

FORRESTER®



Marketing  
Management  
Analytics  
AN IPSOS COMPANY

Ipsos MMA Named a Leader in  
The Forrester Wave™:  
Marketing Measurement and  
Optimization Solutions, Q1 2020

# IPSOS MMA'S DECISION SUPPORT PLATFORM

Real-time technology to drive the activation of unified marketing measurement and optimization



## AN ALWAYS ON, UNIFIED MARKETING MEASUREMENT AND MARKETING OPTIMIZATION PLATFORM: WE CALL IT ACTIVATE.

Activate is a Software as a Service based solution that allows cross-functional marketers and executives within your organization to leverage a sophisticated unified measurement analytic framework within a set of easy to use web-based tools.



### BUSINESS OBJECTIVES:

- Optimize marketing/media investments at the total brand level and by product to achieve multiple “Full Funnel” business objectives
- Develop and simulate marketing plans at the product, response channel, marketing execution, geography and weekly level
- Track the impact of key business drivers (marketing, operations, external) on an ongoing basis.
- Generate marketing performance reports while identifying opportunities for improved execution and course-correction throughout the year

### BUSINESS QUESTIONS ACTIVATE SOLVES

- What is the optimal mix of marketing investments to maximize revenue and profit within a given budget?
- What is the expected impact of changes in marketing investment level and/or strategy?
- To what extent do changes in tactic mix drive interactions across the marketing ecosystem?
- What is the optimal media schedule to maximize productivity?

### DETAILED REPORTING AND ANALYSIS

- Updated with each model or data refresh
- Provide detailed media channel and campaign measurement
- Access all data sources, model metrics, geo clusters

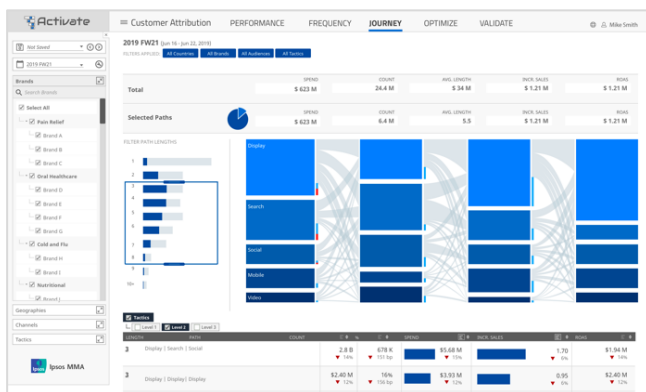
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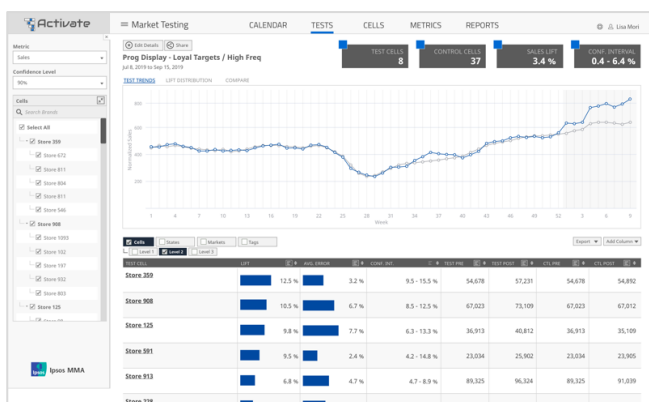
## ACTIVATE: MARKETING PERFORMANCE

- Monitor and manage marketing performance and efficiency at across global and local levels
- Build more effective plans using optimization and what-if simulation tools



## ACTIVATE: CUSTOMER ATTRIBUTION

- In flight measurement across paid and owned marketing
- Deep dive optimizations - partner, customer segment, audience
- Optimal exposure frequency, avoid waste, audience suppression



## ACTIVATE: MARKET TESTING

- Design and execute small scale tests for pricing, promotion, media, assortment, operations and facility upgrade decisions
- Use test results to estimate response and integrate into planning

### ABOUT IPSOS MMA

Ipsos MMA is a global leader in Unified Marketing Measurement, Planning & Optimization. The company has successfully completed brand and business building analyses in almost every industry sector, on thousands of brands spanning 25+ countries. Ipsos MMA is renowned for the billions of dollars in incremental value it has created with Fortune 500 Companies through its holistic data management platform, predictive analytics, speed-to-insight, dynamic software ad consulting

### CONTACT MMA TO LEARN MORE

Doug Brooks, EVP Strategic Client Relationships • [Douglas.Brooks@ipsos.com](mailto:Douglas.Brooks@ipsos.com)  
Lisa Foster, VP Marketing & New Client Engagement • [Lisa.Foster@ipsos.com](mailto:Lisa.Foster@ipsos.com)