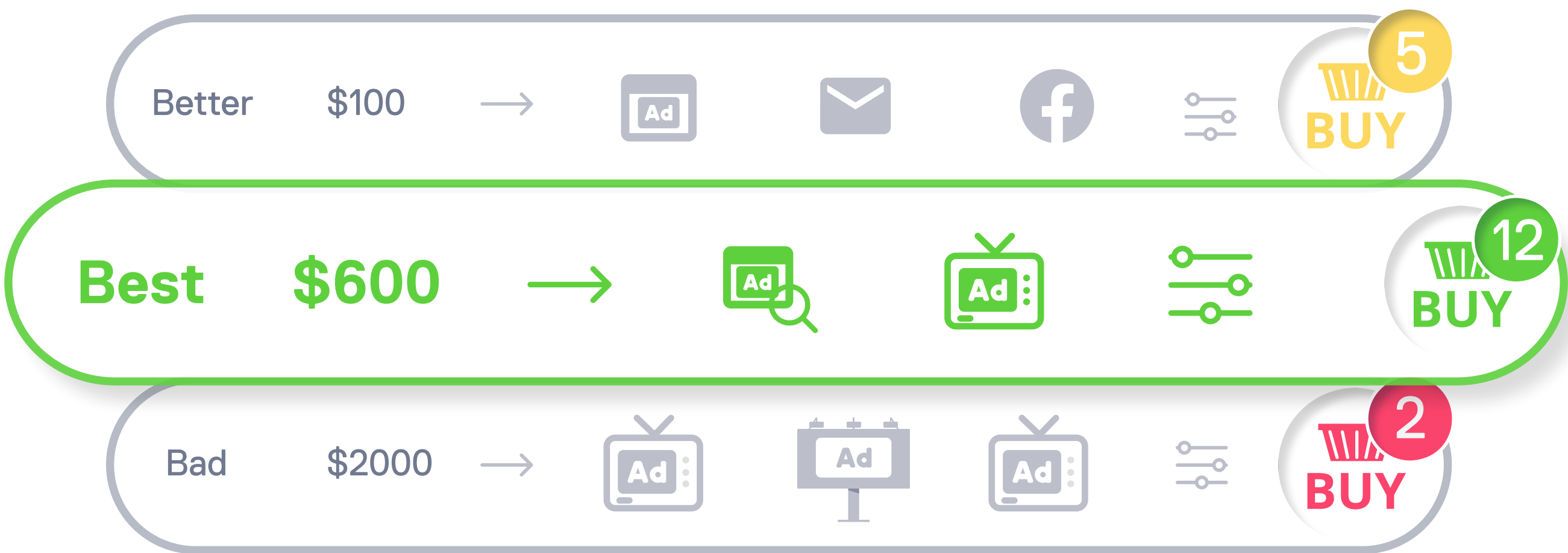
Optimize

Proprietary optimization engine processes hundreds of thousands of placements in minutes.



Decide

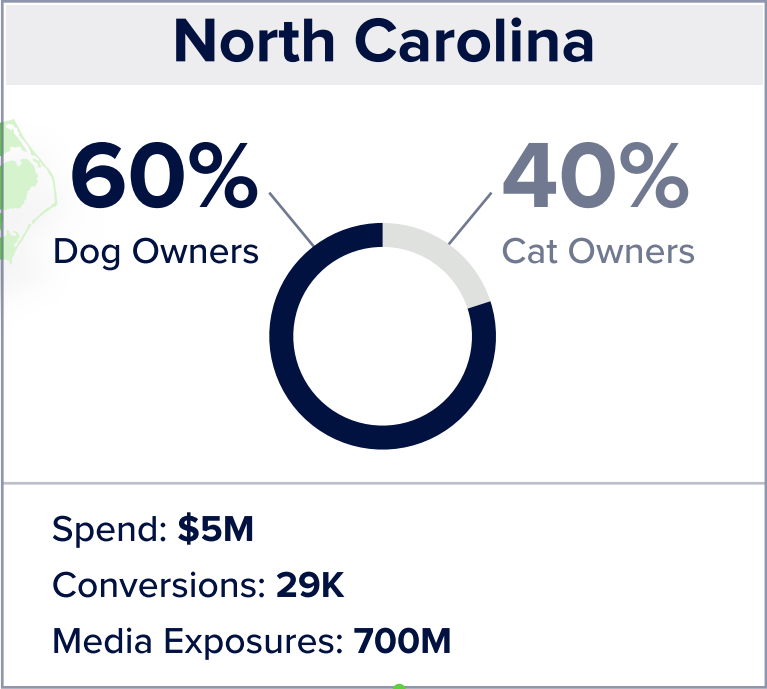
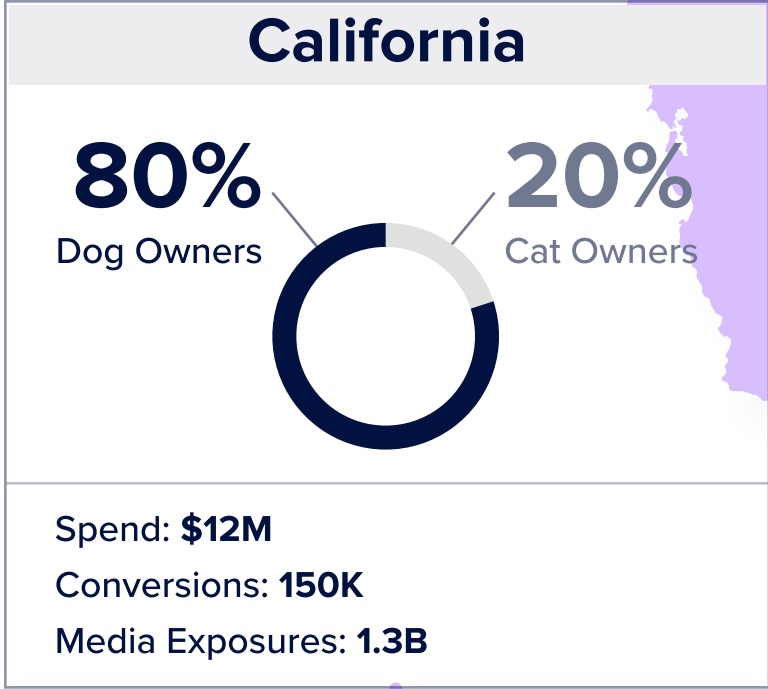
Intuitive UI surfaces actionable recommendations across media types and tactics so you can plan with confidence.



Turning aggregate data into user level journeys

In this example, a well known pet food brand serves two United States markets.

We start with aggregate demographic, exposure, and conversion data.



Using our proprietary Exposure AI and Measurement AI, we exploit the fact that these three types of data are mutually predictive, allowing us to disaggregate the data and predict user level journeys.

The result is a user level journey with granular exposure and attribution data.

DOG OWNER

 **GENDER:** FEMALE
AGE: 30
LOCATION: CA

CAT OWNER

 **GENDER:** MALE
AGE: 40
LOCATION: NC

- FACEBOOK AD**
Attribution: 4.3%
When: 15:51 3/4/22
- YOUTUBE AD**
Attribution: 2.1%
When: 10:06 3/7/22
- BILLBOARD AD**
Attribution: 6%
When: 13:22 3/13/22
- DISPLAY AD**
Attribution: 6%
When: 9:32 3/17/22
- BUYS DOG FOOD**
Status: PURCHASED
When: 10:00 3/20/22

- EMAIL AD**
Attribution: 1.4%
When: 8:02 5/12/22
- FACEBOOK AD**
Attribution: 4.9%
When: 13:01 5/24/22
- IG AD**
Attribution: 2.7%
When: 10:52 5/29/22
- YOUTUBE AD**
Attribution: 3.2%
When: 9:21 6/04/22
- BUYS CAT FOOD**
Status: PURCHASED
When: 14:34 6/11/22