# Meridian

## Measuring media effectiveness
Meridian is Google's holistic concept for Marketing Mix Models (MMMs)

Meridian is Google's new open-source concept to build best-in-class Marketing Mix Models (MMMs). In general, MMMs enable data-driven budget planning and therefore aim to drive better business outcomes. The main questions answered with Meridian MMMs are:

- What is the impact of marketing channels and activities on sales or revenue?
- What is the return on investment (ROI) per marketing channel?
- How can marketing budget allocation be optimized for the future?

Meridian offers many advantages through each step of a MMM project – from the provision of granular Google media data (incl. Google Query Volume), to a scientifically sound model which enables national and regional level data, frequency of media exposure besides impressions and the inclusion of prior ROI knowledge, to easily interpretable model results. Additionally, Meridian allows the calculation of optimization scenarios for different budget settings.

Due to its MMM expertise and (media) independency, Digitl is one of the first official certified Meridian partners and offers Meridian projects with full transparency, a customized setup and actionable insights.

## The main benefits of Meridian

DATA        MODEL        INSIGHTS

National level and **regional-level data** > increase of model accuracy

**Bayesian approach** > ideal for solving small data problems and non-linear relationships

**Ready-to-use outputs** and individual visualizations > insights into model's performance and data-driven insights

**Impressions** and **reach & frequency** data to model the media channels > extra insights and optimization of frequency

Inclusion of **prior knowledge** to the model > Input of ROI of individual paid media channels improves lower funnel measurement

**Optimization scenario** calculation > with fixed or flexible budget settings and visual results

Consideration of **Google Query Volume** as an important control variable > impacts on the effects of paid search and other lower funnel marketing channels

**Time-varying baseline** > more realistic model

# Meridian Results

For better understanding and interpretation of the results, Meridian offers various reports, charts and deep insights, as well as a calculated optimization of budget allocation. The graphs below are an excerpt and show what results can be expected as an outcome.

The **channel contribution** charts make it is easy to understand the revenue and sales drivers. Whereas the charts referring to the return on investment (ROI) help to understand how specific media activities impacted revenue or sales. The ROI can be compared across channels.
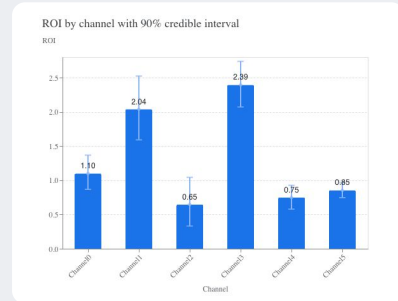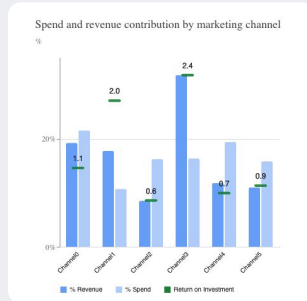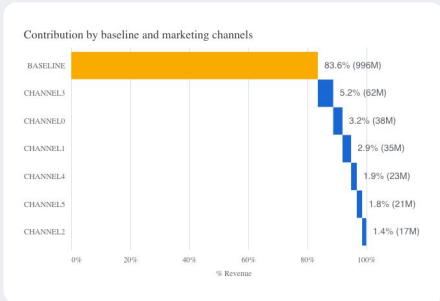


There are further charts and **findings for each channel**, such as the response curves per marketing channel and e.g. information on optimum frequency capping for each available channel.
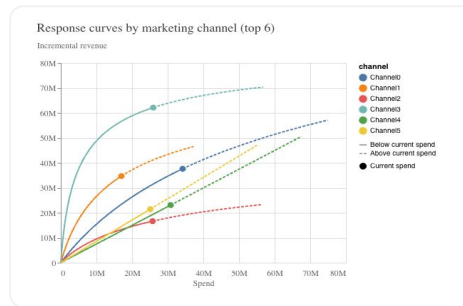


The outcome of the **optimizations** give guidance how to adopt future budget planning in terms of optimal budget share and what it means in terms of change in optimized spend for each channel. As a final result, the optimized incremental revenue can also be provided across all channels.
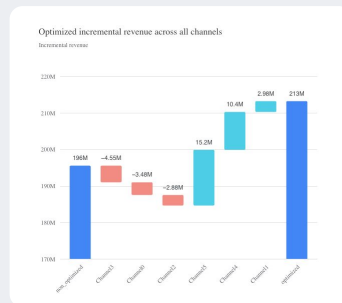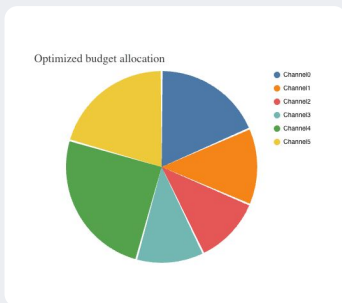




*"With its innovative methodology, transparency and actionability, Meridian empowers companies to build best-in class MMM models for optimized budget allocation. Especially, the Google MMM data platform with access to data such as Google Query Volume is a huge advantage of Meridian"*

**Dr. Tim Hasenpusch** | Managing Partner

## About Digitl

As a certified and independent Google Marketing Platform Sales Partner, Digitl empowers businesses to harness their data's full potential. Our expertise spans strategy, consulting, and implementation across adtech, analytics, data science, marketing intelligence, and cloud architecture.

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