

Keen Terminology

To clarify the specific Keen terms you are likely to encounter.

MARKETING MIX MODELING (MMM):

A method that shows how each marketing channel contributes to your overall performance.

INCREMENTALITY:

How much each marketing effort (e.g., ads, promotions) actually adds to your sales.

IMMINENT M (IMMINENT MODEL):

Predicts the future impact of your marketing efforts, helping you plan for long-term success.

ROI (RETURN ON INVESTMENT):

The return you get for every dollar spent on marketing.

ATTRIBUTION:

Assigning credit to various touchpoints (channels) that lead to a conversion or sale.

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