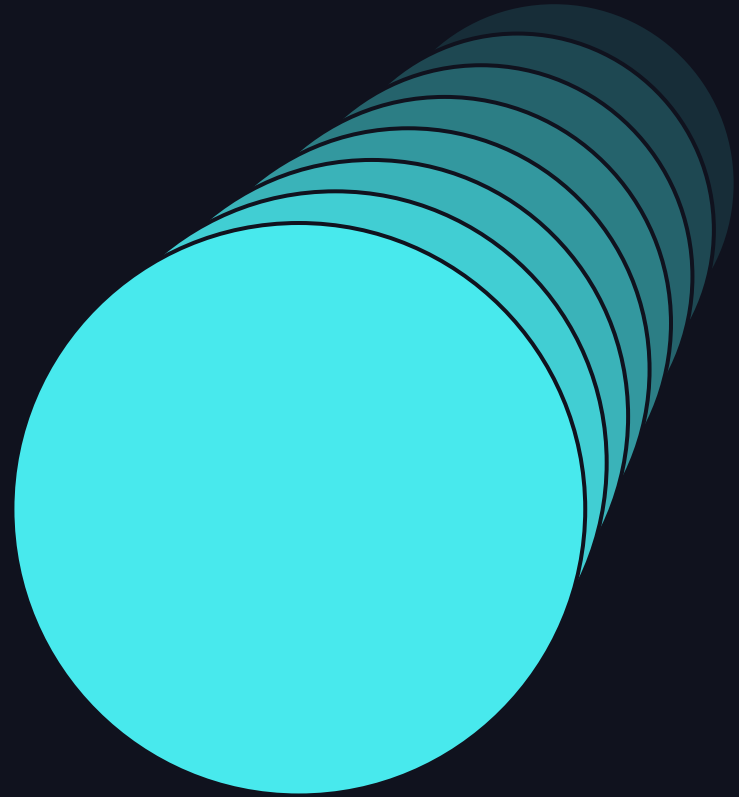


MARKETING ANALYTICS IN A COOKIELESS WORLD

Corey Abshire
June 13, 2024



YOUR SPEAKERS



Corey Abshire

Sr. Specialist Solutions Architect

OVERVIEW

Use the subtitle to add extra relevant context if needed

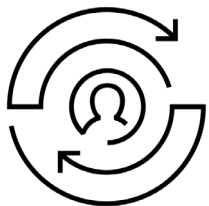
- Why MMM?
- How do we build it?

WHY MMM?

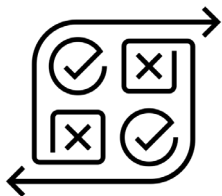


WHY MMM

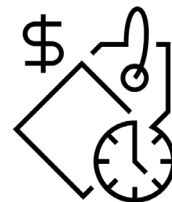
Media mix models help overcome key challenges in marketing analytics



MMM platform uses pre-aggregated data at various levels



Eliminating the reliance on user data and allows for calibration using external benchmarks.



Online + offline marketing channels

CHALLENGES

Common implementation challenges and concerns



Upstream Data Pipeline



Team Silos



MLOps

MMM ON DATABRICKS

Databricks Solution: Modernizing Media Mix Modeling

Unify upstream and downstream data sources

- Streamline data pipeline
- Improving Data Quality and Lineage
- Feature Store enforces best practices of feature engineering

Unify the end-to-end model development life cycle

- First class Databricks ML features
- AutoML accelerate model development
- Ensure ML Feature data lineage
- Provide access to whole media historical data

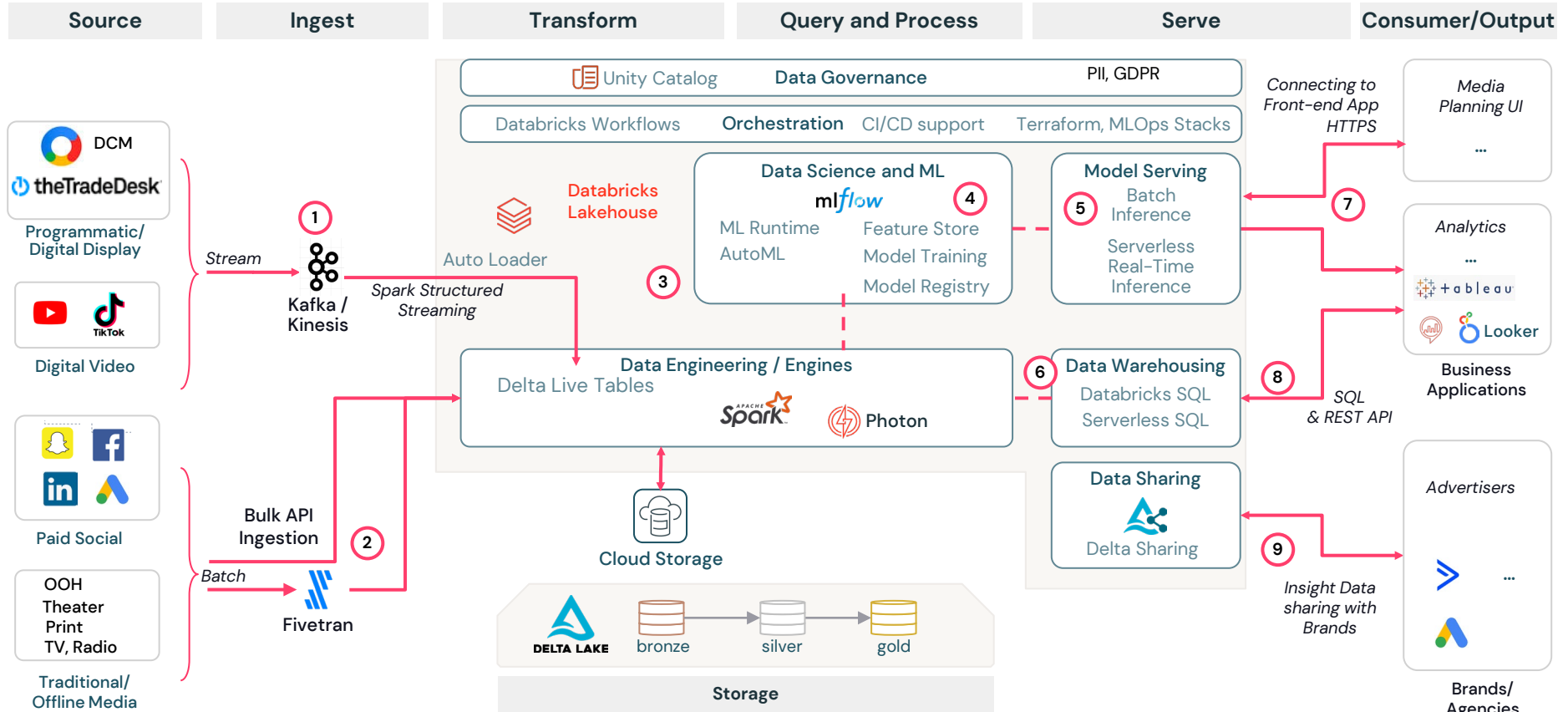
Efficiency gain for DSML team

- Use Databricks to accelerate the time to bring new data projects from POC to Production
- Distribute training code: single node DS code running in parallel resulting time saving and efficiency gain

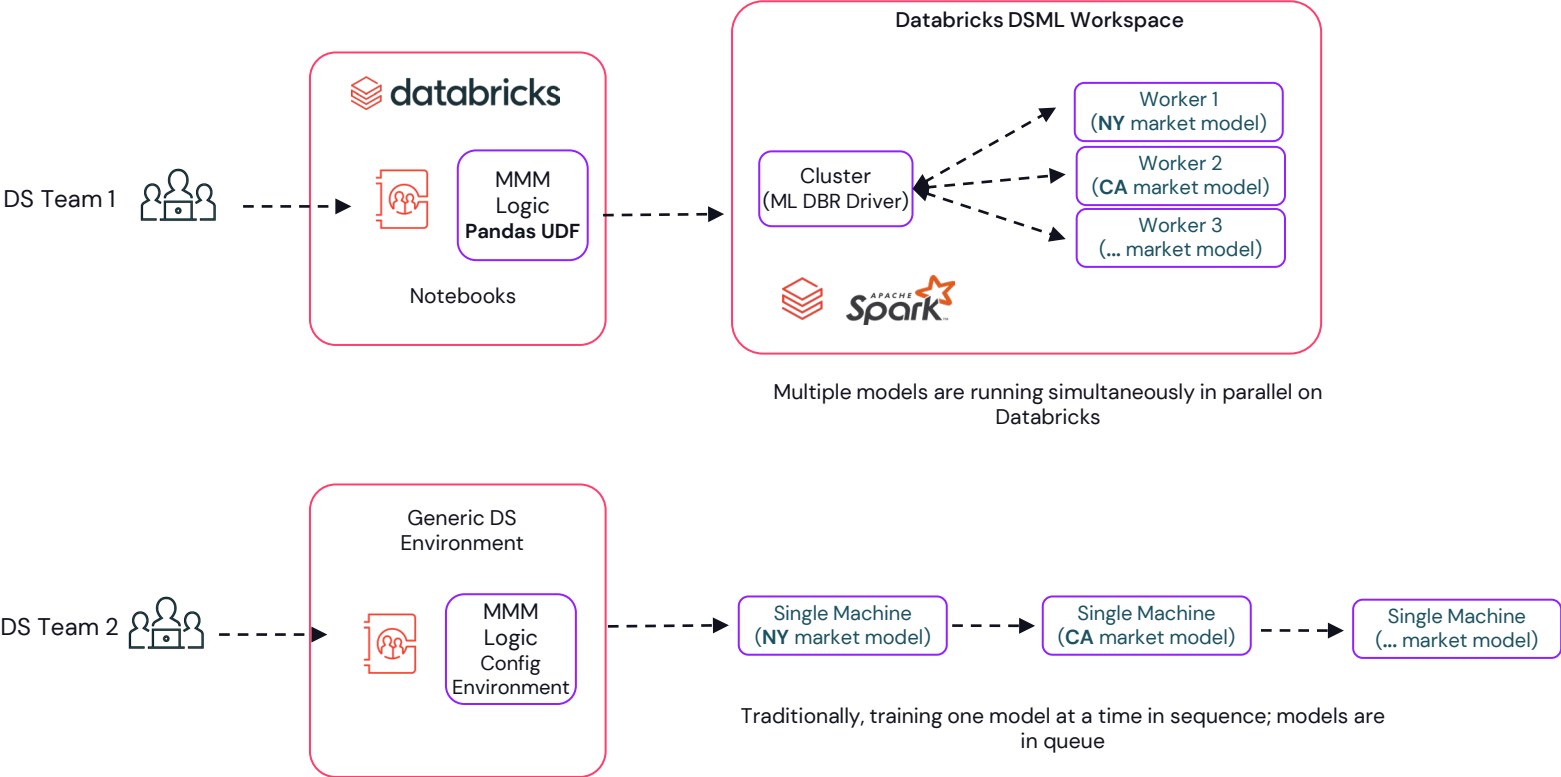
HOW DO WE BUILD IT?



MODERN DATA ARCHITECTURE FOR MMM



MODERN DATA ARCHITECTURE FOR MMM



DEMO



THANKS

