

Nepa Launches cMMM – A Tool for Real-Time Optimization of Marketing Investments

Nepa, the marketing intelligence company, is strengthening its portfolio of strategic analytics tools for marketing optimization with the launch of Continuous Marketing Mix Modeling (cMMM). cMMM is a scenario planning tool for real-time optimization of marketing investments. The new product has already shown significant results during the pilot phase. By leveraging the real-time insights provided by cMMM, a global retail client identified opportunities to optimize their marketing investments, equal to a sales increase of €3.2 million, or just over 36 million SEK.

"Our clients have been asking for faster and more accurate insights tied to marketing investments and sales outcomes, especially given today's increasingly complex media landscape. With cMMM, we not only deliver data but also empower our clients to act tactically and quickly in response to changes while building a long-term strategy for sales and marketing. This is a natural extension of our commitment to helping our clients drive both short-term impact and long-term growth, says Anders Dahl," CEO at Nepa.

cMMM complements Nepa's existing portfolio of strategic tools, which includes Brand Tracking, Campaign Measurement, and MMM. This toolbox provides CMOs with a comprehensive view to secure long-term brand development with a clear link to business performance.

Nepa helps companies worldwide grow by using data and insights. With the launch of cMMM, companies can now track their marketing investments and sales effects in real-time. On average, customers have experienced a 14% increase in ROI by leveraging Nepa's real-time, industry-specific insights.

The launch of cMMM marks an important milestone in Nepa's journey to integrate advanced data analytics and AI into its product offerings. The product further strengthens the portfolio around continuous, always-on analysis, where Nepa's ongoing Brand Tracking is already a central part of the company's offering.

"With cMMM, our clients further strengthen their position against competitors. The combination of our experienced consultants and an innovative product portfolio creates an unbeatable offering in our niche. Our clients can now monitor their marketing efforts with unprecedented detail and make faster, more informed decisions that directly impact their competitiveness and results," says Robert Beatus, Chief Product Officer at Nepa

What Nepa's cMMM Offers:

- **Real-Time Optimization:** Nepa's always-on solution provides frequent updates, enabling marketers to continuously optimize and adjust their marketing investments. Rather than waiting for quarterly or annual reports, investments can be re-evaluated and reallocated to the most effective media channels, ensuring maximum sales impact on an ongoing basis.
- **Dynamic and Customized Adaptation:** Unlike traditional, off-the-shelf, and more static MMM models, Nepa's cMMM is tailored to each client's unique needs, business goals, and market situation. The model adapts in real-time to rapidly changing market conditions and industry-specific cycles for optimal results.
- **Holistic Insights:** Nepa combines its expertise in brand development and marketing effort optimization to provide clients with a 360-degree view. This includes both short-term campaign optimization and long-term brand effects, allowing Nepa's clients to drive faster results and sustainable long-term growth.
- **Strategic and Tactical Support:** Nepa's expert team offers both strategic delivery and tactical guidance. With real-time optimization, marketers can proactively respond to changes in the media landscape while receiving continuous support from Nepa's experts throughout the process.

About MMM:

Marketing Mix Modeling (MMM) is an analytical method used to measure and understand the impact of various marketing efforts on sales and other business outcomes. By analyzing historical data, MMM helps companies determine which marketing channels and activities deliver the best return on investment, making it possible to optimize future investments and strategies.

For more information, please contact:

Anders Dahl, CEO

anders.dahl@nepa.com

+46 702 75 84 45

Edvard Hagman, Investor Relations

ir@nepa.com

About Nepa

Nepa, a leader in Brand Experience and Marketing Optimization, helps some of the world's most reputable brands drive growth through data. This is achieved by combining first-class research, cutting-edge technology, deep expertise, and innovative solutions. Headquartered in Stockholm, Sweden, with offices in Norway, Finland, Denmark, UK, USA and India, the company is listed on the Nasdaq First North Growth Market and has been publicly traded since 2016.

Redeye AB is Nepa's Certified Adviser. Full contact details are available at nepa.com/investor-relations.

Press Release
25 October 2024 08:00:00 CEST



Attachments

[Nepa Launches cMMM – A Tool for Real-Time Optimization of Marketing Investments](#)