PREPARE FOR A BETTER CONVERSATION

MMM readiness checklist

Bring the budget decision you need to make. Use this checklist to collect the data, context and questions that will shape an MMM review.
This is a preparation guide. It does not promise that a model can answer every question.

Your budget question

What decision would you like stronger evidence for?

Your business outcome

What would success mean in your reporting?

People to involve

Who owns spend, business outcomes and reporting definitions?

DEFINE THE OUTCOME

Start with one business question

Write down the outcome you want to understand. Agree on its source and reporting calendar before comparing it with channel spend.

Outcome and source

Examples to consider: revenue, orders or another business outcome. Name the system that records it.

Definition and calendar

What counts, what does not, and when does each reporting week end?

Known changes

List changes in tracking, definitions, coverage or business operations.

INVENTORY SPEND AND HISTORY

Know what data you can bring

List each channel and the history available. Record missing periods and changes instead of filling them with guessed values.

Channels and sources

For each channel, record where spend and activity are stored.

Time coverage

Record the first and last available dates, missing weeks and reporting frequency.

Reconciliation

Who can compare channel spend with finance and explain any differences?

RECORD OUTSIDE INFLUENCES

Give the model business context

Spend and demand can change for the same reasons. Record what you know about the business before interpreting a channel result.

Prices and promotions

When did prices, discounts or major campaigns change?

Operations and distribution

Note store openings, stock limits, product changes and distribution shifts.

Other influences

List relevant seasonal patterns and outside changes. Also name what was not measured.

ASK WHAT CAN BE SEPARATED

Know the limits of the answer

A good fit alone is not causal proof. Results remain conditional on the data, controls and time split.

Channel separation

Which channels move together? Where is separate credit unsupported?

Validation and uncertainty

How was the model checked on periods it did not see? What uncertainty should a decision carry?

Experiments

When would an experiment provide evidence the available history cannot?

Hidden confounding cannot be repaired by a good fit. Ask where an experiment is needed.

BRING THE CHECKLIST TO YOUR REVIEW

Make the next conversation useful

Bring your question, data inventory and known limitations. Discuss whether the available evidence fits the decision you need to make.

The decision

We want to decide:

The missing evidence

We still need:

The next step

The people who should join the conversation are:

Discuss your MMM question