



# Adobe Mix Modeler Hands-on Lab

August 2024



# Hands-on Lab Agenda

| Adobe Mix Modeler   Agenda |         |
|----------------------------|---------|
| Intros & Access            | 15 mins |
| Adobe Mix Modeler Overview | 15 mins |
| Harmonized Data            | 45 mins |
| Create a Model             | 20 mins |
| Create a Plan              | 20mins  |
| Wrap-up + Q&A              | 10 mins |

# What to Expect

Gain familiarity with the features of Adobe Mix Modeler and provide you with hands-on time with the product.



## INGEST

Ingest and harmonize your marketing data for effective measurement.



## INTELLIGENCE

Configure models using an AI-as-a-service approach and understand model quality



## INSIGHTS

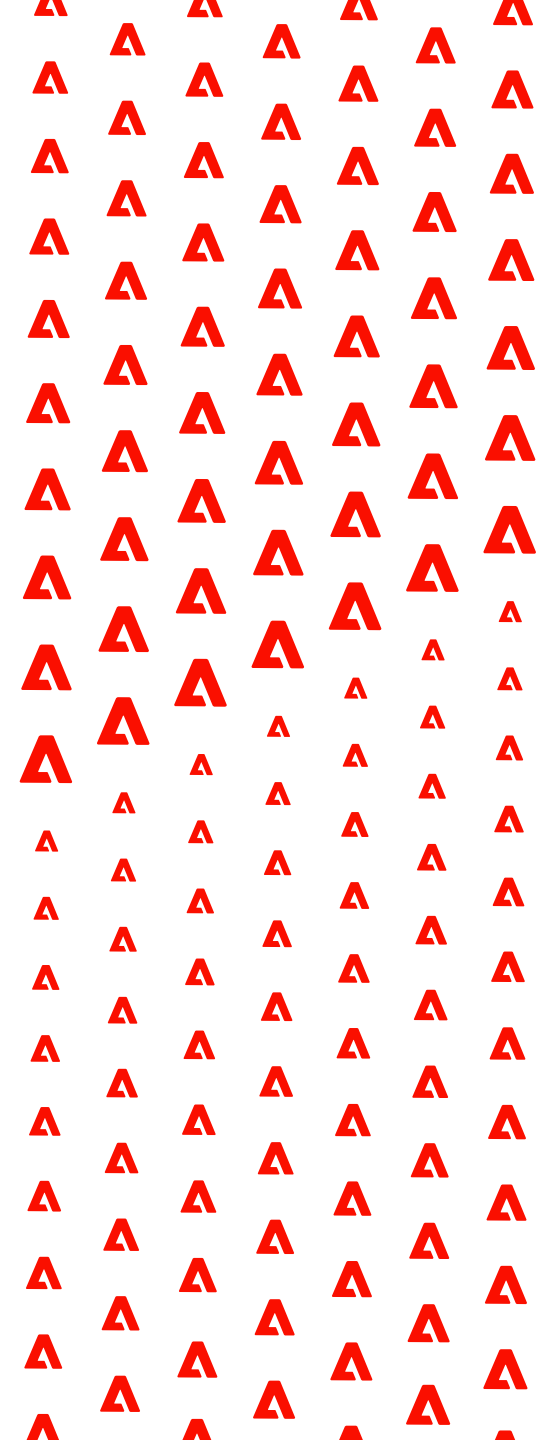
Create and compare marketing plans to determine optimal budget allocation by channel to achieve a business objective and monitor your performance to planned targets

# Reminders as we get started

- ✓ This lab is lightly customized to showcase the capabilities of Adobe Mix Modeler and its related application services
- ✓ This lab is conducted in a demo environment and does not reflect performance of the application in production.
  - ✓ Instance will not contain data representative of a full-scale production system
  - ✓ Will use fictional data
- ✓ This session will be recorded. The recording will be shared after the lab.



# Introductions



# Adobe Technical Validation (POC) Team

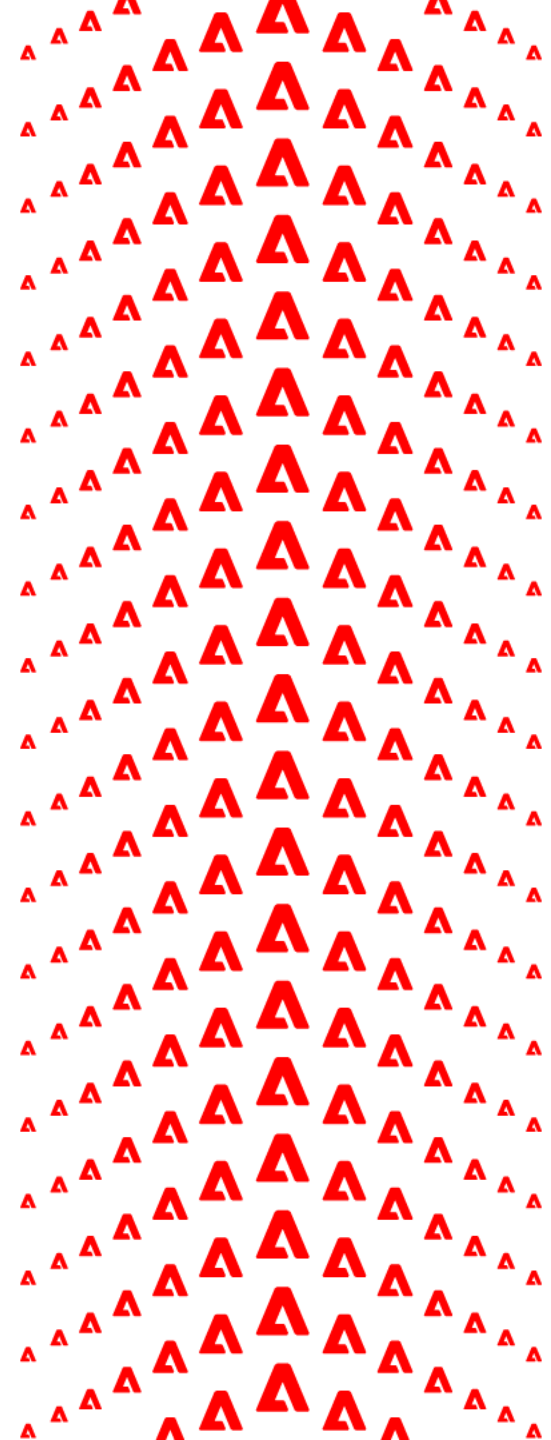


**Jamar Smith**  
Principal  
Technical Validation



**Ari Frank**  
Practice Lead  
Technical Validation

# Lab Access



# Getting Started

- Logout of any Adobe instance you are currently logged into
  - Highly recommend using Incognito Mode
- Login information for this hands-on lab and step by step instructions.

The screenshot shows the 'Login Information' page of the Adobe Mix Mode Lab. The page has a sidebar on the left with a 'Login Information' tab selected. The main content area is titled 'Login Information' and includes a 'Table of contents' link. A green checkmark icon indicates that the user should proceed with logging in. The instructions state: 'Before proceeding with logging into this lab, please make sure:' followed by three bullet points: 'Use Chrome or Firefox.', 'Sign-out from all Adobe instances that might be open.', and 'Do not use your own credentials to access the demo instance for this lab. Instead, you'll use specific credentials provided in this document.' The URL 'https://platform.adobe.com/' is provided for the Hands-on Lab. Below the URL, it says 'After navigating to the URL above, you must see a screen like this (If you see anything else, then make sure you sign-out, and try again):'. An inset image shows the 'Sign in' screen of the Experience Cloud, which includes a 'Sign in' header, a 'New user? Create an account' link, an 'Email address' input field, and a 'Continue' button. The Experience Cloud logo and name are also visible at the bottom of the inset image.

Adobe Mix Mode...

Ask a question... K

**Login Information**  
3min

TABLE OF CONTENTS  
Here are your environment details:

**Before proceeding with logging into this lab, please make sure:**

- ☒ Use Chrome or Firefox.
- ☒ Sign-out from all Adobe instances that might be open.
- ☒ Do not use your own credentials to access the demo instance for this lab. Instead, you'll use specific credentials provided in this document.

The Hands-on Lab URL is:  
<https://platform.adobe.com/>

After navigating to the URL above, you must see a screen like this (If you see anything else, then make sure you sign-out, and try again):

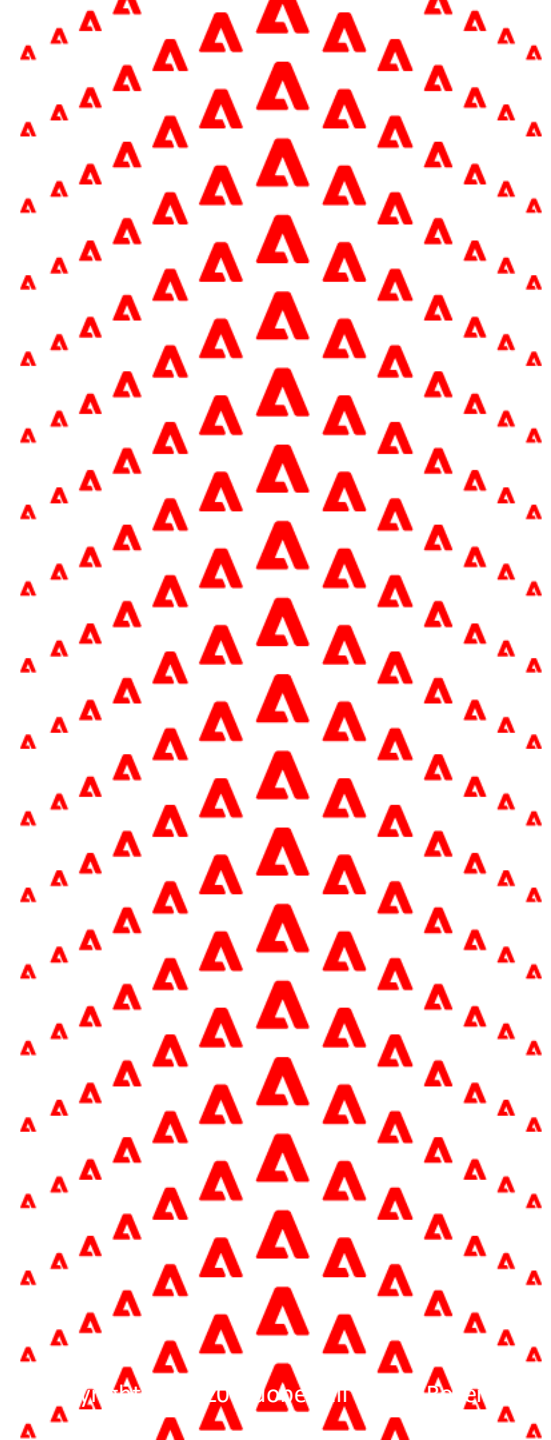
**Sign in**  
New user? Create an account

Email address

Continue

**Experience Cloud**  
Sign in to access the Experience Cloud for your organization.

# Adobe Mix Modeler Overview



# Current challenges in measurement



Fragmented results across channels and methodologies



Slow and time consuming to get new insights



Limited data capture erodes insight quality



Measurement results do not easily drive actions



Cost and waste



Missed ROI

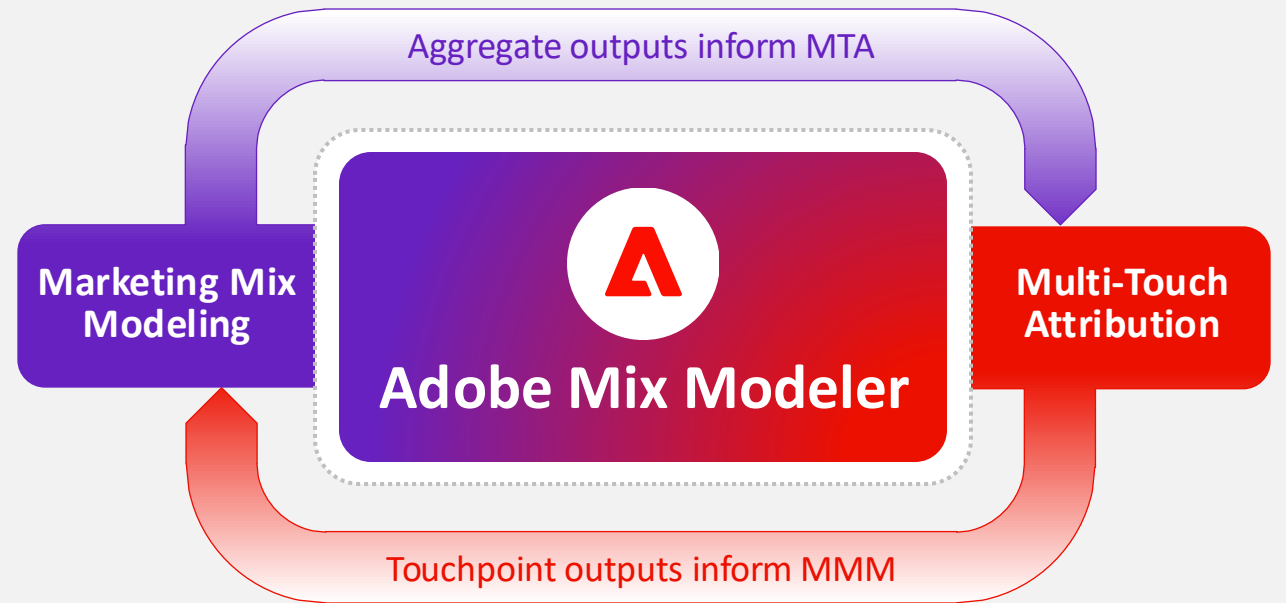


Lack of org alignment

# Adobe Mix Modeler is the next evolution of measurement

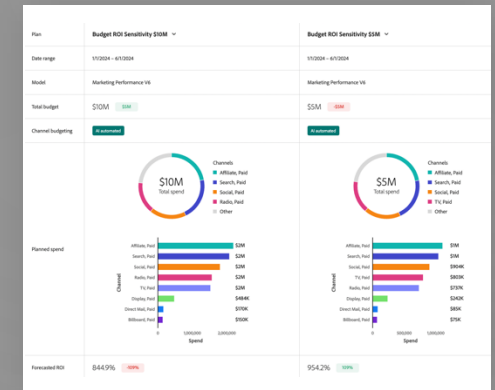
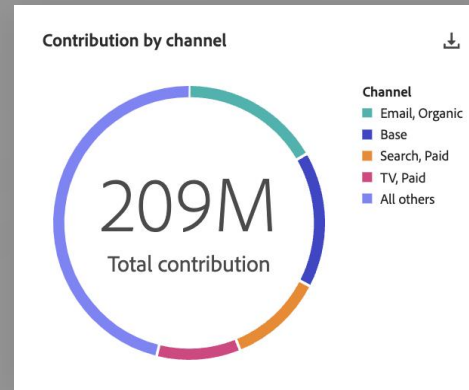
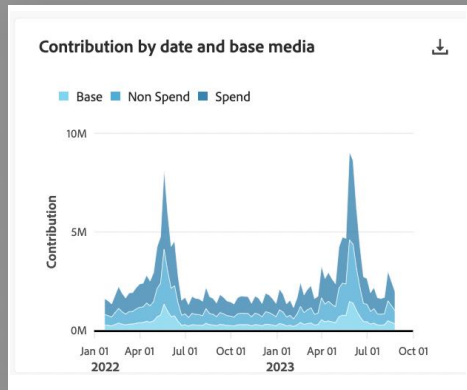
**Adobe Mix Modeler**, powered by Adobe Sensei, enables marketers to **measure campaigns and optimize planning holistically** across all channels - paid, earned, and owned.

Its unified methodology measures incrementality at both **touchpoint** and **aggregate levels**, while ensuring **fully consistent results**.



**AI/ML bi-directional transfer learning  
unifies MMM & MTA results**

# Adobe Mix Modeler



Measure incremental performance

Understand incremental ROI and impact of marketing across business goals or tactical campaign goals

Unify results from MMM & MTA approach

Achieve confidence in results with bottom-up and top-down outputs unified through AI/ML

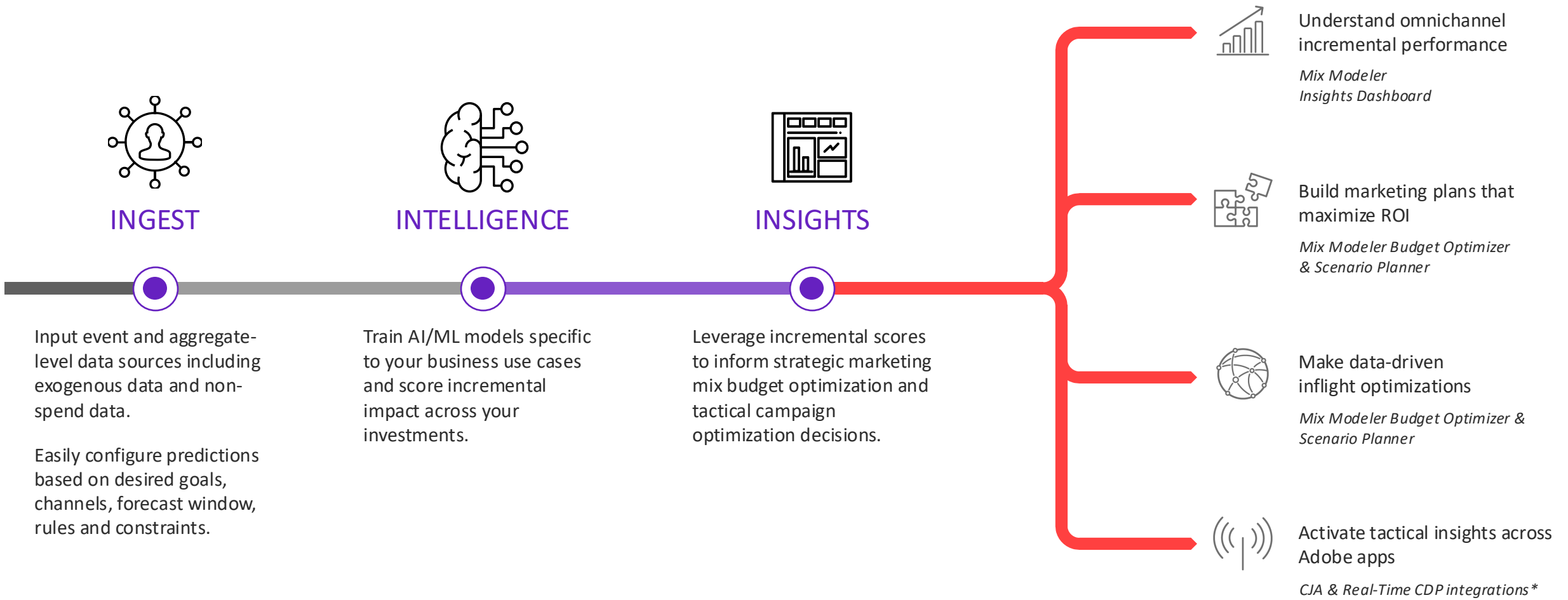
Optimally allocate budgets

Identify optimal budget allocation based on marketing spend and impact to goals

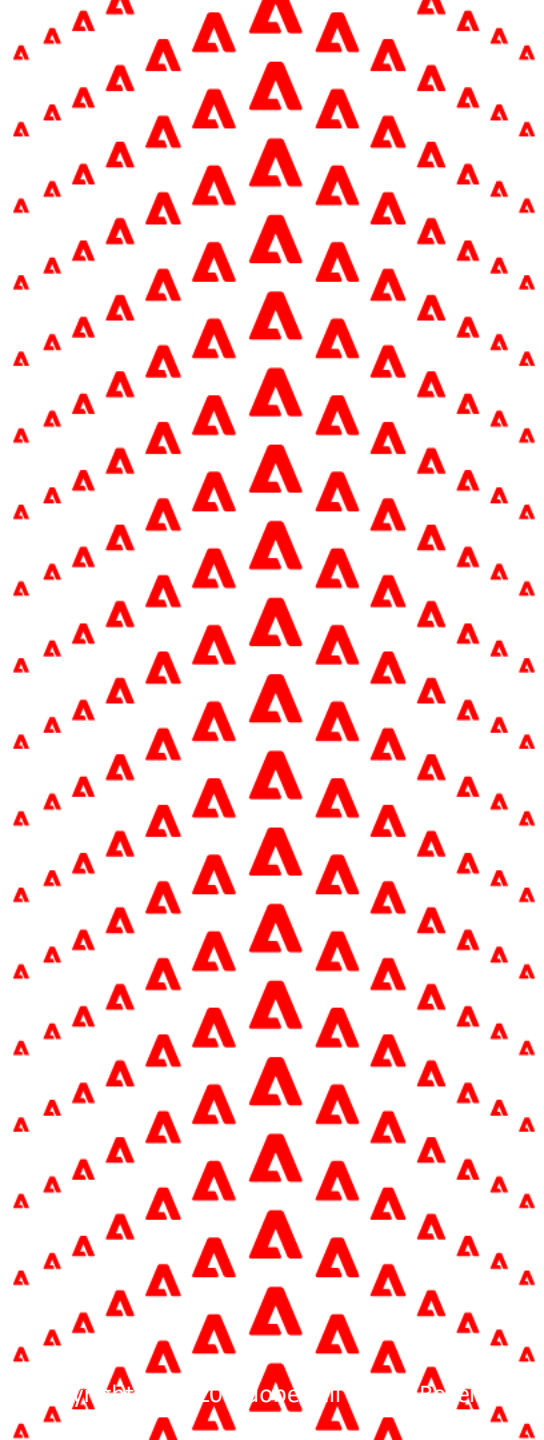
Create & compare budget scenarios

Develop multiple budget plans and compare their impact to make optimal decisions for your business

# Turn data to insights to action



# Harmonized Data



# Exercise: Harmonized Fields

**Harmonized fields** allow you to define fields for conceptually the same data, originating from different sources, each with their own definition of that data.

The harmonization service of Mix Modeler assimilates the aggregate and event data into a consistent data view.

- ✓ Follow along as we view and add a harmonized field

| Field name        | Display name      | Category  | Data type | Creation date                 | Owner  |
|-------------------|-------------------|-----------|-----------|-------------------------------|--------|
| date_type         | Date type         | Dimension | String    | Tue, 28 Mar 2023 00:00:00 G   | Global |
| emailssent        | Emails sent       | Metric    | Number    | Tue, 28 Mar 2023 00:00:00 G   | Global |
| gross_demand      | Gross demand      | Metric    | Currency  | Tue, 28 Mar 2023 00:00:00 G   | Global |
| last_updated_date | Last updated date | Dimension | DateTime  | Tue, 28 Mar 2023 00:00:00 G   | Global |
| linkvisits        | Link visits       | Metric    | Number    | Tue, 28 Mar 2023 00:00:00 G   | Global |
| net_sales         | Net sales         | Metric    | Currency  | Tue, 28 Mar 2023 00:00:00 G   | Global |
| sourcetype        | Source types      | Dimension | String    | Tue, 28 Mar 2023 00:00:00 G   | Global |
| mediatype         | Media types       | Dimension | String    | Tue, 28 Mar 2023 00:00:00 G   | Global |
| Revenue           | Revenue           | Metric    | Currency  | Fri, 15 Dec 2023 07:16:01 GMT | Client |
| EventType         | Event Type        | Dimension | String    | Fri, 15 Dec 2023 07:19:47 GM1 | Client |
| Batch             | Batch             | Dimension | String    | Fri, 15 Dec 2023 07:22:04 GM  | Client |
| Date              | Date              | Dimension | DateTime  | Fri, 15 Dec 2023 07:25:14 GM1 | Client |
| ChannelID         | Channel ID        | Dimension | String    | Fri, 15 Dec 2023 07:29:41 GM1 | Client |
| Platform          | Platform          | Dimension | String    | Fri, 15 Dec 2023 07:30:34 GM  | Client |

# Demo: Dataset Rules

Dataset rules assist you in mapping your harmonized fields with fields from the data you ingested in Mix Modeler.

For aggregate data that you ingested in Adobe Experience Platform, you map one or more of the available dataset fields to the appropriate harmonized fields.

For event data, you can individually map one or more harmonized fields to fields from the dataset, directly or using condition

- ✓ Follow along as we walk through dataset rules

The screenshot displays the Adobe Mix Modeler interface, specifically the 'Harmonization' section. The left sidebar contains a navigation menu with 'Overview', 'Models', 'Plans', 'SETUP' (expanded), 'Schemas', 'Datasets', 'Harmonized datasets' (highlighted with a red box), 'PRIVACY', 'Policies', and 'Audits'. The main content area is titled 'Adobe Mix Modeler > Harmonization' and features a tabbed interface with 'Harmonized data', 'Fields', 'Dataset rules' (highlighted with a red box), 'Marketing touchpoint', and 'Conversions'. Below the tabs is a 'Dataset rules configuration' section with a diagram of data flow and a 'Sync data' button. A 'Create a dataset rule' button is also highlighted with a red box. Below this is a table listing datasets.

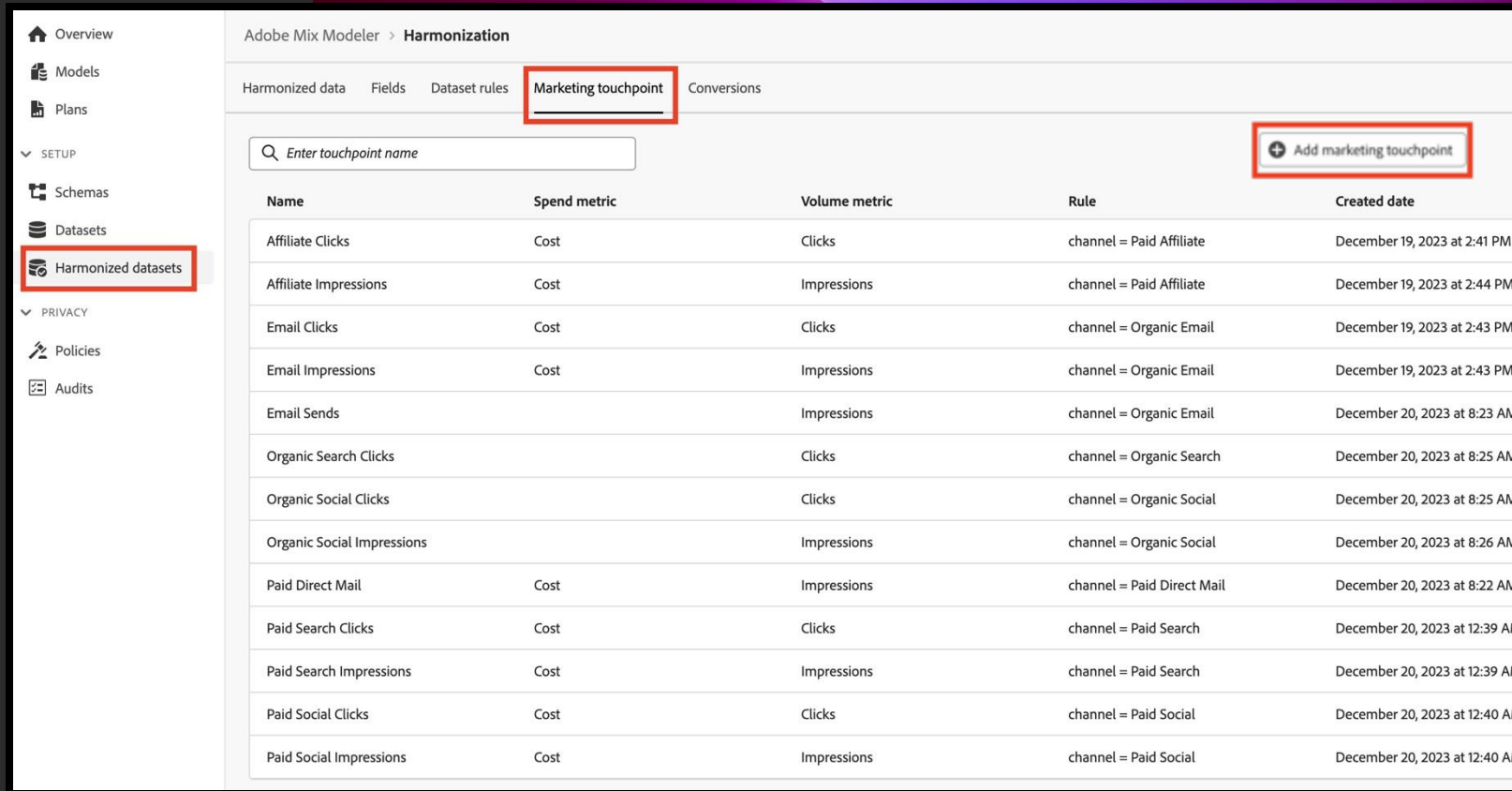
| Dataset                         | Source  | Schema                       | Granularity | Start  |
|---------------------------------|---------|------------------------------|-------------|--------|
| Telcom Conversion               | Summary | Telcom Conversions           | Daily       | Monday |
| Telcom Marketing Touchpoints    | Summary | Telcom Marketing Touchpoints | Daily       | Monday |
| Telcom Conversions v2           | Summary | Telcom Conversions           | Weekly      | Monday |
| Telcom Marketing Touchpoints v2 | Summary | Telcom Marketing Touchpoints | Daily       | Monday |

# Exercise: Marketing Touchpoints

**Marketing touchpoints** are recipient, individual, and or cookie-level marketing events used to evaluate the impact of marketing investments on numeric or revenue-based conversions.

You define marketing touchpoints to assist you in attribution analysis.

✓ Create Marketing Touchpoint



The screenshot displays the Adobe Mix Modeler interface, specifically the 'Harmonization' section. The left sidebar shows a navigation menu with 'Overview', 'Models', 'Plans', 'SETUP', 'Schemas', 'Datasets', 'Harmonized datasets' (highlighted with a red box), 'PRIVACY', 'Policies', and 'Audits'. The main content area is titled 'Adobe Mix Modeler > Harmonization' and features a tabbed interface with 'Harmonized data', 'Fields', 'Dataset rules', 'Marketing touchpoint' (highlighted with a red box), and 'Conversions'. Below the tabs is a search bar labeled 'Enter touchpoint name'. In the top right corner, there is a button labeled '+ Add marketing touchpoint' (highlighted with a red box). The main area contains a table with the following columns: 'Name', 'Spend metric', 'Volume metric', 'Rule', and 'Created date'. The table lists various marketing touchpoints such as 'Affiliate Clicks', 'Affiliate Impressions', 'Email Clicks', 'Email Impressions', 'Email Sends', 'Organic Search Clicks', 'Organic Social Clicks', 'Organic Social Impressions', 'Paid Direct Mail', 'Paid Search Clicks', 'Paid Search Impressions', 'Paid Social Clicks', and 'Paid Social Impressions'.

| Name                       | Spend metric | Volume metric | Rule                       | Created date                  |
|----------------------------|--------------|---------------|----------------------------|-------------------------------|
| Affiliate Clicks           | Cost         | Clicks        | channel = Paid Affiliate   | December 19, 2023 at 2:41 PM  |
| Affiliate Impressions      | Cost         | Impressions   | channel = Paid Affiliate   | December 19, 2023 at 2:44 PM  |
| Email Clicks               | Cost         | Clicks        | channel = Organic Email    | December 19, 2023 at 2:43 PM  |
| Email Impressions          | Cost         | Impressions   | channel = Organic Email    | December 19, 2023 at 2:43 PM  |
| Email Sends                |              | Impressions   | channel = Organic Email    | December 20, 2023 at 8:23 AM  |
| Organic Search Clicks      |              | Clicks        | channel = Organic Search   | December 20, 2023 at 8:25 AM  |
| Organic Social Clicks      |              | Clicks        | channel = Organic Social   | December 20, 2023 at 8:25 AM  |
| Organic Social Impressions |              | Impressions   | channel = Organic Social   | December 20, 2023 at 8:26 AM  |
| Paid Direct Mail           | Cost         | Impressions   | channel = Paid Direct Mail | December 20, 2023 at 8:22 AM  |
| Paid Search Clicks         | Cost         | Clicks        | channel = Paid Search      | December 20, 2023 at 12:39 AM |
| Paid Search Impressions    | Cost         | Impressions   | channel = Paid Search      | December 20, 2023 at 12:39 AM |
| Paid Social Clicks         | Cost         | Clicks        | channel = Paid Social      | December 20, 2023 at 12:40 AM |
| Paid Social Impressions    | Cost         | Impressions   | channel = Paid Social      | December 20, 2023 at 12:40 AM |

# Exercise: Conversions

**Conversion events** are business objectives that identify the impact of marketing activities. Examples: e-commerce orders, in-store purchases, website visits, and so forth.

You define marketing conversions for attribution analysis.

✓ Create Order Conversion

The screenshot displays the Adobe Mix Modeler Harmonization interface. On the left sidebar, the 'Harmonized datasets' option is highlighted with a red box. The main panel shows the 'Conversions' tab, also highlighted with a red box. Below the tab, there is a search bar labeled 'Enter conversion name'. To the right of the search bar is a button labeled 'Add marketing touchpoint', also highlighted with a red box. Below these elements is a table with four columns: Name, Revenue, Conversion metric, and Category. The table contains five rows of data:

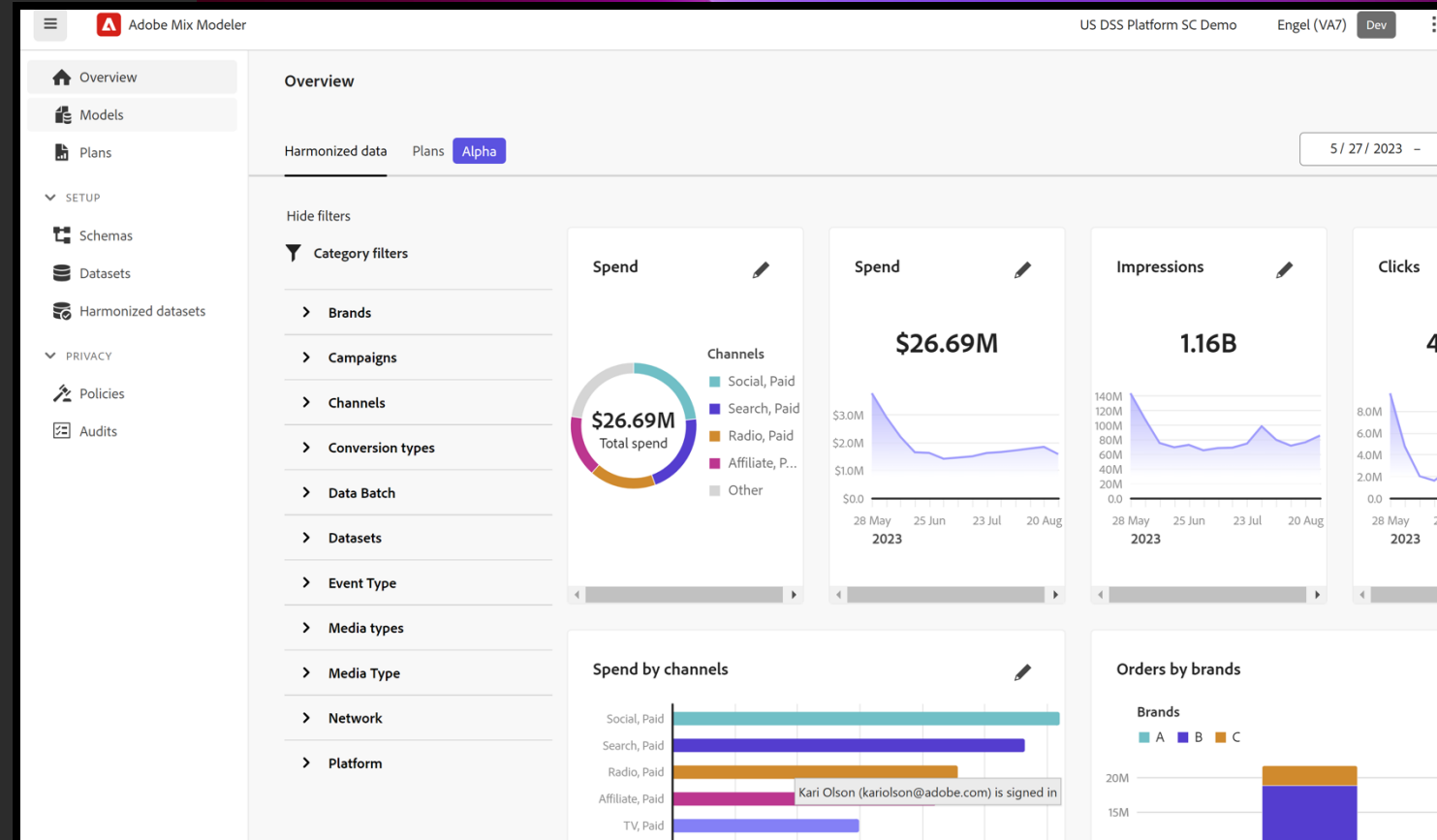
| Name               | Revenue | Conversion metric | Category                   |
|--------------------|---------|-------------------|----------------------------|
| All Orders Event   | Revenue | Orders            | EventType = All Orders     |
| Call Center Orders | Revenue | Orders            | conversiontype = Call Cent |
| In Store Orders    | Revenue | Orders            | conversiontype = Store     |
| Online Orders      | Revenue | Orders            | conversiontype = Online    |

At the bottom right of the interface, there are navigation arrows and the text 'Page 1 of 1'.

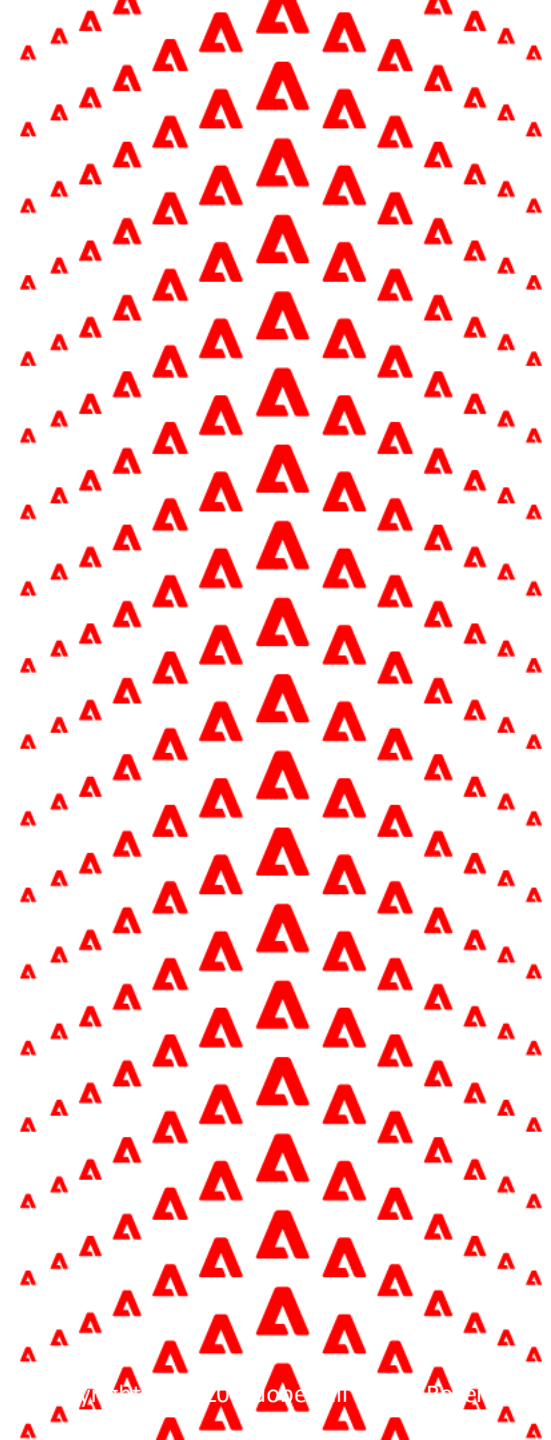
# Exercise: Overview Dashboard

The **overview dashboard** in Mix Modeler allows you to view your harmonized data and through various configurable widgets. The overview allows you to see all the completed work thus far, and includes summary level stats based on your data. You can explore different KPIs that are relevant to business needs.

- ✓ Familiarize yourself with the overview dashboard and dataset summary



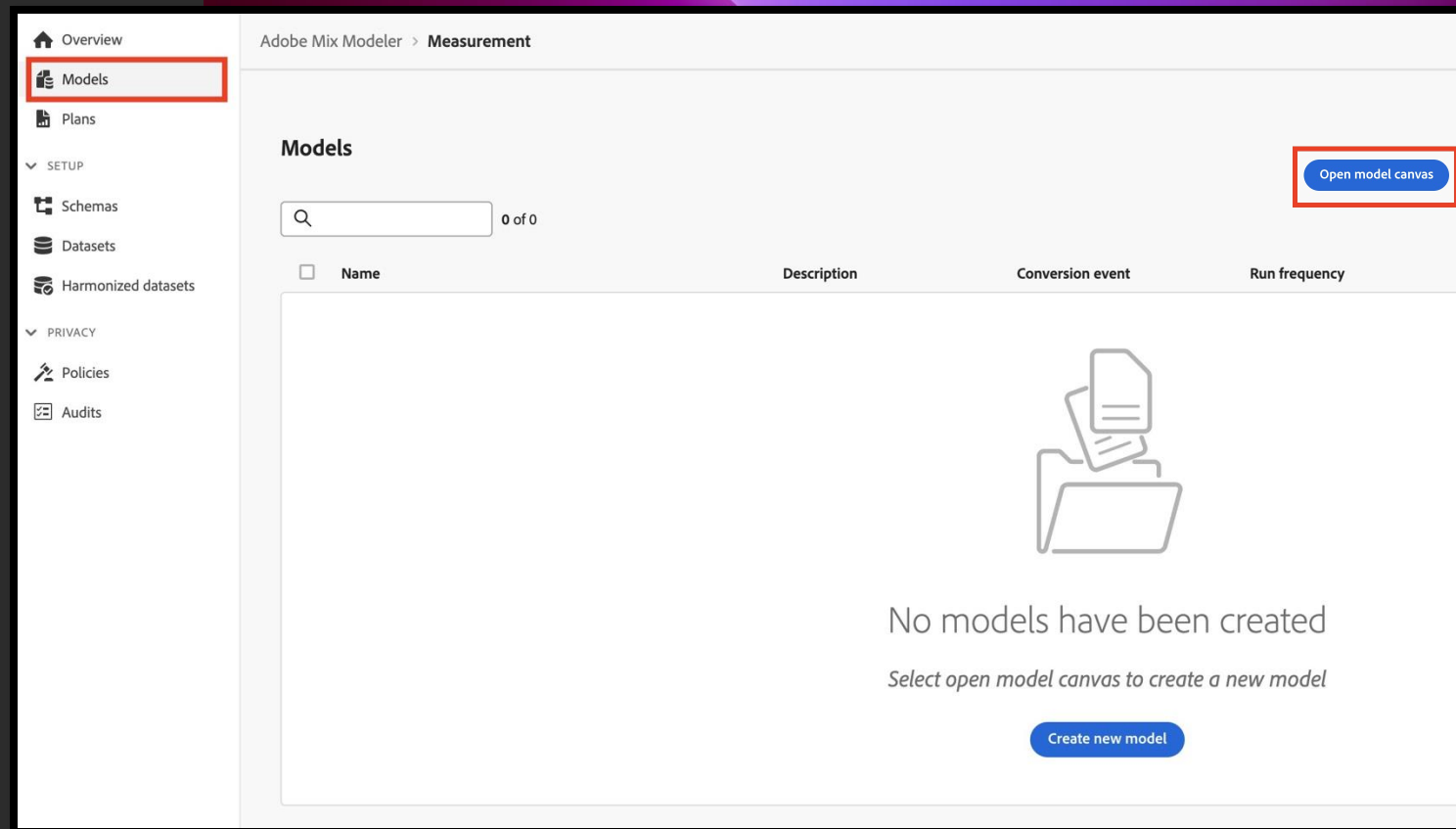
Create a Model



# Exercise: Create a Model

The model functionality in Mix Modeler allows you to configure, train, and score AI/ML models specific to your business objectives and supported by AI-driven transfer learning between multitouch attribution and marketing mix modeling.

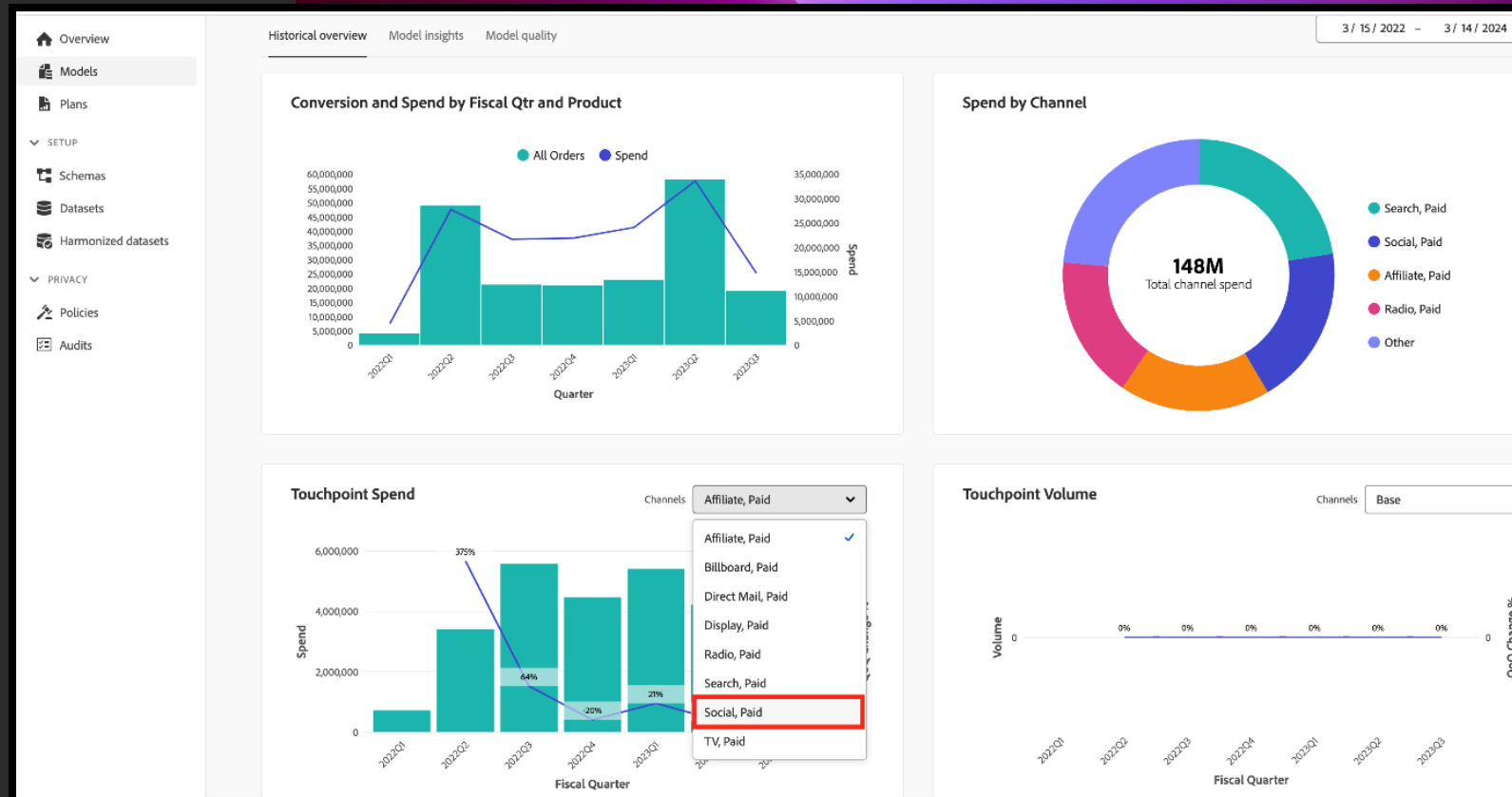
✓ Create a Model



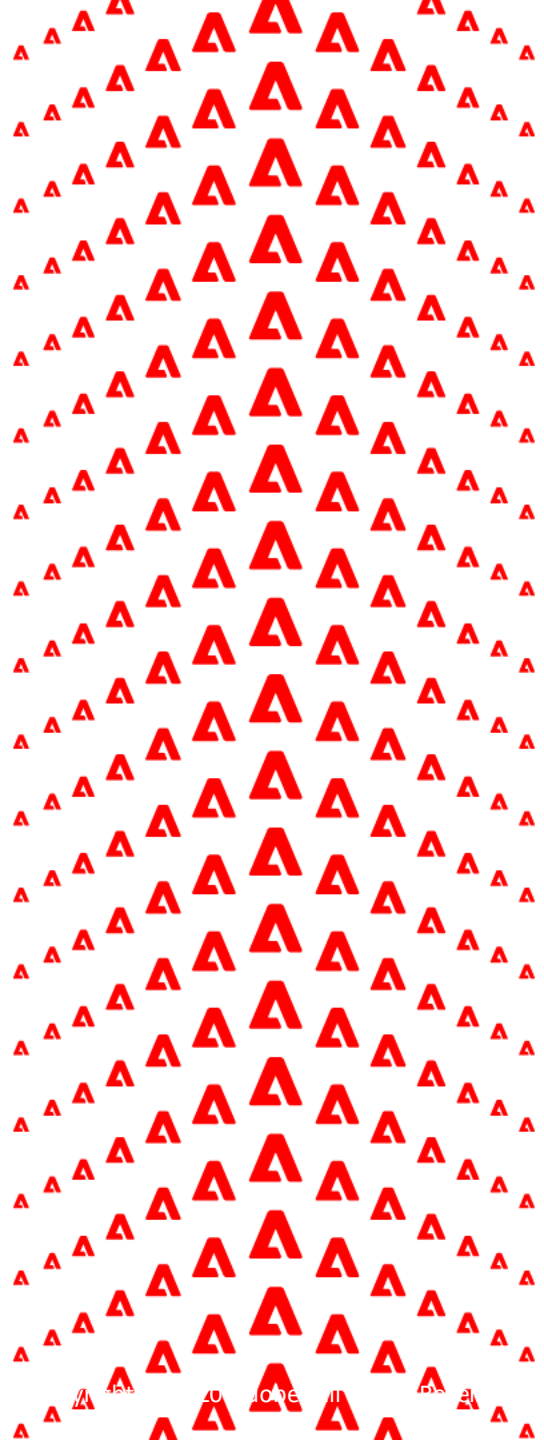
# Demo: Understand Model Performance

**Model insights** provide a look into how the model is performing versus what actually occurred.

- ✓ Familiarize yourself with the model insights:
  - ✓ Historical overview
  - ✓ Model Insights
  - ✓ Model Quality



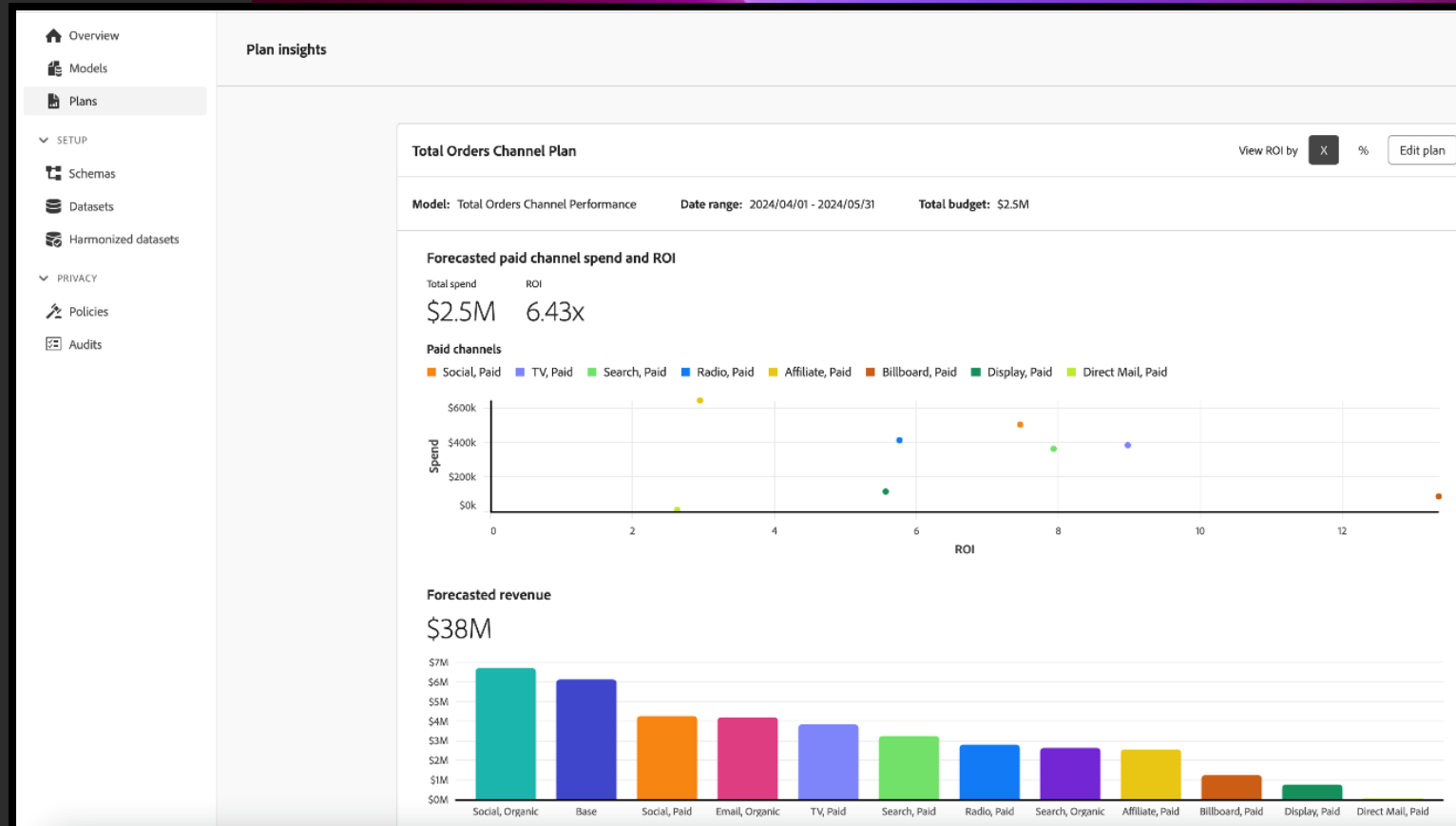
Create a Plan



# Exercise: Create a Plan

**Plans** in Mix Modeler allow you to identify optional budget allocation based on marketing spend and impact to goals. The planning functionality is integrated with the outcomes of the trained models based on your harmonized data.

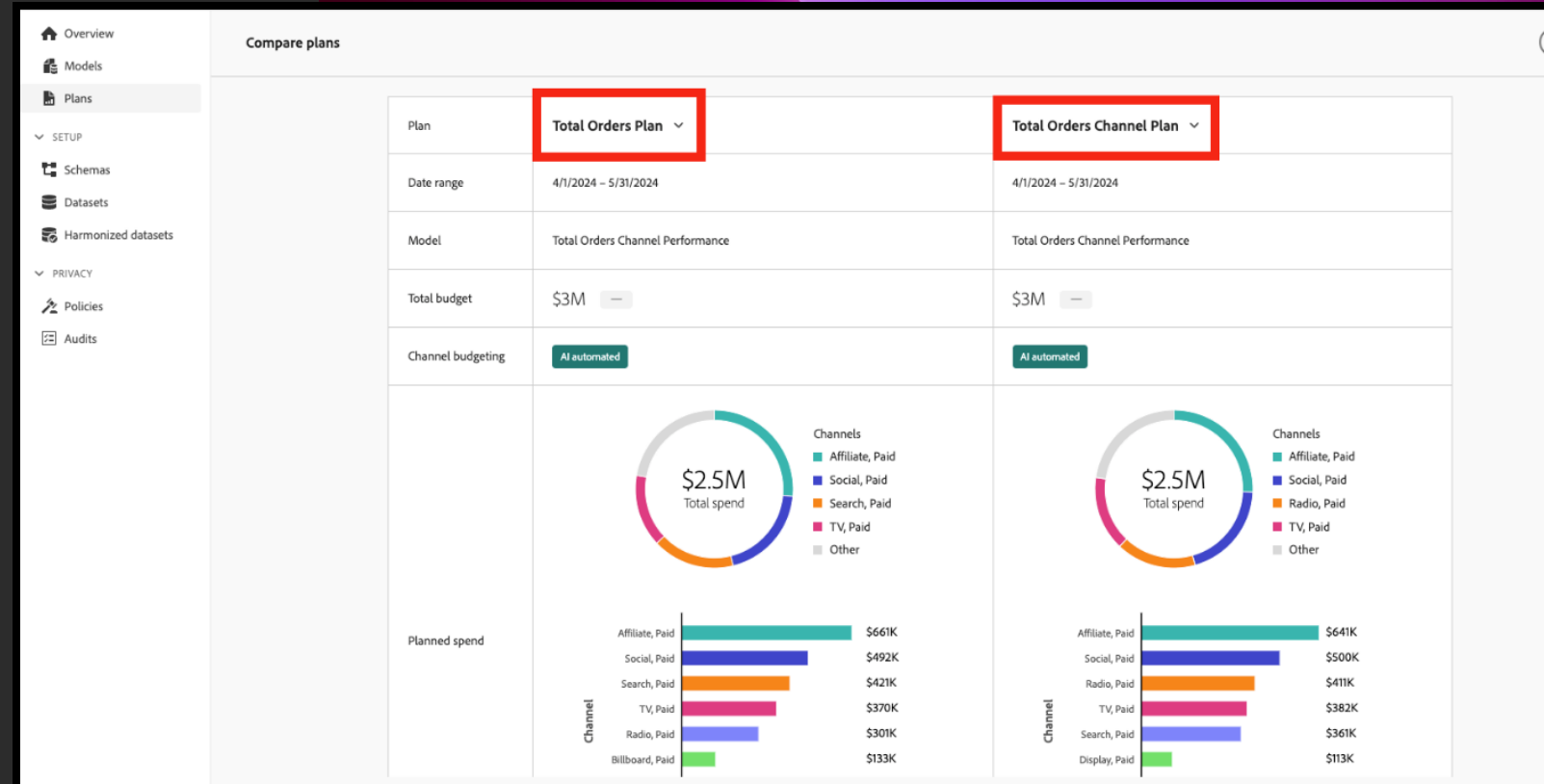
✓ Create a plan



# Exercise: Plan Comparison

Mix Modeler allows you to build an AI recommended plan or to edit channels to explore ROI. In the previous exercise, we let AI dictate channel spend. However, we might know we will have dedicated spend in some areas and so we want to compare the plans to optimize spend. Developing multiple budget plans allows you to compare their impact to make optimal decisions for your business.

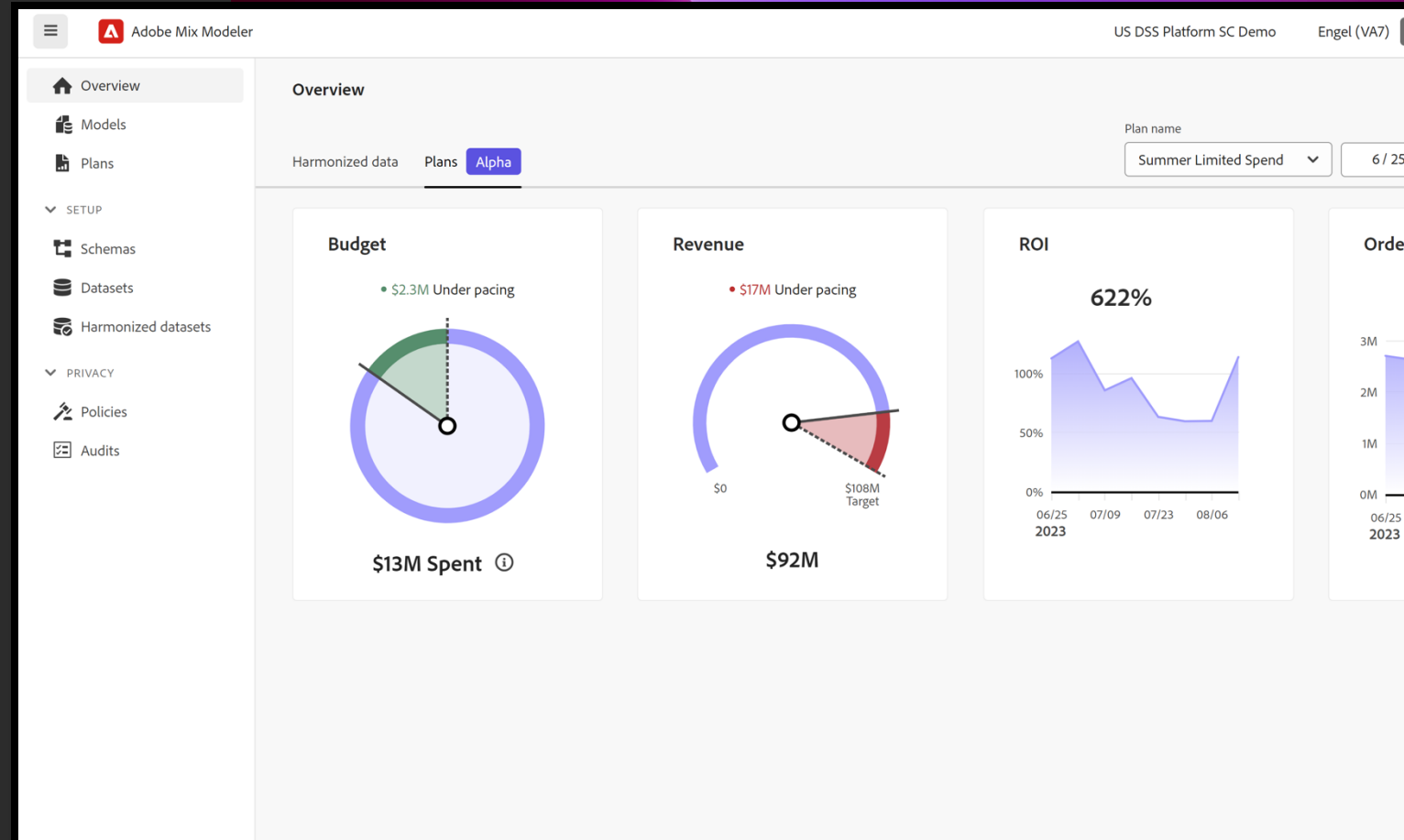
- ✓ Compare plans to understand how fine tuning a plan can help optimize budget



# Demo: Monitor Spend and Return

Mix Modeler allows you to measure success against the executed plan and the model forecasted KPI goals. This tool will allow you to compare where you are against budget, revenue, and ROI for the created plan. Having speed and accuracy will allow for the ability to make inflight optimizations, and incrementally plan on the fly to course correct.

- ✓ View overview of the plan to monitor spend and return



# What you unlock with Adobe Mix Modeler



## Understand omnichannel incremental performance

- Have a source of truth for deduplicated, incremental ROI across all marketing
- Clearly quantify how marketing activities contribute to business growth

*E.g., Marketing drove 3.4x overall ROI last quarter, with breakdowns by channel*



## Build marketing plans that maximize ROI

- Get automated optimal budget allocations from measured results
- Develop & compare budget scenarios in an intuitive UI to streamline decision-making

*E.g., Investing 15% in CTV maximizes ROI; search-heavy marketing plan has 2.5x ROI while social-heavy has 2.9x ROI*



## Make data-driven inflight optimizations

- Easily customize & refresh models via AI-as-a-Service solution, getting results in days or weeks, not months or quarters
- Make inflight optimizations across channels that reflect my best forecasted ROIs

*E.g., Drive \$0.5M more incremental sales (+0.6x higher ROI) by shifting from search to video this campaign*



## Activate tactical insights across Adobe applications

- Analyze touchpoint scores in Customer Journey Analytics (CJA) for insights on most incremental journeys and segments
- Activate top segments and lookalike customers in Real-Time CDP

*E.g., Identify best candidates to target with email or paid media*

