

**Attribution/MMM**

**Discover the Secrets to Successful Marketing Mix Modeling In-housing**

**Roundtable Summary**

The discussion will revolve around the ins and outs of the MMM in-housing project, and what it takes to help the client successfully develop an independent MMM team. The chair, Dr. Ramla Jarrar, and co-chair will draw from their recent successful experience using a well-defined process called BOT (Build-Operate-Transfer) to ensure the success of the in-housing project.

**Why is the in-housing conversation more relevant than ever?**

The recent years have been marked by fast-paced digital transformation and strict privacy regulations. This has altered the face of the measurement industry and made MMM one of the key measurement techniques in the industry. Today, MMM is more integral to the success of companies' marketing strategies than ever. With this increase in demand for MMM, multiple questions about the deployment approaches are being asked. At MASS Analytics, we believe different approaches (like in-housing, outsourcing or hybrid) have their own merits and costs depending on a company's unique strategy and needs. However, as in-housing has become of critical concern to marketing leaders globally, we chose to focus this roundtable on the ins & outs of in-housing Marketing Mix Modeling.

Because in-housing MMM is a long-term investment, we chose to use the Build-Operate-Transfer (BOT) process, which has proven to be the best way to develop lasting organizational capability in a cost-effective manner. We talk about how the process works in the context of MMM. Yet for BOT to succeed, the organization must know what to expect. How do you select the right in-house talent for MMM? What should you do to ensure the availability of quality data for the models? These are some of the common challenges faced by companies and we cover the best ways to tackle them. We discuss the key factors that ensure effective collaboration, and how they are applied in practice.

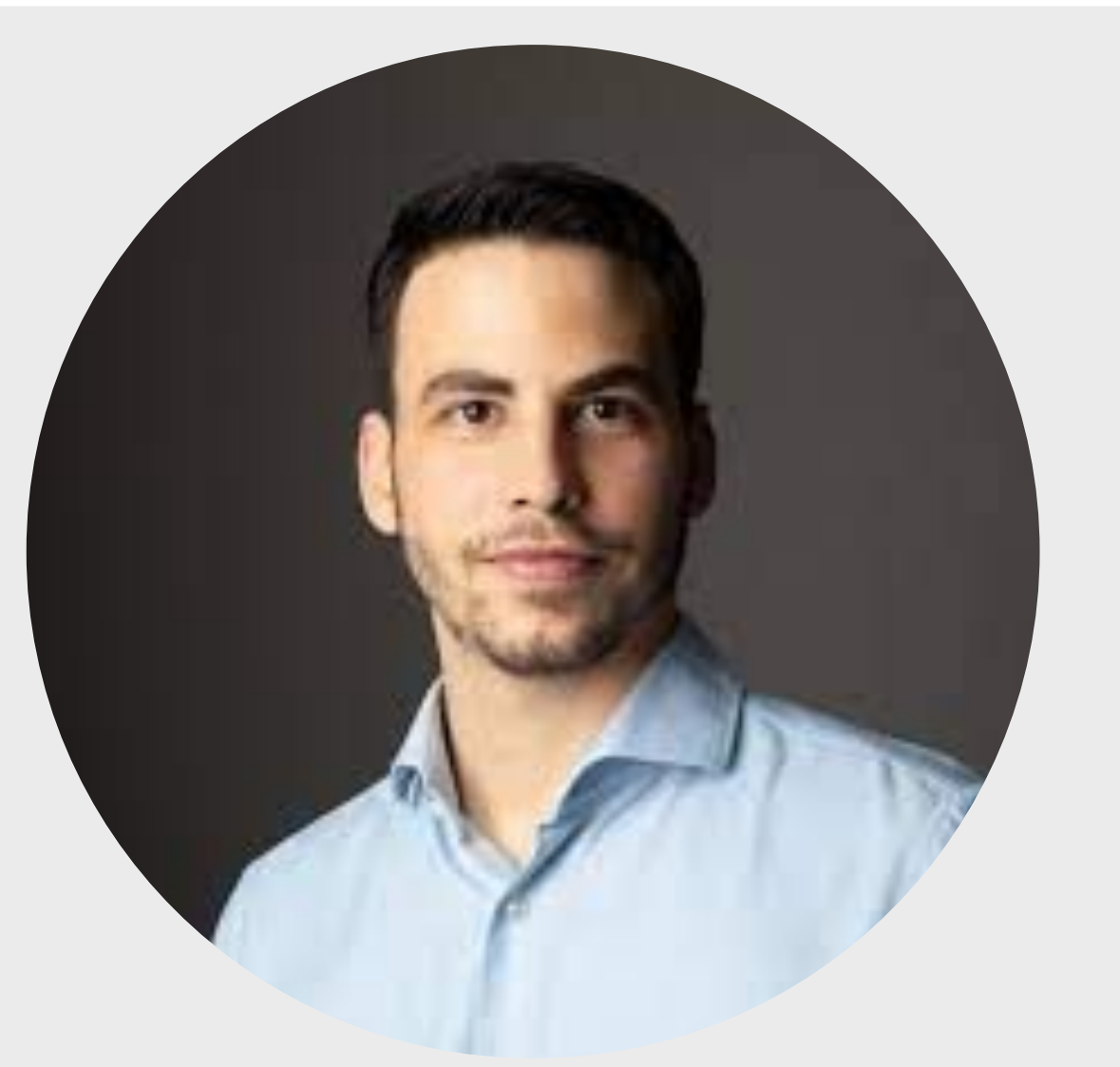
**Roundtable objective:**

- Introduce BOT as a reliable method of in-housing MMM
- Identify the key factors for the success of the partnership between the agency and the client
- Identify the challenges involved in an in-housing project

**Roundtable Chair**



**Dr. Ramla Jarrar**  
President,  
MASS Analytics  
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**Efthymios Psarftis**  
Audiences & Segmentation  
Strategy Manager, EMEA,  
Kenvue  
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Dr. Ramla Jarrar is the co-founder and president of MASS Analytics, the creator of MassTer, the world-class end-to-end DIY Marketing Effectiveness Measurement Software. She has a Ph.D. in Quantitative Methods from HEC Montreal and over 17 years of experience in Marketing Mix Modeling (MMM), predictive analytics, budget optimization, and marketing strategy. Before that, she served as a partner at the international Media Agency MEC UK/WPP, and at OHAL/WPP. Her international portfolio encompasses clients across a wide range of industries (Banking, FMCG, Retail, Telecoms, Online, Pharmaceutical, Publishing...).

Efthymios Psarftis is a versatile professional with expertise in effectively deploying and scaling data products. With 5+ years of experience in digital transformation and a strong academic background in technology management, he excels in delivering strategic projects. He is currently developing a data product that impacts brand planning, strategy, and media targeting, positioning it as a key enabler of growth strategy. Efthymios embraces innovation and welcomes collaboration opportunities.