

Media Mix Modelling

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Media mix modelling helps you to determine how different media channels contribute towards achieving the desired marketing goals and uses this to provide an optimal budget distribution. It works by analysing historical data on various media channels and their impact on KPIs. It utilises collected data on media spend, KPIs such as conversions and other context variables such as events, trends or seasonality.

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