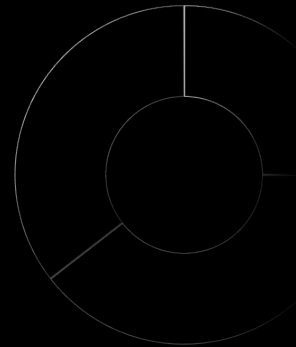
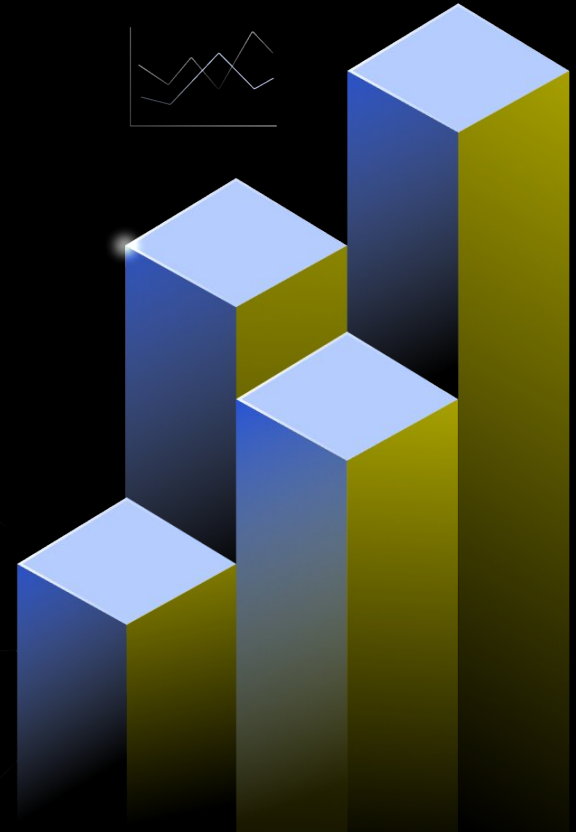
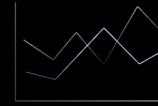


Tackling Local Complexity

# The Next Frontier for MMM



arima

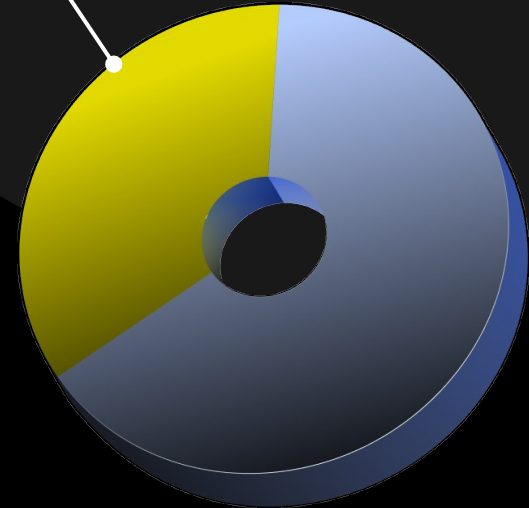
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MMM in 2025

Over a third of US brands\*  
**STILL NOT USING MMM**

34%



Source: Kantar, 2025

# Keys to Adoption



**Speed**



**Accessibility**



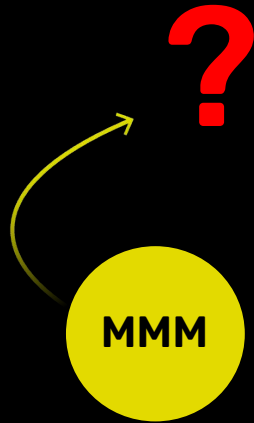
**Cost**

A close-up photograph of two hands, one from the left and one from the right, holding two white puzzle pieces. The hands are positioned as if about to fit the pieces together. The background is a dark, muted blue-grey color. The puzzle pieces are simple, interlocking shapes.

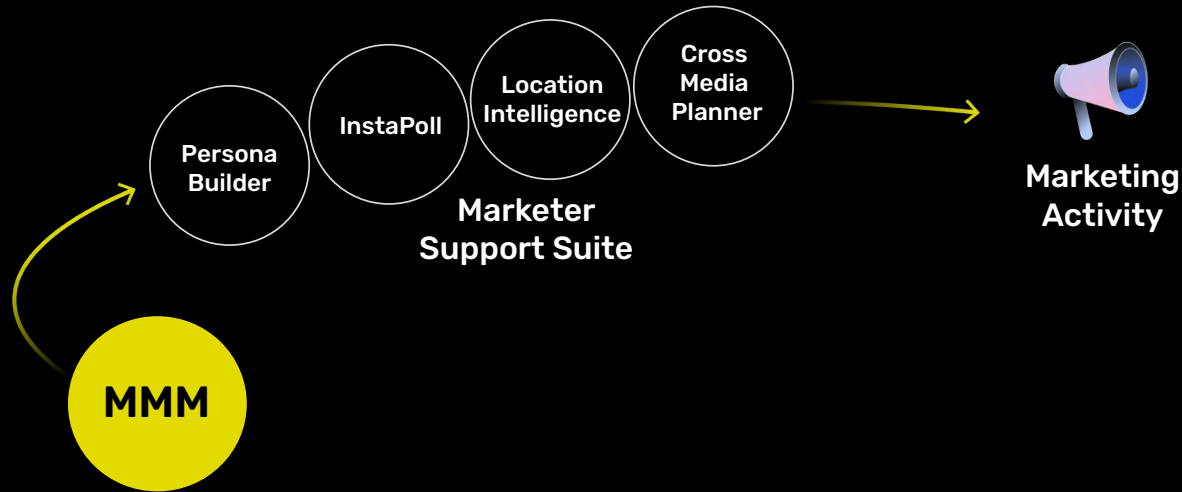
Focus on

**Workflow**

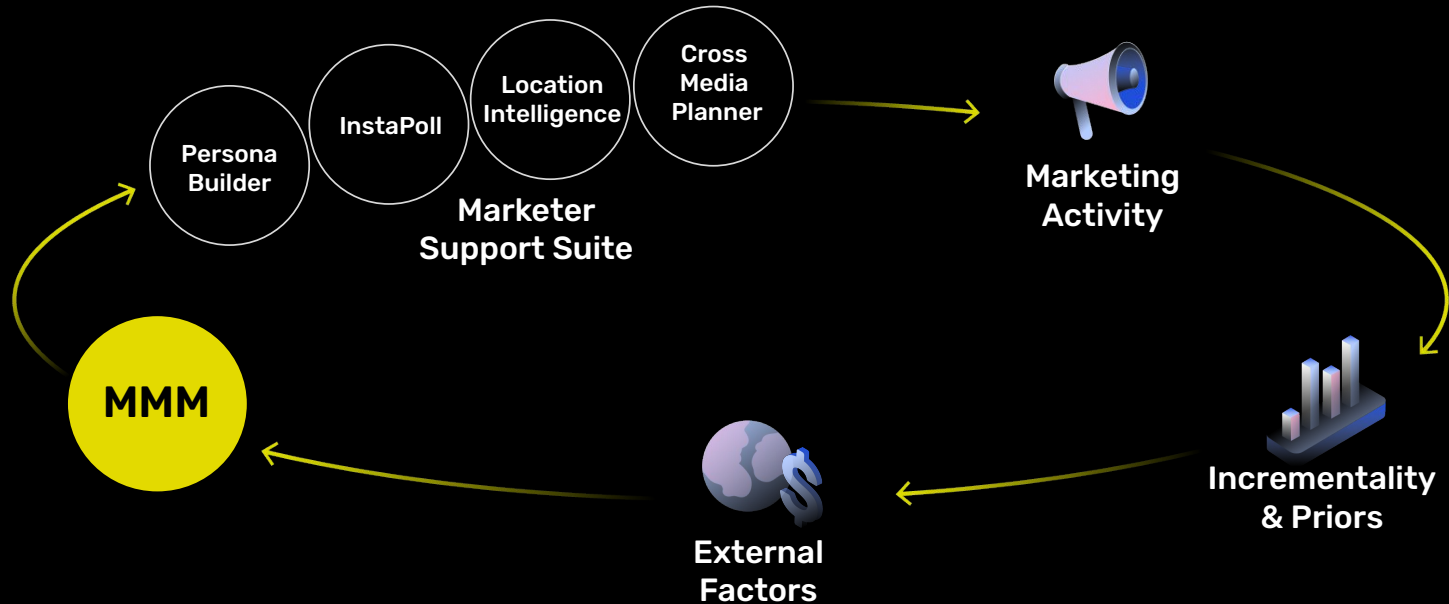
# Making MMM 'Actionable'



# Making MMM 'Actionable'



# Outcomes Workflow



outcomes-focus  
bottom-up

incrementality-inputs meta-models investment-ranges  
incorporating-priors cpa inflation

local adstock-refinements concurrent-analysis tariffs  
creative-optimization

export-functionality benchmarks  
awareness-impact performance-integration creative-influence externalities

exporting-coefficients forecasting scenario-planning

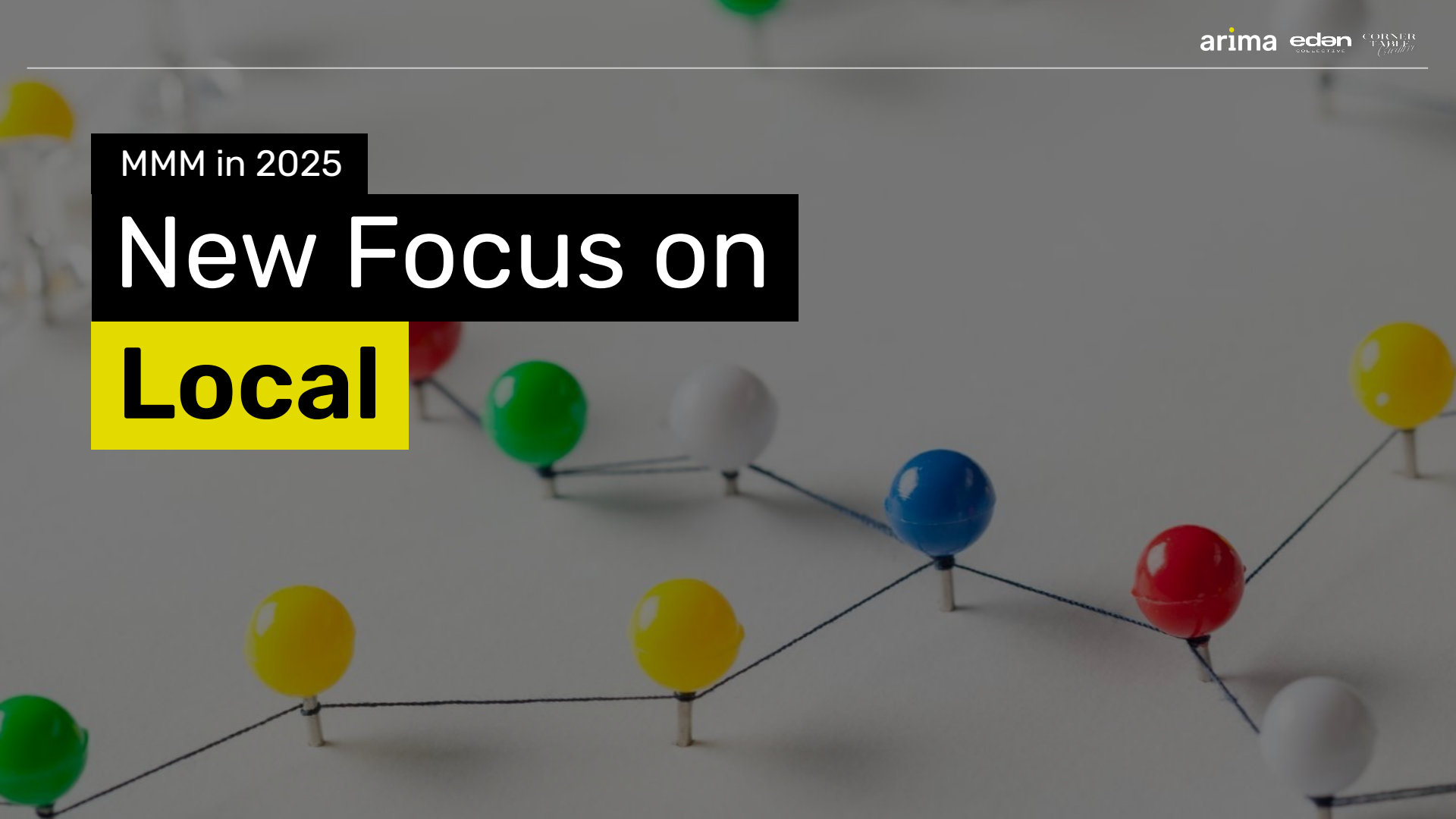
regional-analysis volumetric-analysis  
margin-calculator channel-synergy

competitive-impact synthetic-data

MMM in 2025

New Focus on

**Local**

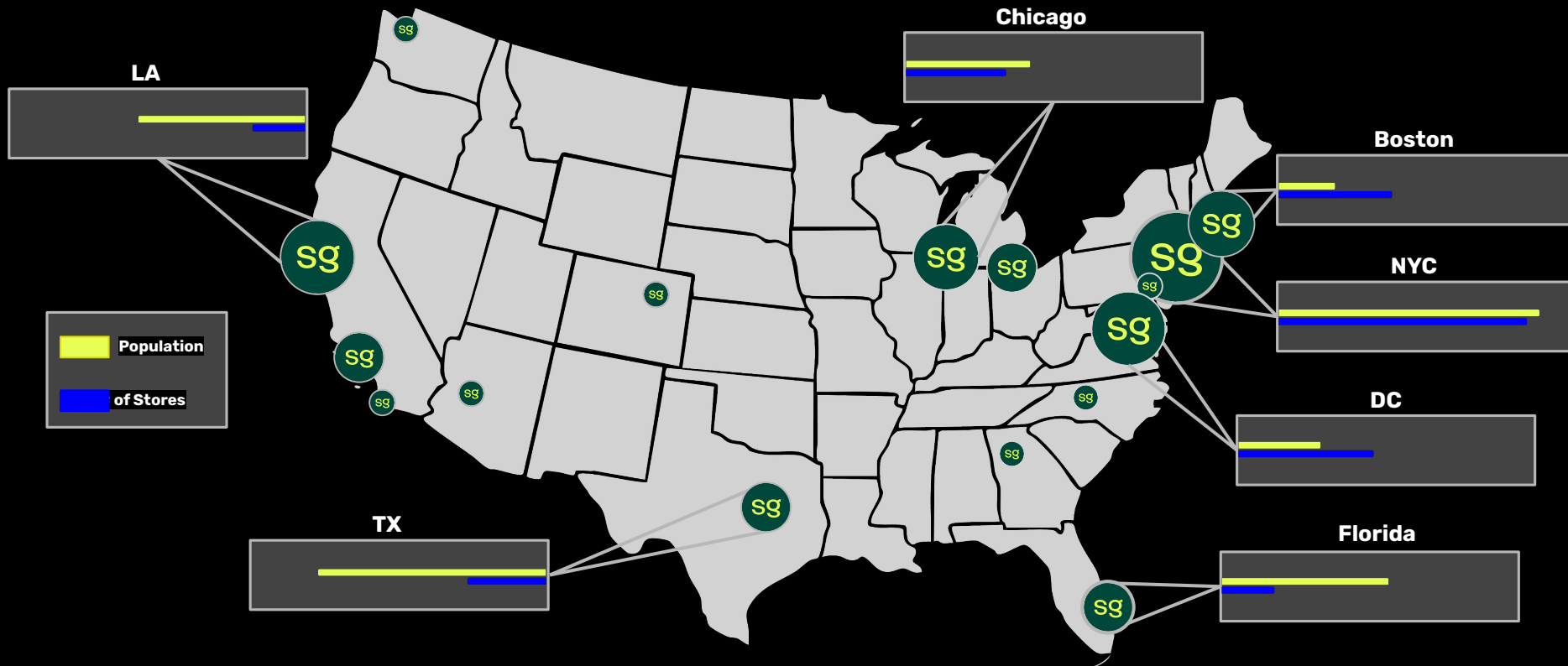


## | Local Use Case

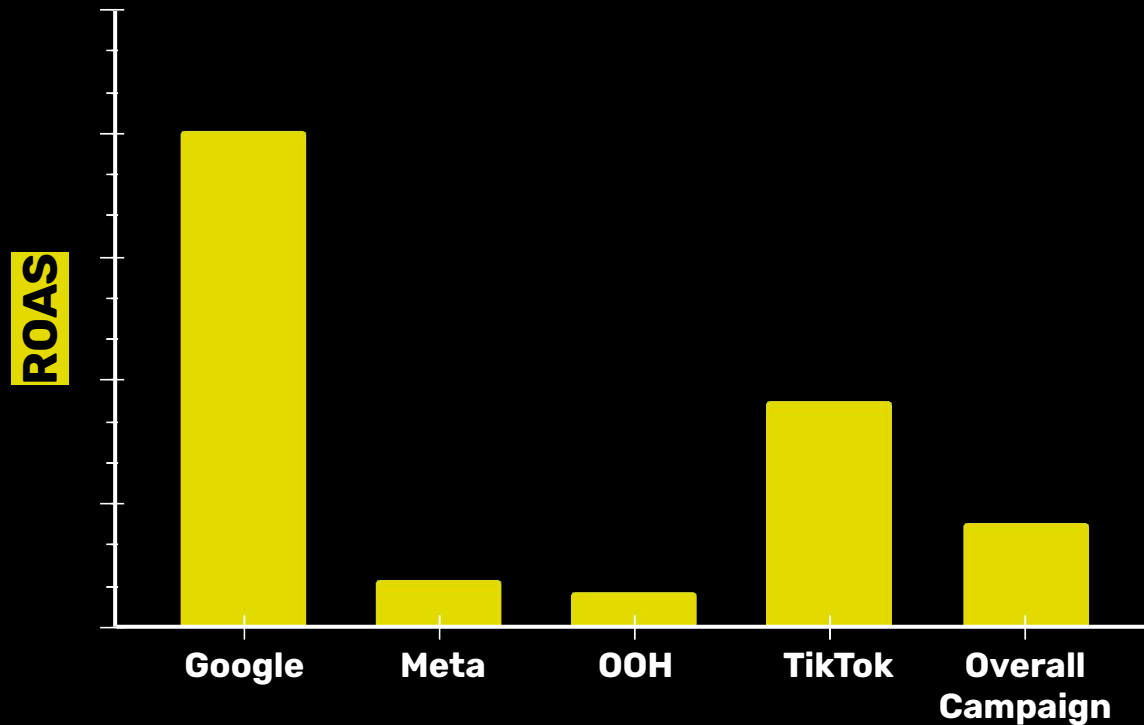
A close-up, high-angle photograph of a vast field of sweetgreen leafy greens, likely a type of kale or collard green. The plants are densely packed and show vibrant green leaves with prominent veins. The lighting is bright, creating a fresh and healthy appearance.

**sweetgreen**

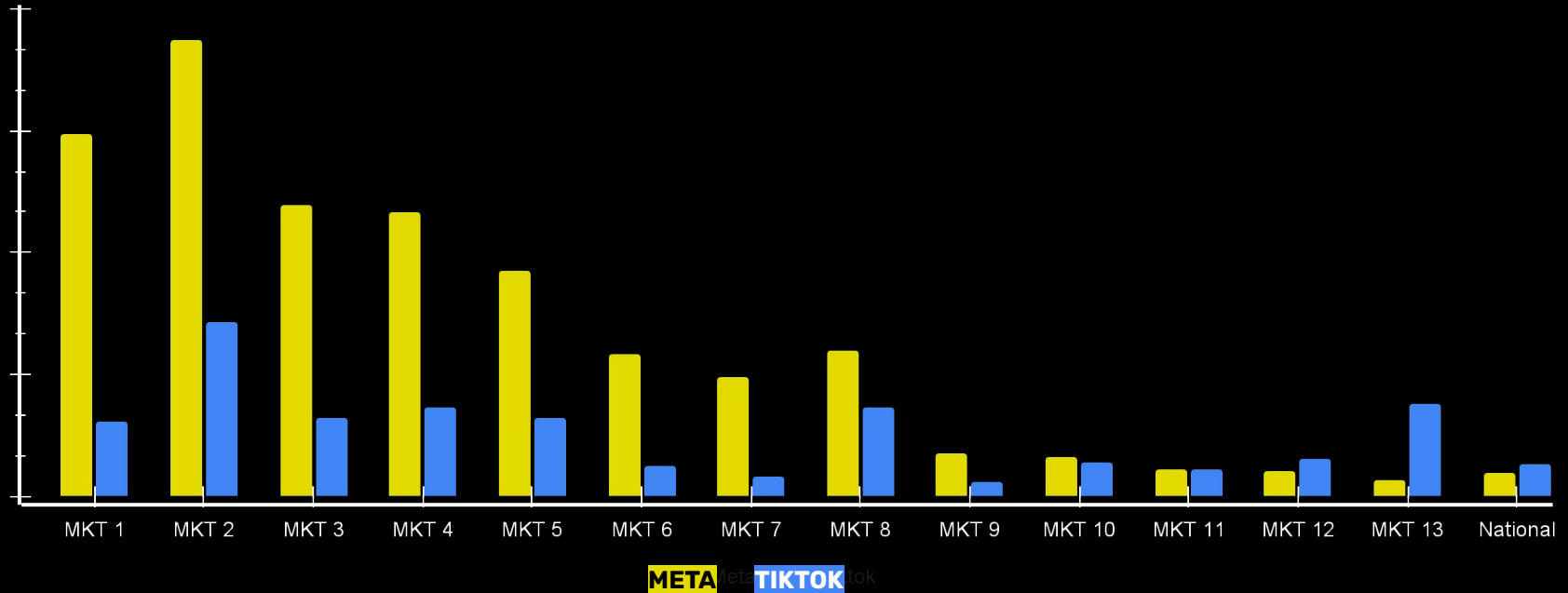
# Every market faces unique challenges



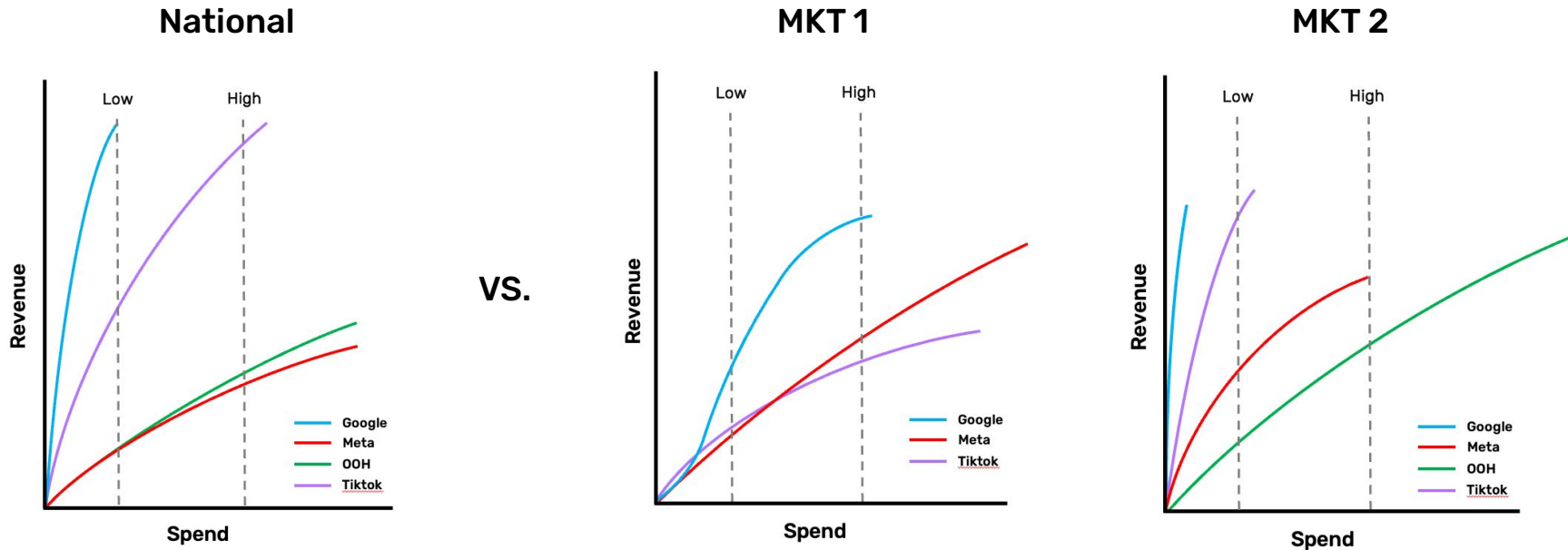
# Do National results hold true in every market?



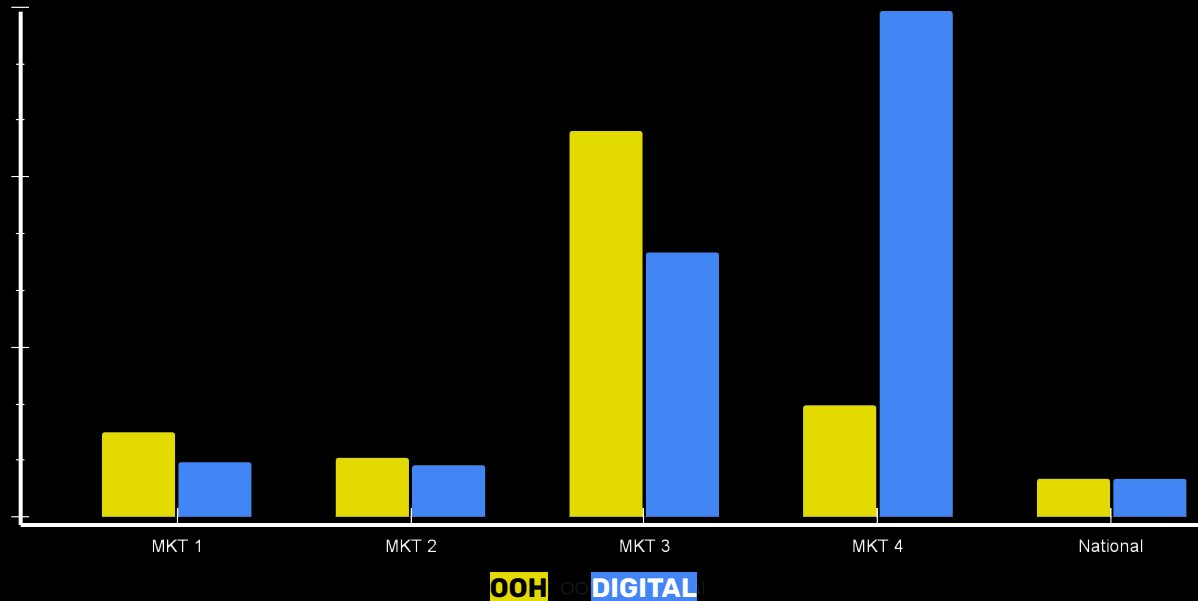
# In 11 out of 13 markets Meta outperforms Tiktok



# Budgets levels impact performance - making local results ever more critical

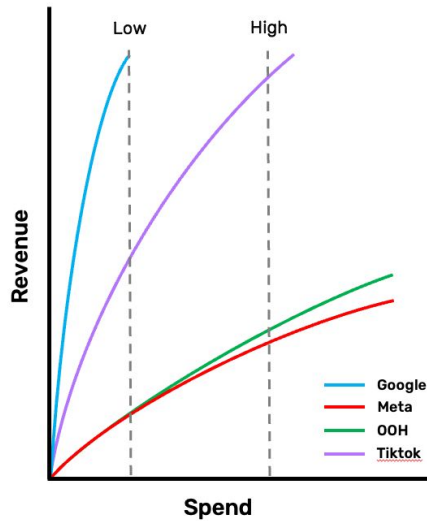


# Looking at 00H we can refine spend locally



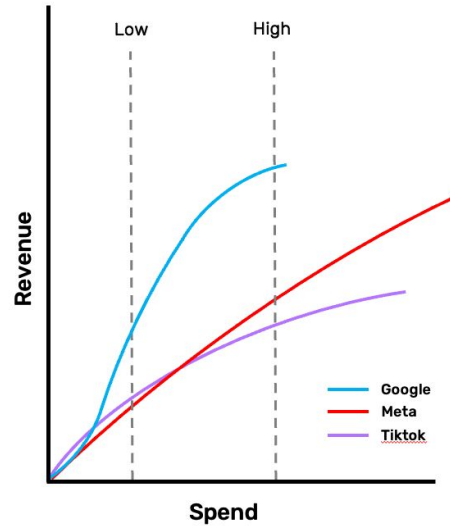
# Once again, it's budget dependent!

National

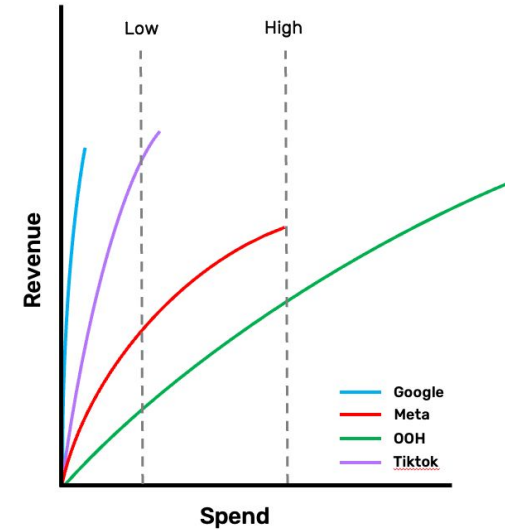


VS.

MKT 1

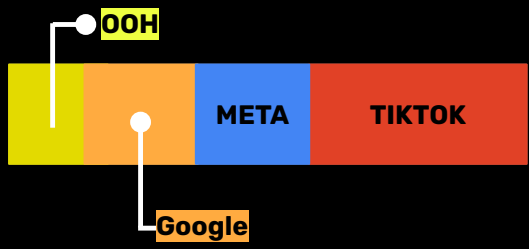


MKT 2

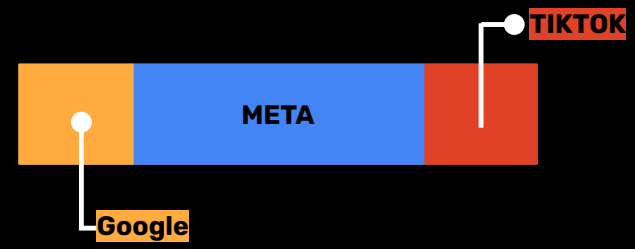


# Local MMM fundamentally changed how we're able to plan

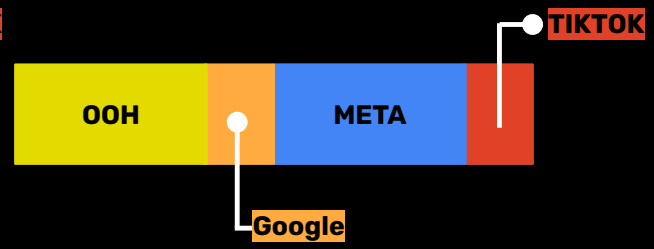
**NATIONAL**



**MARKET 1**



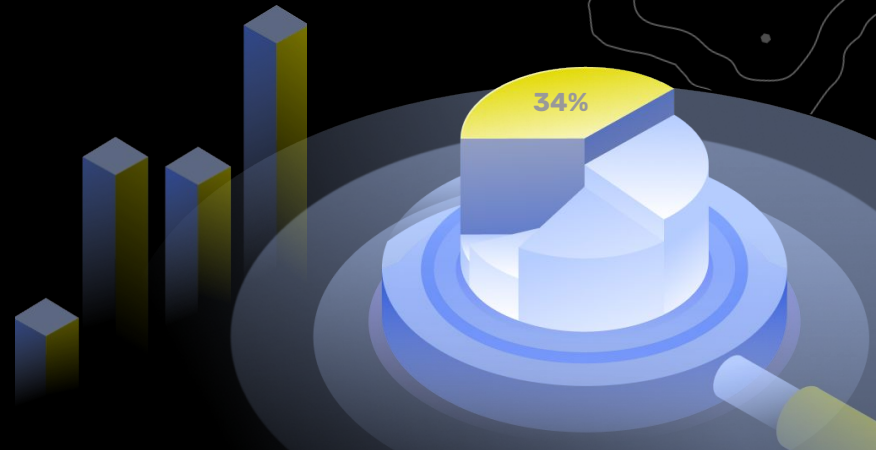
**MARKET 2**



Weight investment by media impact in each market

## Closing comments

- National MMM signals can be misleading
- Local MMM enables granular clarity
- Ongoing benefit: Evolving channel mix



# Thank You



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# Appendix

# Why Arima's MMM?

01

Unlimited-use platform

02

Fast

03

Intuitive and easy to use

04

Works for simple & complex models

05

Transparent & exportable

06

Integrated with forecasting & planning

07

Dedicated support



## About Eden Collective

Eden is a media investment advisory boutique that helps growing consumer brands get more from their media dollars.

We guide brands beyond narrow bottom-funnel “performance media” to a broader view of “media performance,” enabling scale while keeping both blended and channel CAC in check.

The founders of Eden had long observed a fundamental mismatch in the market between the needs of emerging consumer brands and the existing media agency offerings.

Eden bridges that gap by acting as a strategic media partner between clients, buying agencies, and measurement vendors—building cross-channel strategies, designing unified measurement systems, and ensuring partners execute in line with growth goals.



[edencollective.co](https://edencollective.co)

## About Corner Table Creative

**Corner Table Creative is a female-founded social agency**, dedicated to great work, game-changing results and a culture of hospitality. We are on a mission to make memorable connections and ensure that our clients and their audiences are seen, heard, and valued at every touchpoint of our partnerships.

**Digitally-native, with decades of expertise** spanning every category and scale of business, we bring our deep knowledge of each platform, algorithm, trends and audience to each piece of work.

**We're a team of multi-tool players.** With intent to re-imagine what the agency relationship can look like, we've removed silos from the process, getting to impactful work faster.

**Everything we do is built for iteration.** We have a methodical test-and-learn approach, creating a playbook unique to you, informing all optimizations with intention.

**We hope you'll join us at the best seat in the house.**

[cornertablecreative.com](https://cornertablecreative.com)

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## About Arima

Founded in 2019, Arima's unlimited-use MMM platform breaks through traditional limitations of speed, accessibility, and cost, giving marketers endless workflow opportunities to measure how their omni-channel efforts contribute to business objectives.

Powering Arima's platform is Synthetic Society™, a privacy-by-design database that statistically mirrors real-world consumers using over 10,000 attributes from trusted sources like census data, market research, mobility patterns, and purchase behavior. Through an intuitive and interactive user interface, marketers can combine their data with ours to measure marketing performance, generate deep consumer insights, optimize cross-media plans, and visualize trends with interactive maps—all in one unified platform.

The Arima logo features the word "arima" in a lowercase, white, sans-serif font. A small yellow dot is positioned above the letter 'i'.

[arimadata.com](https://arimadata.com)