Weekly Media Reallocation at Retail Decision Speed, Without a fixed MMM Wave

MMM Wave

Large-scale e-commerce retailer · full-funnel measurement · media, pricing and promotion drivers unified

THE AGENTIC LOOP — WHAT RUNS EVERY WEEK ON ITS OWN

1 Ingest

Media, pricing, promotion and and sales data land and reconcile weekly.

2 Re-estimate

Models refresh on the new new week rather than waiting waiting for an annual wave. wave.

3 Decompose

Traffic, acquisition and transaction effects separated separated stage by stage.

4 Simulate

Saturation curves used to test test budget shifts before any any money moves.

5 Reallocate

Ranked recommendations issued into the weekly trading trading decision.

THE MANDATE

Grow efficiently in a hyper-competitive retail market by quantifying what genuinely drives acquisition and sales across performance media, brand media, pricing and promotions.

AI AND AGENTIC AI APPLIED

MODELS A full-funnel Bayesian structural model estimating adstock and saturation saturation jointly across the traffic, acquisition and transaction stages, not stage by stage by stage.

AGENTS Ingestion and re-estimation agents refresh the model every week; a simulation agent ranks reallocation options and delivers them straight into the trading decision.

OUTCOME - A NEW BUDGETING TOOL ALIGNED TO GROWTH OBJECTIVES

+18%

marketing ROI improvement delivered

–14%

reduction in customer acquisition cost

Weekly

decision cadence, against annual MMM waves

Full funnel

traffic to acquisition to transaction architecture