

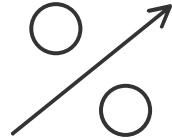
BAIN & COMPANY 



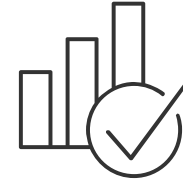
The Future of Marketing Measurement: From Models to Decision Machines

June 2025

Two Truths, One Lie



Marketing
Leaders achieve
4x the ROI
on their Marketing
Spend



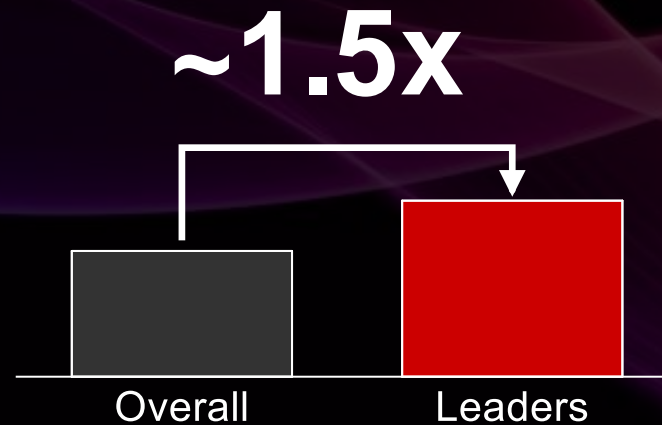
Marketing
Leaders are
8x
as likely to deploy
Cutting-Edge
MarTech



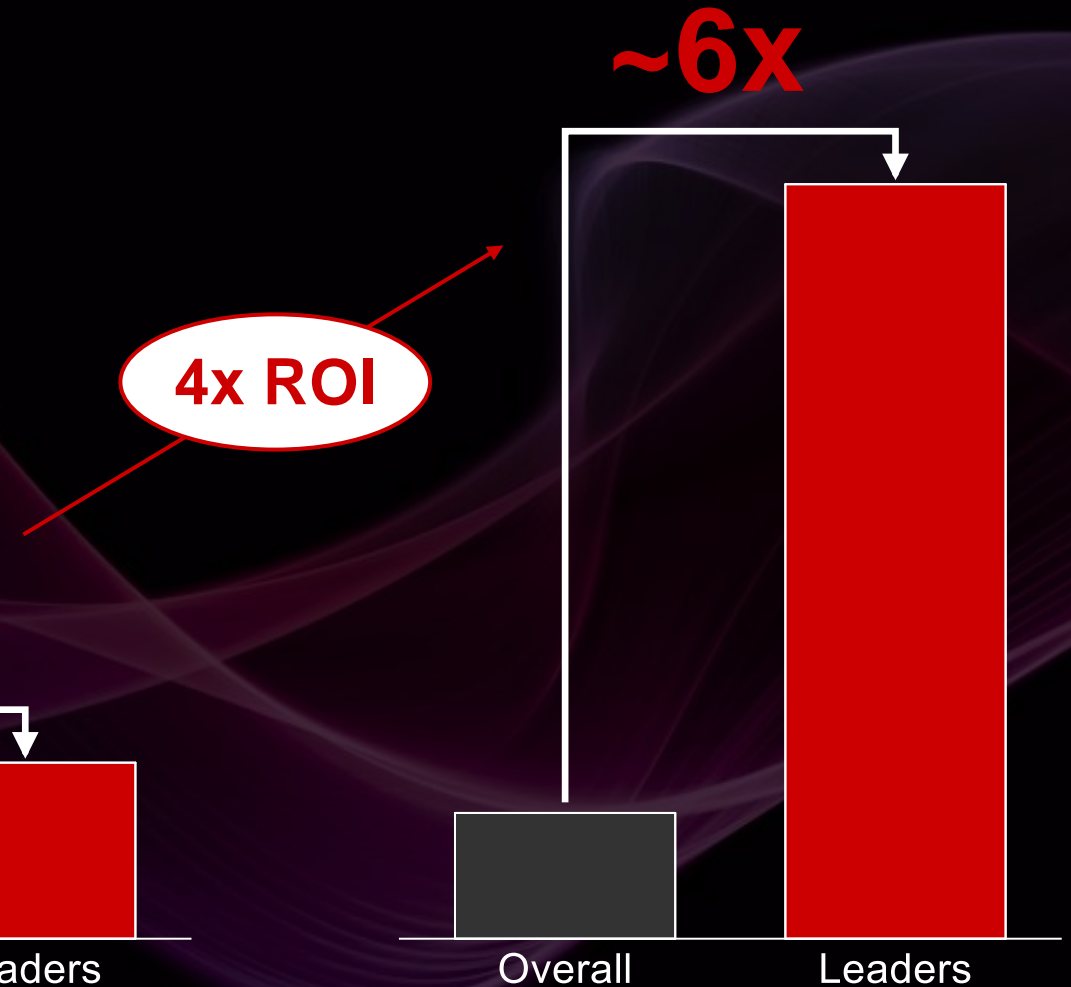
**Marketing
Measurement**
is the
#1 area where
Marketing Leaders
deploy (Gen)AI

We found that Leaders **drive** **4x greater ROI** on Marketing spend

MARKETING SPEND
(Average)



REVENUE GROWTH
(Median)

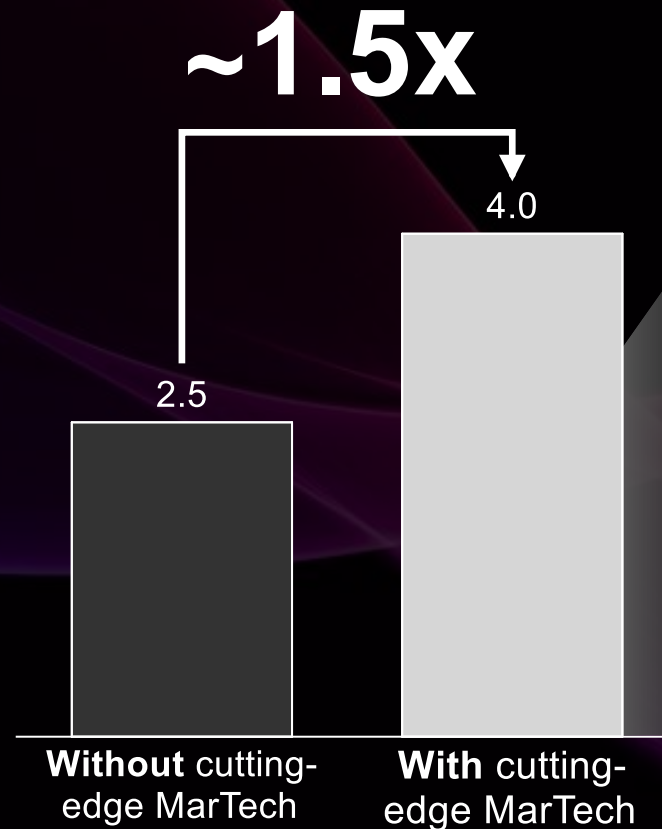


Cutting-edge MarTech accelerates performance.

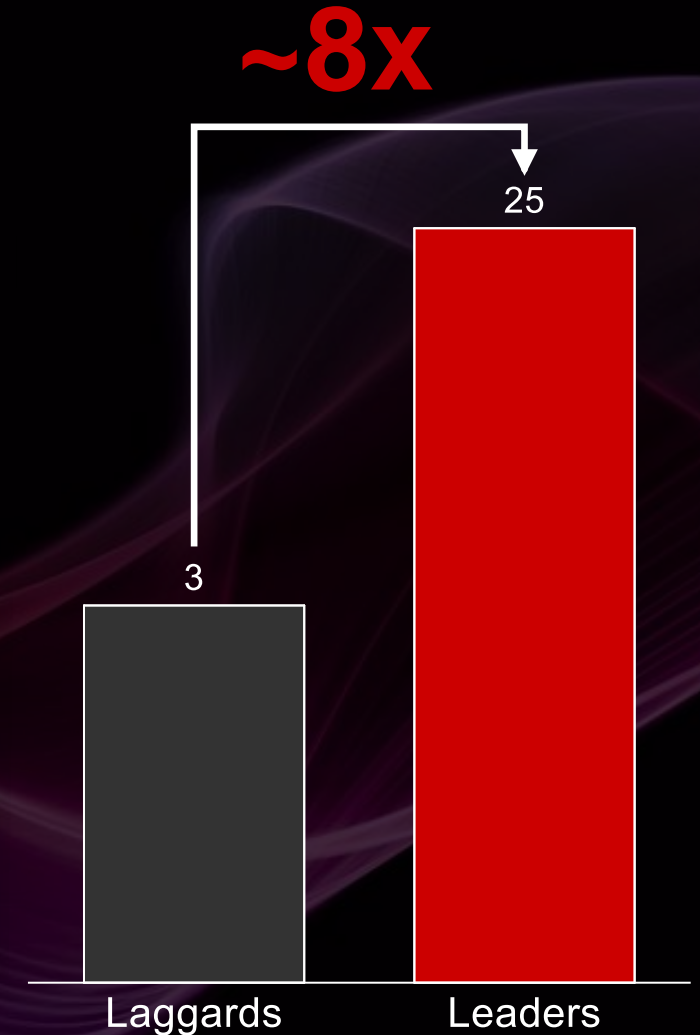
Leaders are using sophisticated and fit-for-purpose tools.

Source: Bain & Company 2025 Marketing Survey
(Showing N=1232, N=1242 available)

SALES GROWTH
(Average, all responses)



USING CUTTING-EDGE MARTECH
(% of respondents)

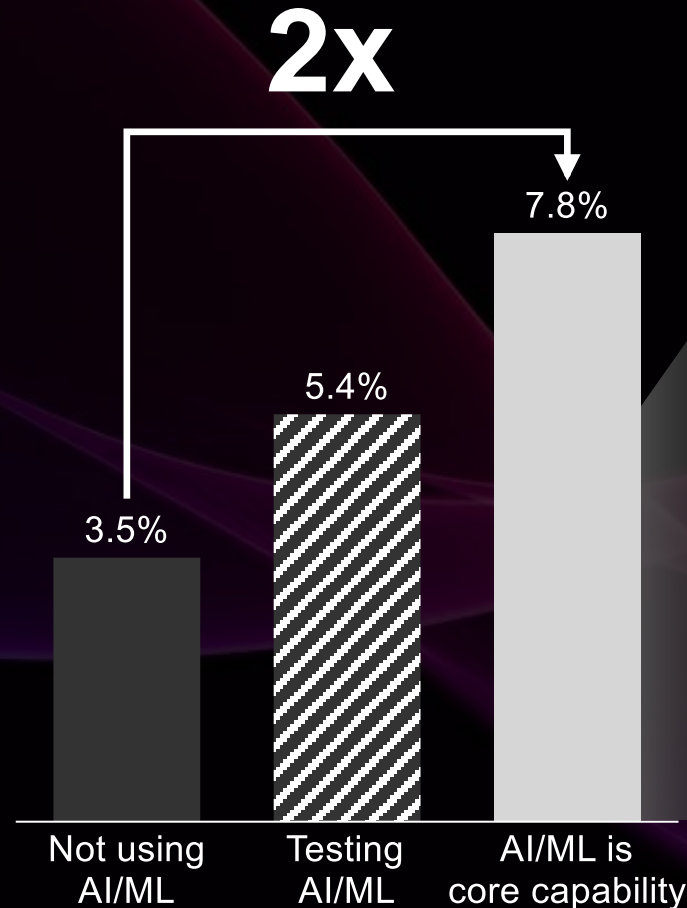


AI / ML deployment is a hallmark of high performers

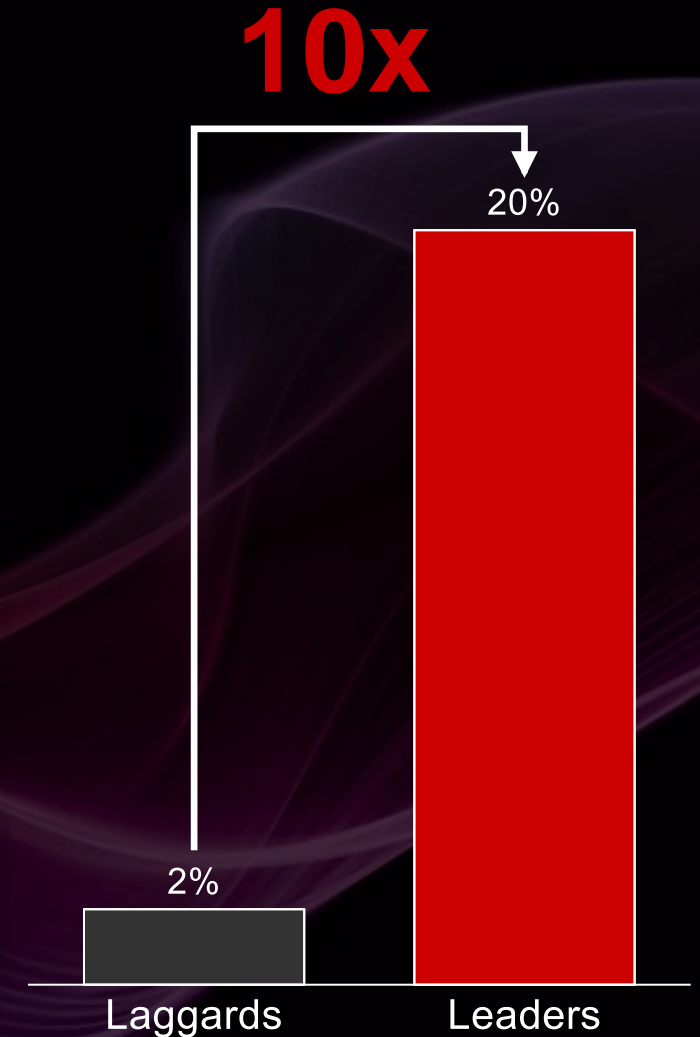
Leaders are
10x more
likely to see it
as a core
capability

Source: Bain & Company 2025 Marketing Survey
(Showing N=1232, N=1242 available)

SALES GROWTH
(Average, all responses)



**AI/ML AS CORE
CAPABILITY**
(% of respondents)

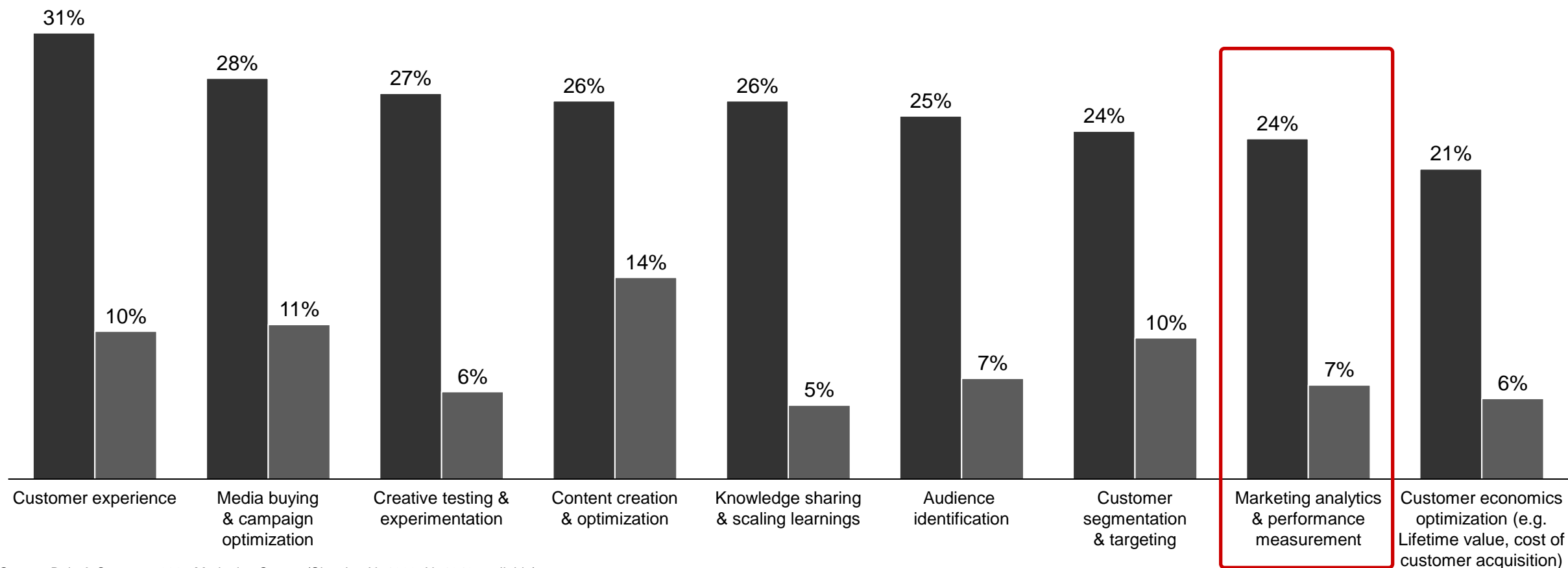


Leaders deploy a wide range of GenAI solutions at scale

Q: How would you score your organization's maturity in using Generative AI for the following?

Respondents with highest GenAI maturity (Response: "Multiple generative AI solutions deployed at scale"), %

■ Leaders ■ Laggards

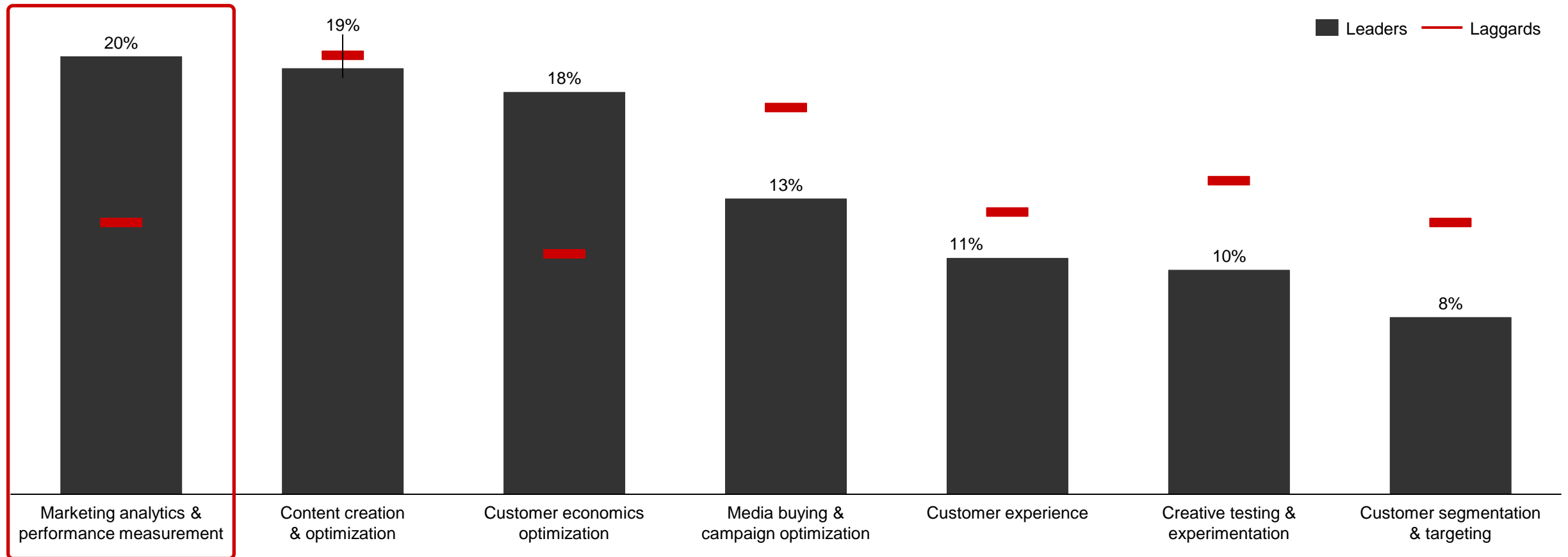


Source: Bain & Company 2025 Marketing Survey (Showing N=1232, N=1242 available)

Leaders are now bullish on deploying AI for Marketing Measurement

Q: Which of the following areas do you believe have the highest potential efficiency gains or cost improvement from Generative AI in marketing? Rank in order of potential (1 = Highest potential; 7 = Lowest potential)

Respondents highest ranked opportunity for efficiency gains or cost improvements, %



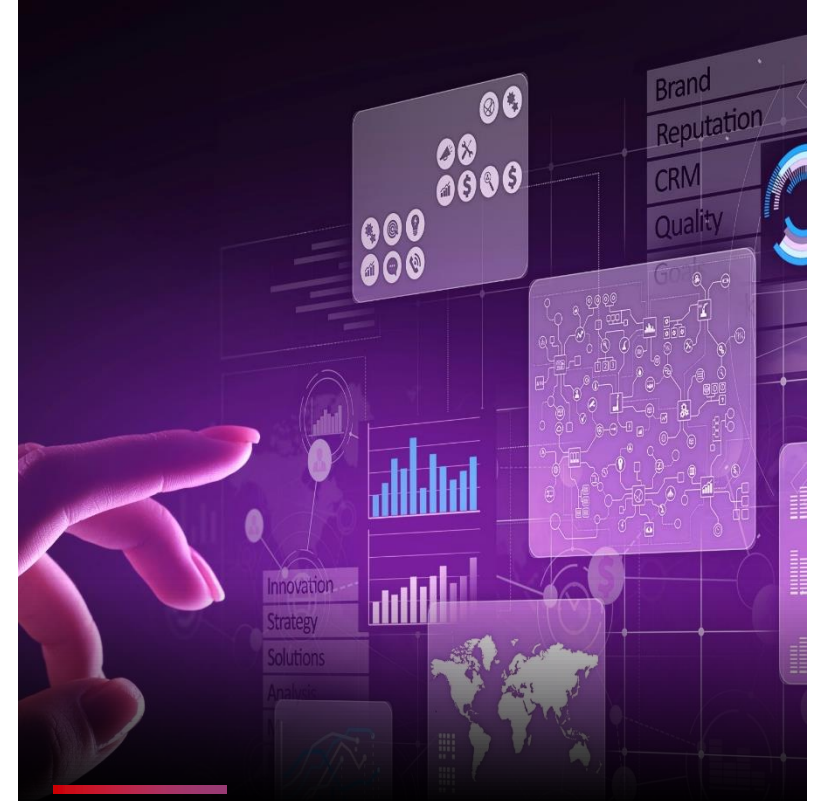
Why now?



Increasing “competition for attention” in digital and rise of advertising costs



Experience-Led Marketing approach across Owned, Earned, Shared and Paid Channels



Rich proprietary 1st party data – a goldmine for differentiated value creation

The Solution | A 360 view of total marketing & sales costs is necessary for effective optimization

Trade promotions

How much should I invest in trade promotions compared to other growth levers? (e.g., paid media, pricing)

Consumer promotions

Which products and mechanics should we prioritise for consumer promotions?

Pricing

How can I improve my pricing performance?

Shared media

How can I optimize marketing activations (e.g., events) and content for shareability?

Most MMM solutions today predominantly focus on paid media

Paid media (digital and offline)

How can I optimise paid media spend across channels & countries? Sponsorships?

Owned media

How can I optimise owned media spend and assets (e.g., web and app, CRM & loyalty programs)

Earned media

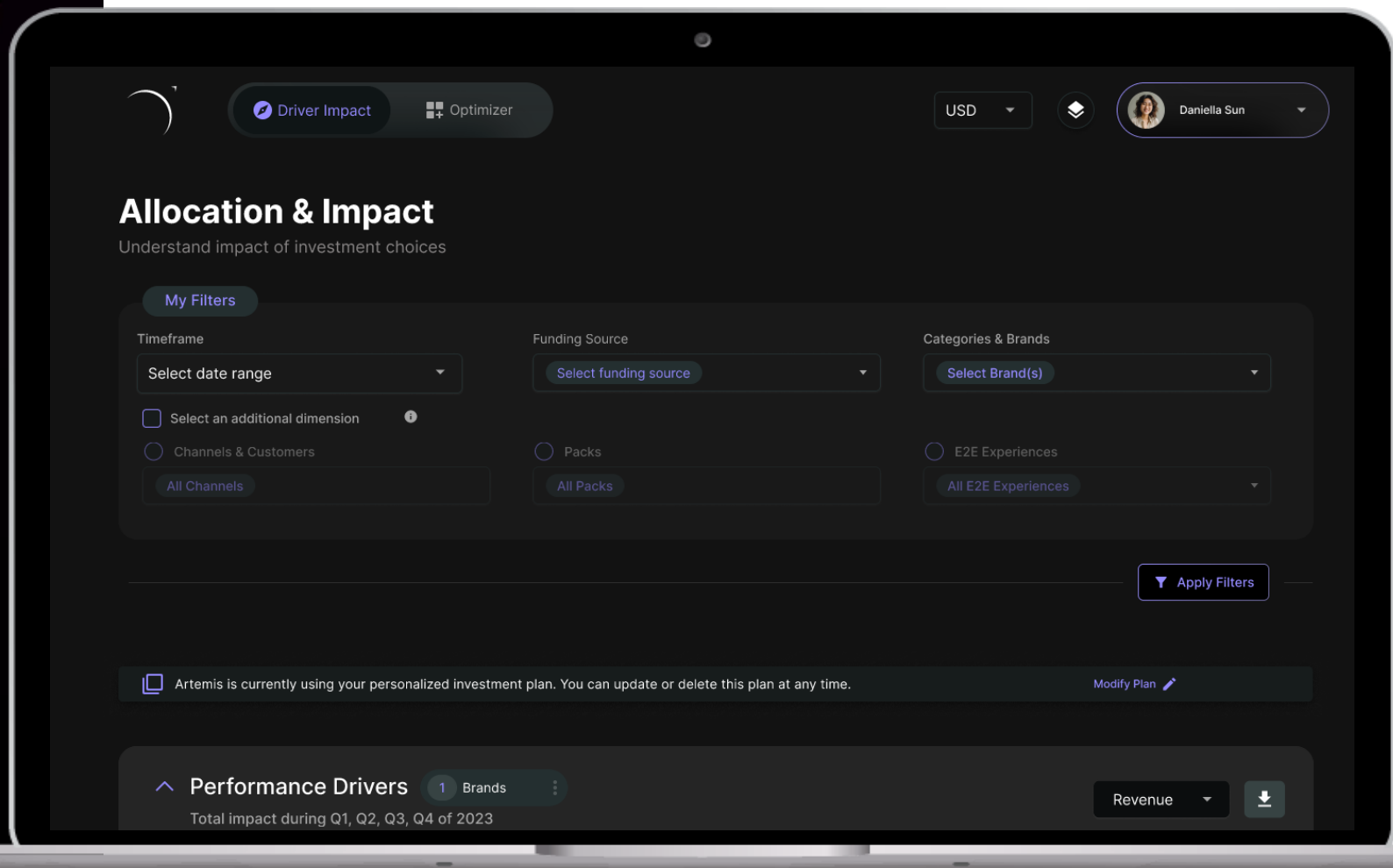
How can I leverage earned media (e.g., PR, influencers, user-generated content, WoM) to drive impact on brand and sales?

Where should I invest my next \$1 for growth?



ARTEMIS

Your always-on 360 ROI assistant





Driver Impact

Optimizer

USD



Sonya Bell

Allocation & Impact

Understand impact of investment choices

My Filters



Artemis is currently using your personalized investment plan. You can update or delete this plan at any time.

Modify Plan

Performance Drivers

Total impact: 2025 Marketing Investment Brand 1 All Channels & Customers

Transactions



Total Number of Transactions

139.5 89.9 ↑

☐ View vs Prior Year

☐ View by Percentage



Inputting data from multiple sources can drive meaningful outputs for key decision-makers

INPUTS

Data into the model



Historical performance

- Consumer/shopper behavior
- Financial
- Brand

Historical investment & plans

- Marketing spend / plans
- Distribution / inventory levels
- Promo and pricing
- Commercial / in-store execution spend:

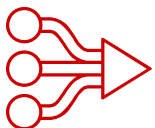
Influencing factors

- Controllable
- Non-controllable, e.g. weather

ADVANCED 360 MODEL

OUTPUTS

For users to action



Forecast performance

- Consumer/shopper behavior:
- Financial
- Brand

Recommended investment & plans

- Across activation types:
- Across distribution channels / customers
- Across time periods

Supporting rationale

- Attribution
- Multipliers / Dividers
- Statistical Uncertainty

We integrated Artemis across key decisions across the org

We identified key decision routines where Artemis would be most impactful...

Strategic
decisions

Major (strategic) spend shifts across the portfolio and markets

e.g., Quarterly BU marketing steering committee setting strategy & investments

Major spend shifts across brands and activation types

e.g., Monthly US market meeting to allocate marketing investment across brands

Operational allocation and spend shifts between teams (e.g., marketing vs. sales)

e.g., Monthly Northeast US marketing and sales review and investment allocation

Granular allocation and tactical shifts (e.g., within media type)

e.g., Weekly brand 1 campaign KPI and budget review

Tactical
decisions

...and integrated Artemis into the decision routines and ongoing processes



Updated **decision rights, processes, and cadence**



Standardized decision routine **agendas and templates** leveraging Artemis outputs



Conversion towards Artemis from leadership to operational teams as **primary tool for decision-making**



Continuous learning and improvement of Artemis

How the Future of Marketing Measurement looks different

+15%

ROI on all
marketing + trade
investment

Legacy Marketing Measurement

Future Marketing Measurement

Episodic
(1-4x per year)

FREQUENCY

Dynamic
(always on, 1x week)

Siloed
(e.g., within geos, media vs. trade)

INVESTMENT

Integrated
(e.g., across geos, categories,
marketing channels, price...)

Static Reports
(often not understood by decision
makers)

PLANNING

Dynamic Dashboard
(with transparency, sensitivity cases and
use of automated dashboards)

**Outsourced black box
model**
(costly, slow manual data collection)

DATA

**Transparent and automated
in-house model**
(for higher trust and speed, connected
to proprietary data and other tech
solutions, lower costs)

Partial
(optimizing mostly paid media
investments)

IMPACT

Holistic
(optimizing all consumer facing
investments)



What have we learned building the future of measurement



Unified data foundation

Harmonizing data is a “heavy lift” – there are no shortcuts! But it unlocks all the value



Future-proof tool

Proprietary where it needs to be, open source where it can be



User at the center

Don't build an MVP – build an MLP!



Business vs. Tech Transformation

Tech alone won't transform how people work – requires a business transformation from the top



Product Model

It requires a product team that builds v1, v2, v3, ...

Possible options to accelerate – let's discuss



Testing the waters and learning with basic tools — measurement is occasional and tactical.



Deploys robust models that inform broad strategy and cross-functional teams.



Custom-built measurement platforms empower teams to self-serve.



AI, automation, and a unified ecosystem turn data into growth magic.

How to get started

THE PATHFINDER



Run Rapid Diagnostic

THE EXPLORER



Perform Diligent Discovery

THE BUILDER



Accelerate Speed to Insights

THE ALCHEMIST



Accelerate Tech Agenda

**Clarify measurement
ambition and ROI
potential**

**Collect “Key Business
Question” from core
users and start MLP
development**

**Scale your system to
as many decision
moments across
teams: Finance,
Commercial, and
Marketing teams**

**Explore opportunities
for agentic workflow
automation and
ecosystem integration**

HOW TO START

BAIN & COMPANY



Thank you !