

sMMMart AI: Marketing Mix Modeling powered with AI

Salestube partnered with UNIQA to develop a cutting-edge marketing analytics platform powered by econometric insights. The goal was to equip UNIQA with a holistic view of their online and offline marketing performance, facilitating faster decisions.

The challenge

In anticipation of upcoming changes in data privacy regulations, including the shift to a cookieless world, and recognizing the limitations of the last-click attribution model, UNIQA sought a solution that could both address these challenges and integrate seamlessly into their existing marketing campaign reporting system. The new solution needed to preserve the same weekly reporting frequency.

The solution

To address these challenges, UNIQA, in collaboration with Salestube, implemented sMMMart AI, an ongoing marketing mix modeling solution. Before the model's implementation, UNIQA expanded its BigQuery database to incorporate TV advertising data. Leveraging Google's LightweightMMM library and Vertex AI, they built a powerful marketing mix model, further enhanced by Salestube's proprietary algorithm.

The result

The sMMMart AI solution significantly improved UNIQA's marketing data processing and reporting capabilities. It provided consistent, reliable reporting amid evolving regulations by integrating all channels, including TV advertising and direct traffic, into a unified platform. This comprehensive view maintained high data granularity and frequent updates, aligning with UNIQA's reporting standards.

sMMMart AI has greatly enhanced UNIQA's marketing data processing and reporting capabilities. With detailed AI-driven insights and regular updates, the platform provides UNIQA with a complete view of both online and offline marketing performance.



About UNIQA Polska S.A.

UNIQA is a leading insurance company offering a comprehensive range of products, including health, life, and property insurance across Central and Eastern Europe. The company is renowned for its customer-centric approach, digital innovation, and strong regional presence.

Vertical/horizontal solution: Financial Services

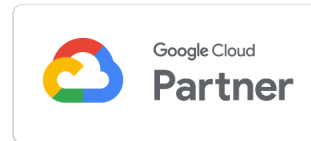
Primary project location: Poland



About SALESTUBE SP Z O O

SalesTube is E-commerce & MarTech

Connected which means, that you can find all the solutions for your business in one place.



Products

Google Cloud Platform