Making Marketing Measurement Autonomous for Enterprise Growth

Global e-commerce marketplace leader · 8+ markets · ~$1B+ annual marketing investment under always-on measurement

THE LATENCY PROBLEM

Budget decisions waited four to five months for the next modelling wave. By the time the results arrived, the growth conditions that produced it had already moved

AI AND AGENTIC AI APPLIED

MODELS Bayesian hierarchical MMM with causal priors, estimated per per market and pooled across markets so each new geography borrows borrows strength from those already live.

AGENTS An automated model factory in the client's own cloud: ingestion, ingestion, estimation, validation and recommendation agents run each cycle each cycle and escalate only exceptions.

WHAT THE AGENTIC LAYER DOES WITHOUT A HUMAN IN THE LOOP

1 Ingest and reconcile

Spend, sales, price and promotion data harmonised market by market to one taxonomy, with anomalies flagged before modelling.

2 Estimate and validate

Re-estimation, diagnostics and hold-out validation run on their own each cycle. Analysts review exceptions rather than every refresh.

3 Monitor and alert

Saturation, decay and response drift tracked tracked continuously, so an off-track plan plan surfaces while the quarter can still be be changed.

4 Recommend and simulate simulate

Live model state converted into ranked reallocation options, pre-simulated so planners choose between outcomes.

OUTCOME – ALWAYS-ON OPTIMISATION DRIVING GOOD GROWTH

1 → 8+

markets covered, grown from a single-market proof of value

~$1B+

annual marketing investment under measurement management

+6–7%

incremental net sales delivered, with traffic gains gains alongside

Real time

reallocation decisions, down from a four to five month wait