



Techniques Are Based on Econometric Modeling

Key Estimation Components

- Lagged and Carry-over effects of media spend, by channel
- Response saturation, by channel
- Correlation – over time and across products
- Systems of Equations
- Model validation and predictive accuracy
- Share of Voice
- Environmental variables (e.g. Employment Rate)
- Competitive Events
- Seasonality

Typical Marketing Mix Optimization (MMO) Modeling Techniques

- Ordinary Least Squares (OLS)
- Ridge Regression
- Two-Stage Least Squares (2SLS)
- Seemingly Unrelated Regressions (SUR)
- Multivariate Time Series
- Spatial Regression

E Commerce Econometric Modeling Of Promotions And Media Mix

CO Houle



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