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Understanding "Marketing Mix Modeling" (MMM) adoption dynamics in the industry

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In an increasingly complex measurement landscape, large advertisers are leaning on Marketing Mix Modeling (MMM) more than ever — not just as a strategic compass, but as a foundational tool in a multi-solution ecosystem. Yet with growing reliance comes growing responsibility: advertisers face fractured results, mounting pressure to align tools, and persistent pain points around cost, clarity, and brand equity impact.

Kantar worked with Meta to conduct a comprehensive global research study on the state of play for measurement practices among large advertisers, with a deeper focus on Marketing Mix Modeling (MMM) adoption dynamics and its role in decision-making. Based on a total of 1,935 interviews conducted with measurement professionals from companies investing over $1 million in digital marketing annually, we uncovered several important findings and implications through this research:
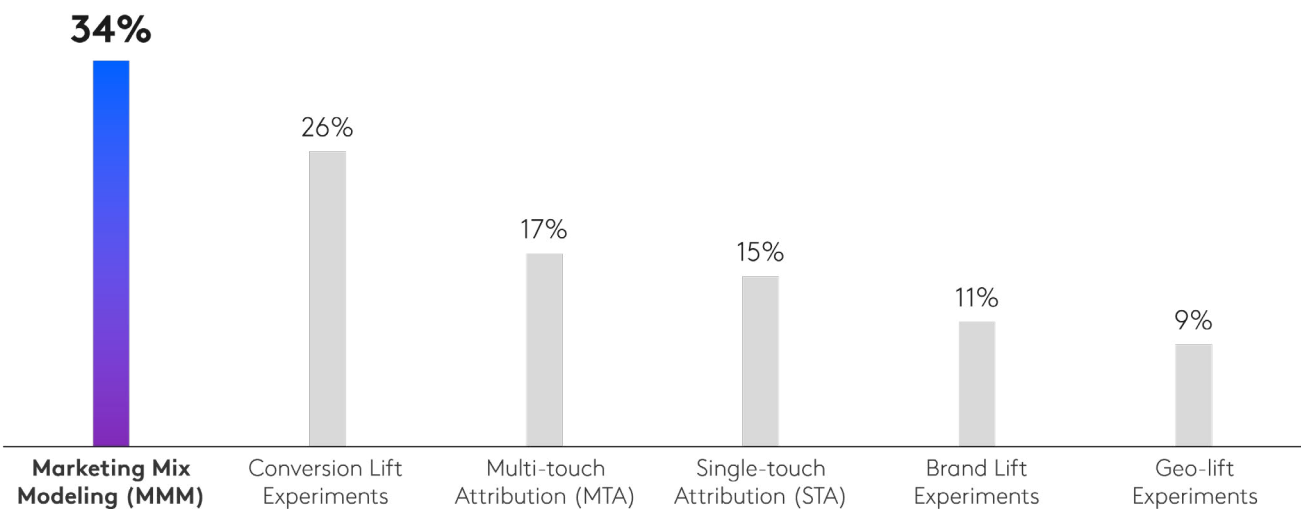
There are 5 key takeaways…

MMM is often prioritized in advertisers' decision making

MMM is often prioritized in advertisers' decision-making, with 34% of respondents favoring it over all other solutions, followed by conversion lift at 26%.

34% prioritize MMM over all other.

MMM is a trusted solution because it provides holistic understanding of media performance, is used to make strategic decisions, and is backed by senior stakeholders.

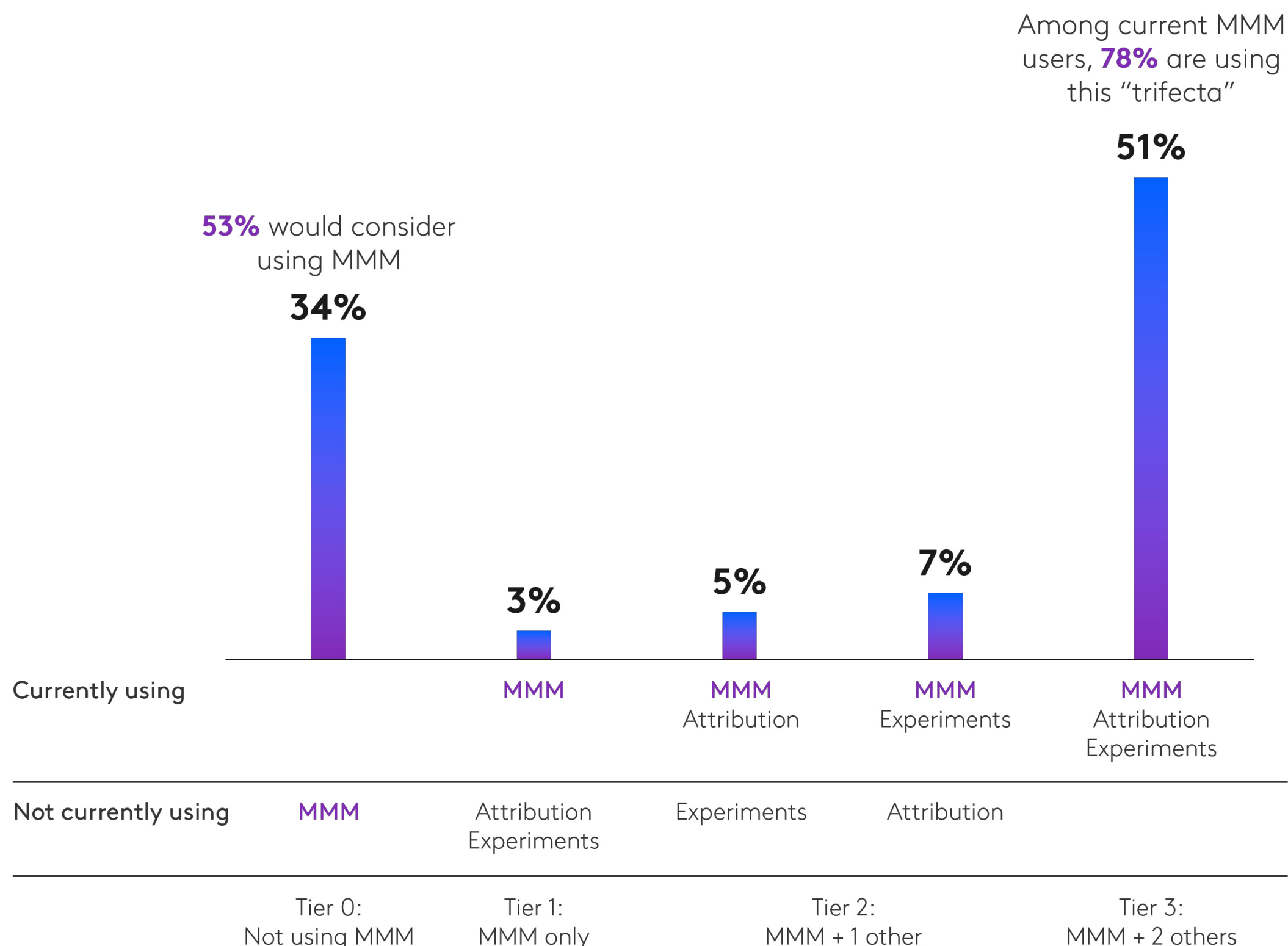| Measurement associations among total	MMM
Holistic understanding of media performance	59%
Data driven approach	55%
Used to make strategic decisions	51%
Worth the investment	47%
Backed by senior stakeholders	46%

MMM is most often used for both strategic and tactical purposes like setting/adjusting allocation across channels/campaigns.

#2 Building a suite of truth: Advertisers employ a multimodal measurement stack

Only 3% of advertisers use MMM in isolation, while 51% integrate it with attribution and experiments. Advertisers using a combination of MMM, Multi-touch Attribution / Single-touch Attribution and Experiments are often using these measurement tools together for different purposes. Advertisers typically employ a combination of measurement solutions for decision-making, using an average of 3.8 different solutions.

This increases to 4.2 for the largest advertisers.

While 1/3 of businesses surveyed are not using MMM,
more than half would consider it.

Among current MMM users, **78%** are using this "trifecta"

53% would consider using MMM

34%   **3%**   **5%**   **7%**   **51%**

Currently using		MMM	MMM Attribution	MMM Experiments	MMM Attribution Experiments
Not currently using	MMM	Attribution Experiments	Experiments	Attribution	
	Tier 0: Not using MMM	Tier 1: MMM only	Tier 2: MMM + 1 other		Tier 3: MMM + 2 others

#3 Key opportunities for future MMM improvement

Though MMM usage and acceptance is generally high, there are opportunities to further enhance value and usability.

MMM pain points among those who have ever used MMM

Accurately understand impact on ROI for key campaign performance drivers

37%

The number one challenge - 37% of MMM users cite the need for greater granularity and actionability in understanding key drivers of campaign performance. This suggests that advertisers are looking for MMM to provide ever more detailed insights into their efforts, as well as actionable recommendations for improvement.

Integrating MMM results with other measurement techniques

35%

While we see multi-modal stacks as well as validation and calibration as a strong trend, over a third of respondents highlight the challenge of integrating MMM results with other measurement techniques, indicating a need for practical guidance.

Cost and affordability

31%

Cost and affordability is an issue for users, and also a barrier for non-MMM users who tend to be more cost-conscious with fewer in-house resources compared to MMM users.
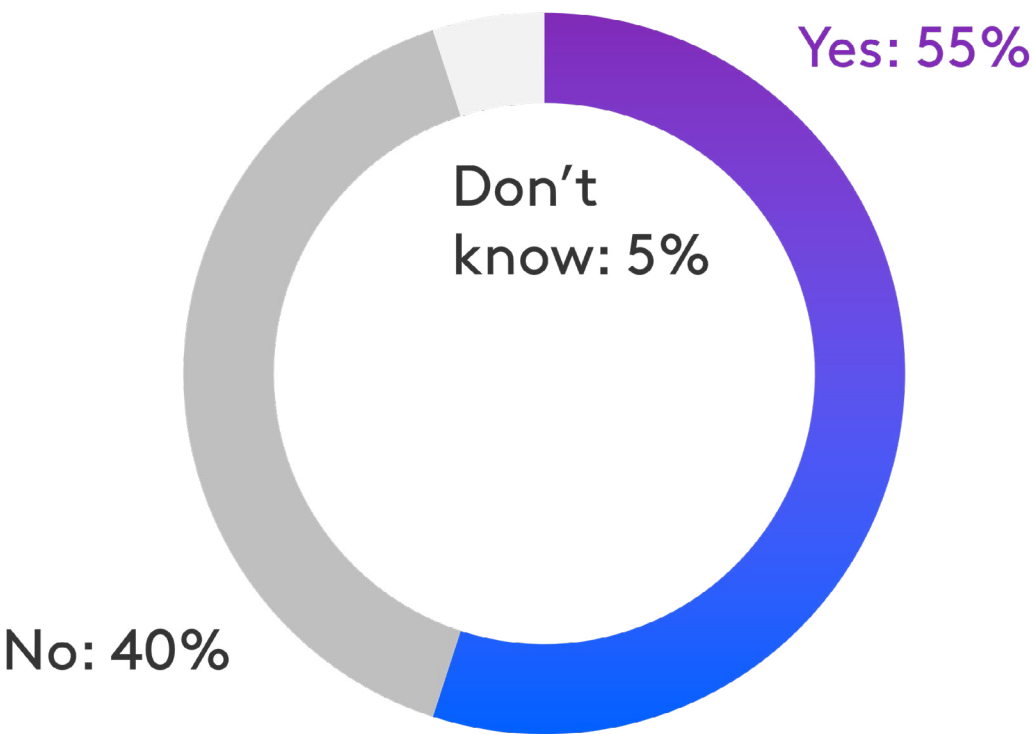
#4 Maximizing accuracy through validation and calibration

55% of advertisers frequently encounter conflicting results from different measurement solutions and reconciling them is a challenge.

More than half of advertiser who have experienced contradictions results either reconcile them with calibration or go with the solution that has the most credibility (which is often MMM).
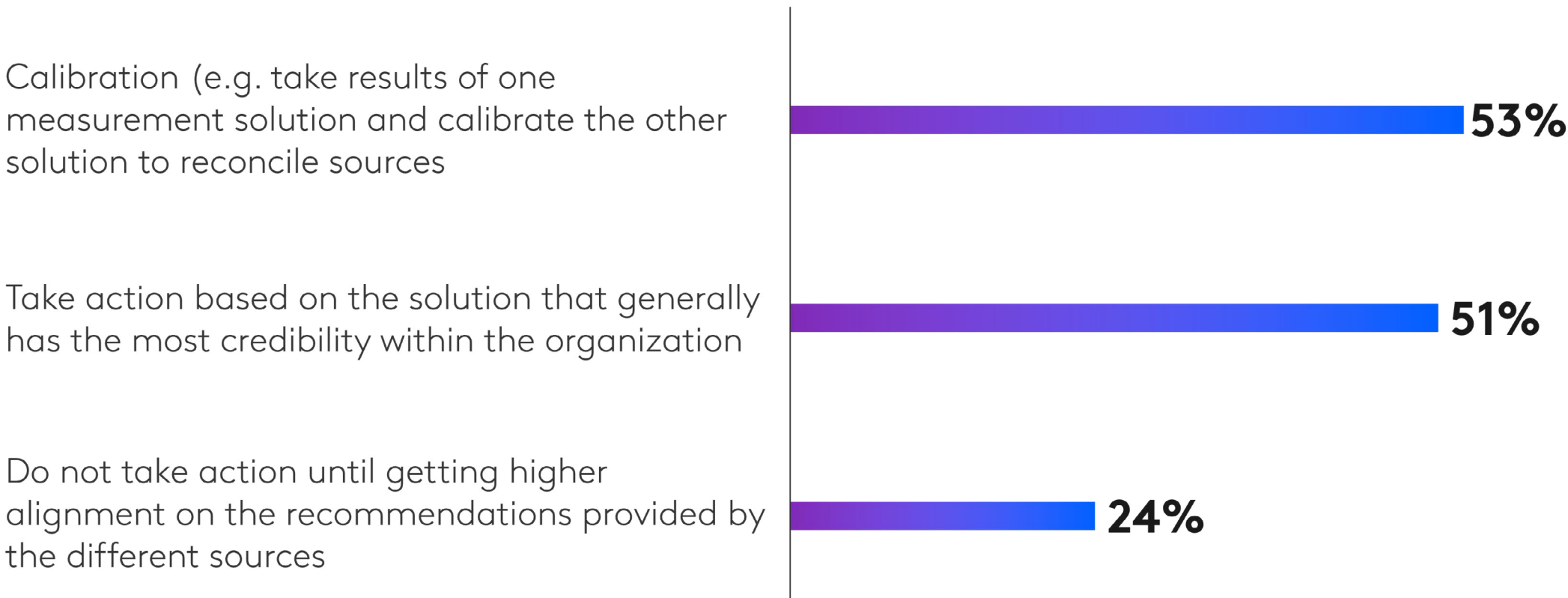
Contradicting results
Among those who have used more than one approach

Yes: 55%

Don't know: 5%

No: 40%

Reconciling contradicting results
Among those who have experienced contradicting results

Calibration (e.g. take results of one measurement solution and calibrate the other solution to reconcile sources	**53%**
Take action based on the solution that generally has the most credibility within the organization	**51%**
Do not take action until getting higher alignment on the recommendations provided by the different sources	**24%**

Source: May 2025, n=1,935 decision makers across regions, industries and company sizes, investing over $1MM in Digital Advertising

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#5 Growing trend of in-housing MMM

31% of advertisers are in-housing their MMMs and recognize the value of bringing in-house for increased customization, higher transparency, and potential cost savings.
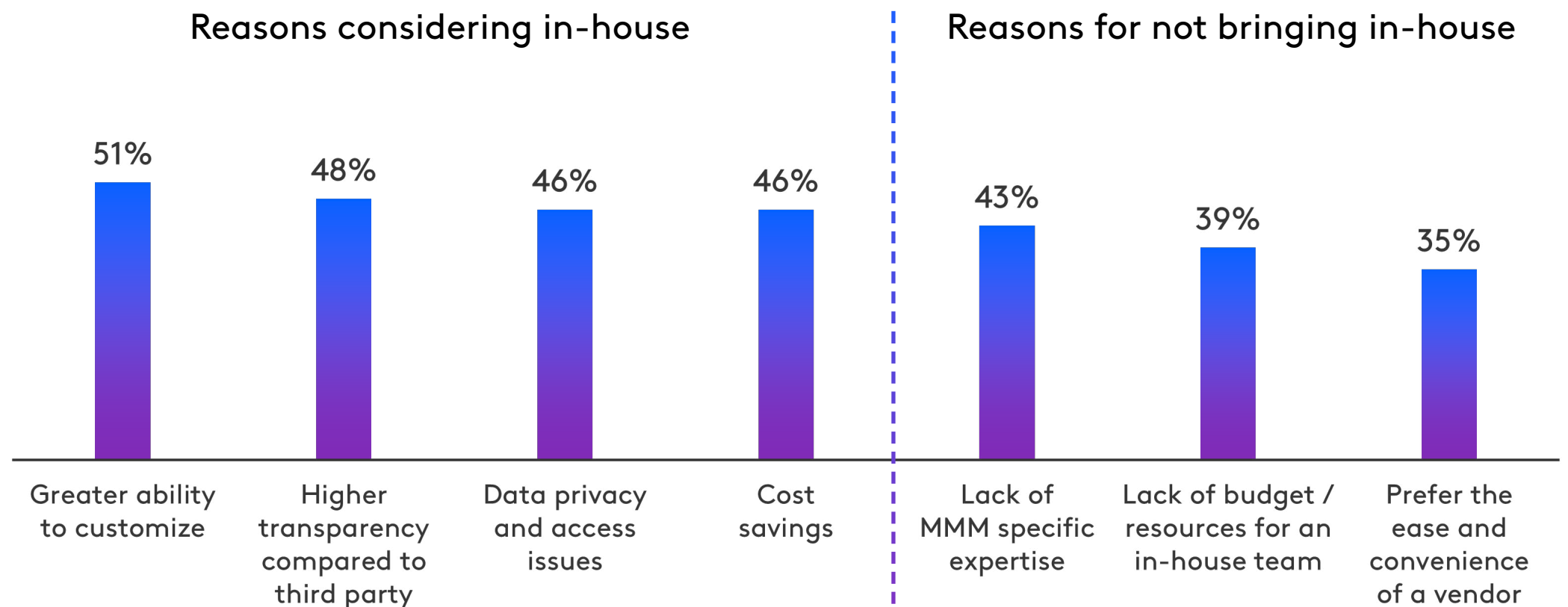
However, barriers around lack of expertise, budget for in-house team, and convenience of using third parties prevent advertisers from making the switch, which is why the majority outsource to an agency (26%), third party analytics/market research vendor (25%), or consultancy firms (19%).

More than half the businesses using outside agencies, consultancies or vendors for MMM are open to the idea of in-housing.

Handled in-house	Agency	3rd party Analytics or Mkt research vendor	Consultancy
31%	26%	25%	19%
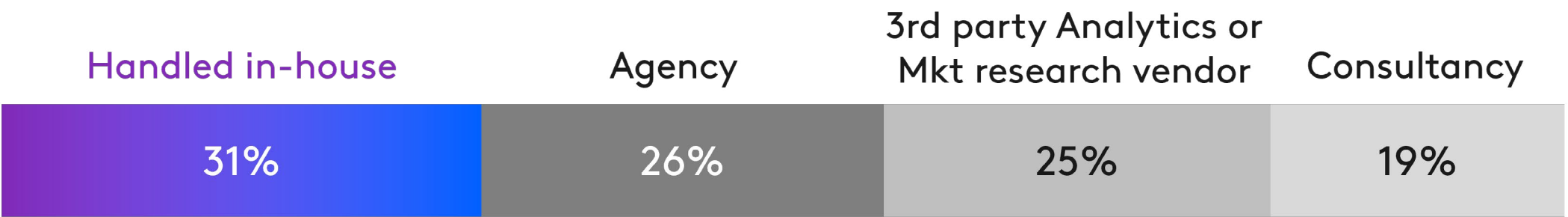
While third-party MMM is currently the most common approach, there is growing interest in bringing it in-house through third-party SaaS platforms and open-source tools. However, the main barriers are lack of expertise, limited budgets, and the need for ease and convenience.

Reasons considering in-house

- 51% Greater ability to customize
- 48% Higher transparency compared to third party
- 46% Data privacy and access issues
- 46% Cost savings

Reasons for not bringing in-house

- 43% Lack of MMM specific expertise
- 39% Lack of budget / resources for an in-house team
- 35% Prefer the ease and convenience of a vendor

Conclusion

MMM is an essential solution for advertisers, but most advertisers are using more than one solution to meet all their needs. Measurement providers have an opportunity to help advertisers understand how these different tools can work together holistically. Taking proactive efforts to encourage and support calibration will help guide budget allocations for advertisers who are using multiple solutions.

As this study reveals, Marketing Mix Modeling (MMM) remains a cornerstone of marketing measurement. Its role as both a strategic and tactical tool, often working alongside other measurement solutions, highlights its unique position in a broader, more integrated measurement repertoire.

The path forward lies in improving calibration across tools, addressing challenges, and supporting advertisers—whether in-house or outsourced—in making MMM more granular, actionable, accessible, and aligned with the fast-moving realities of modern marketing.

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