

The Marketing Measurement Gap Solved: How PlatformSense Delivers Daily MMM Intelligence?

How LiftLab's breakthrough innovation brings daily platform intelligence into long-term marketing measurement

liftlab

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Executive Summary

Marketing leaders face an impossible choice: Trust real-time platform dashboards that are fast but unreliable or rely on econometric models that are rigorous but arrive far too late. In today's dynamic advertising landscape, platforms like Meta and Google provide instant visibility into performance, CTR jumps, CPC drops, and conversion lifts. **Yet, MMMs, the gold standard for causal attribution,** lag behind. Marketing Mix Models (MMMs) provide causal rigor for long-term media optimization but suffer from inherent lags, often 7-90 days, leaving marketers blind to daily platform shifts such as creative updates or competitive CPM spikes.

This measurement gap costs more than money; it costs opportunities.

63%

of CMOs report missing opportunities because they can't make decisions fast enough.

This signals that 'speed to decision' is now a competitive constraint, not a process preference

Source: PwC Global Marketing Survey[1]

222%

increase in Customer Acquisition Costs (CAC) over the past 8 years.

When costs rise while measurement remains static, optimization cannot keep pace.

Source: SimplicityDX[2]

$245B

in global annual ad spend, is lost to ineffective formats and programmatic inefficiencies.

Wasted spend remains structurally embedded in digital advertising ecosystems

Source: Amplified Intelligence Global Report[3]

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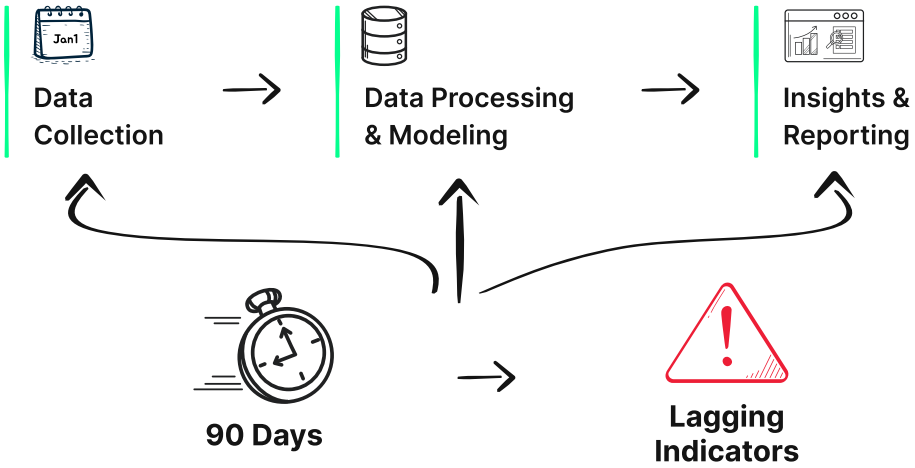
With financial accountability at an all-time high, and CMOs being asked to run marketing like a real-time operating system, measurement behaving like a quarterly audit is no longer just an inconvenience; it's a liability.

PlatformSense, LiftLab's proprietary innovation, eliminates this impossible choice by delivering daily actionable intelligence with full econometric rigor. PlatformSense resolves this stability-responsiveness tradeoff by applying real-time platform metrics (e.g., CTR, conversion rate) as bounded time-varying effectiveness modifiers to stable, long-term elasticity curves built on 1-3 years of data. **This delivers daily responsiveness without overfitting noise, enabling tactical agility, competitive response, and restored model credibility.**

THE MARKETING MEASUREMENT GAP

TRADITIONAL MMM (90 DAYS LAG)



Outdated insight leads to missed opportunities, budget inefficiency, and delayed optimization. Decisions based on 3 month old data

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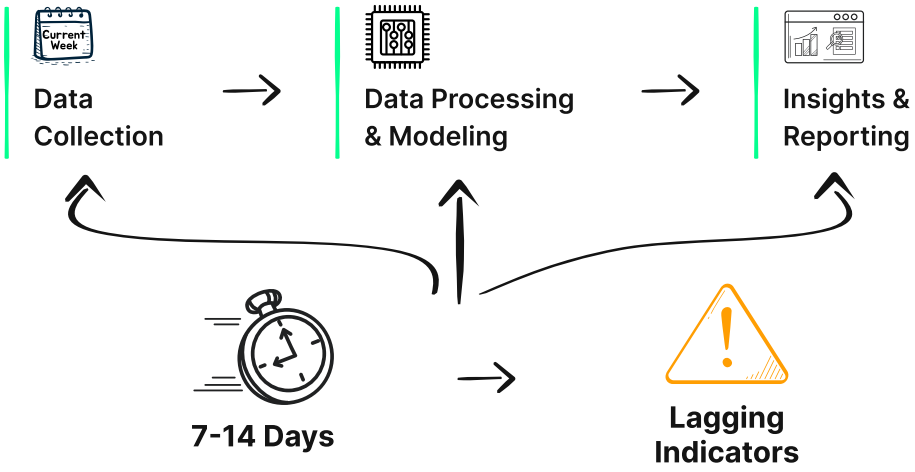
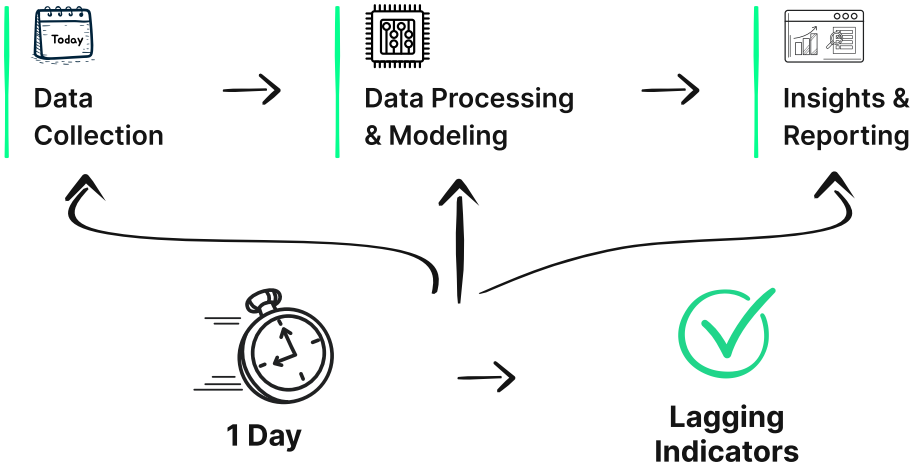
MODERN MMM (7-14 DAYS LAG)



Improved responsiveness with weekly reporting better than traditional, but still reactive, risking budget on short-term trends

PLATFORMSENSE (1 DAY AGO)



Immediate visibility into campaign performance enables same-day optimization, maximizing ROI and capturing fleeting opportunities

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Speed Vs. Rigor: The Crisis Every Marketer Knows Too Well

The modern CMO lives with impossible choices. Dashboard metrics update by the second. Creative performance fluctuates by the hour. Competitive dynamics shift by the day. Yet the measurement systems that command boardroom credibility, Marketing Mix Models built on decades of econometric theory, deliver insights weeks or months after the moment has passed. This isn't empty rhetoric. It's a daily struggle with far-reaching consequences

THE LIVED EXPERIENCE:

Consider this scenario. It’s Tuesday morning. A new creative launch hits Meta. By evening, your platform dashboard is lighting up; the click-through rates have **jumped 18%, the cost-per-click has dropped 12%, and conversion rates** are climbing. The campaign is clearly working.

But your Marketing Mix Model (MMM) dashboard shows nothing. No change in attribution, no updated ROAS recommendation, and absolutely no signal that anything changed or improved. The model still reflects last week's or last month's average performance. Your performance team wants to scale; your finance partner wants causal proof; your MMM “can’t see” what your platform already knows.

This creates the ultimate CMO’s dilemma: dashboards are fast, MMM is credible, yet neither reflects the ‘truth’.

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WHY DOES THIS BECOME A CREDIBILITY PROBLEM, NOT JUST A REPORTING LAG?

When the organization must decide quickly, but measurement updates slowly, teams create parallel "truths":

- The platform truth (fast, but not causal)
- The MMM truth (causal, but lagging)
- The executive reality (decisions still must be made today)

This forces marketing teams into an impossible position: trust the real-time platform metrics (which lack causal rigor) or trust the MMM (which is weeks out of date). Most teams end up trusting neither, making budget decisions based on gut instinct rather than data-driven confidence.

The Need for PlatformSense:

WHAT TRADITIONAL MMMS MISS?

Traditional Marketing Mix Models struggle with responsiveness and treat channel elasticity as a constant over the estimation window (weeks or months). The reality? Effectiveness shifts due to creative fatigue, competitive auction dynamics, algorithm updates, and seasonal demand. The core challenge is the stability-responsiveness tradeoff. Models need long time horizons (months to years of data) to produce statistically reliable estimates. However, markets move daily. CPMs fluctuate. Creative performance keeps changing. When your team makes a significant change, such as updating a creative or adjusting targeting, shifting bids, reallocating spend, your MMM, averages that change into next week's or next quarter's coefficients, leaving you completely oblivious to whether that change actually worked or not.

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As a result, three critical problems emerge:

- Marketers are forced to react to lagging insights that no longer reflect current conditions
- Teams cannot adjust spend in real time because model recommendations are outdated
- It's nearly impossible to demonstrate causal impact promptly when changes occur

WHERE MODERN MMMs FALTER?

Unlike the traditional approach, Modern Marketing Mix Modeling (MMM) are built to handle dynamic market conditions through frequent remodeling; however, this approach often struggles with noise and responsiveness.

Frequent remodels use sliding data windows i.e. time-dependent co-efficients to reflect evolving performance such as creative updates or competition shifts. But does weekly or even daily remodeling successfully overcome the setbacks of a traditional MMMs? Yes and no! Yes, because it factors in the most recent changes you've made into the remodel. No, because it averages the effects of those changes across the time window for stability. Re-estimation is based on averaging the effect over the sliding time window, which means that even if you re-estimate the model with one new day of fresh data, it gets diluted by historic data, limiting your insights. In other words, the model is slow to respond to real-time signals, and any changes you make are drowned amidst the noise. Despite frequent re-estimations, you're still flying in blind when it comes to changes that actually worked vs. what didn't.

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THE PLATFORM DASHBOARD TRAP

Marketing platforms offer the opposite promise: real-time visibility into every impression, click, and conversion. The data is visible instantaneously. The problem? It's unrealistic. Correlation is not causation.

A dashboard might show strong performance today, but it cannot tell you whether that drove incremental sales, came from media, market momentum, or any external tailwinds. You're optimizing within the confines of the platform and not across the business. Marketers can always make decisions based on in-platform metrics, but this comes at the price of losing the rigor of an MMM model.

THE BILLION DOLLAR WASTED AD SPEND PROBLEM

The measurement lag in marketing is more than just an analytical inconvenience; it's a massive financial drain. **60% of marketing budgets are wasted** due to inefficiencies in execution and planning, according to a Proxima study[4]. **Customer acquisition costs (CAC)** have risen by approximately **40%–60%** between **2023 and 2026**[5]**.**

That means every inefficient dollar compounds faster than ever. When measurement lags by weeks, bad spend continues unchecked, and goodspend isn't scaled fast enough. Stopping this dollar bleed by identifying efficiency shifts immediately becomes paramount.

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TRADITIONAL MMMS:

Re-estimate quarterly, creating a 90-day lag between market changes and model updates.

MODERN MMMS:

Re-estimate every 7 - 14 days or even daily, however, built on sliding time windows where real-time signals are susceptible to noise from historic data.





REAL-TIME DASHBOARDS:

Respond instantly but lack the causal foundation that makes MMMs valuable.

Introducing PlatformSense: The End of Lagging Marketing Measurement

PlatformSense is LiftLab's modeling innovation that solves the stability-responsiveness tradeoff by using real-time platform data as time-varying modifiers of elasticity. Here's what that means in simple terms: Traditional MMMs build response curves that show how spending on a channel translates into revenue. These curves have ‘elasticity’ values, essentially, how sensitive revenue is to changes in spend. But traditional models assume this elasticity is constant over the estimation window (weeks or months). PlatformSense recognizes that elasticity isn't constant; it changes daily as the advertising ecosystem evolves.

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Instead of re-estimating the entire model weekly or quarterly, PlatformSense keeps the long-term response curves stable (built on 1-3 years of data for statistical rigor) but applies daily effectiveness modifiers through interaction terms between elasticities and real-time platform metrics. Rather than accepting platform-reported outcomes at face value, it adjusts for risk and quality, transforming raw activity into decision-grade insight.

PlatformSense is not about replacing MMMs or platform dashboards. It's about augmenting traditional MMM's with new data sources to enable true time-dependent elasticity at the daily level, without full remodels. **It mimics what your marketing teams are already doing: combining live platform signals with what the MMM shows, but does so with statistical rigor, automating interaction terms to deliver consistent and scalable insights at daily granularity.**

It answers the critical questions:

- The long-term curve answers the question: "How does this channel generally perform?"
- The daily modifier answers: "How is this channel performing right now compared to its baseline?"

This way, PlatformSense delivers both speed and rigor, solves the marketing measurement gap and cuts down 'wasted spend', ensuring marketing teams make every dollar count.

To put it simply, this allows teams to ask a more meaningful question:

> *"How did we do today - are we better or worse than usual?"*

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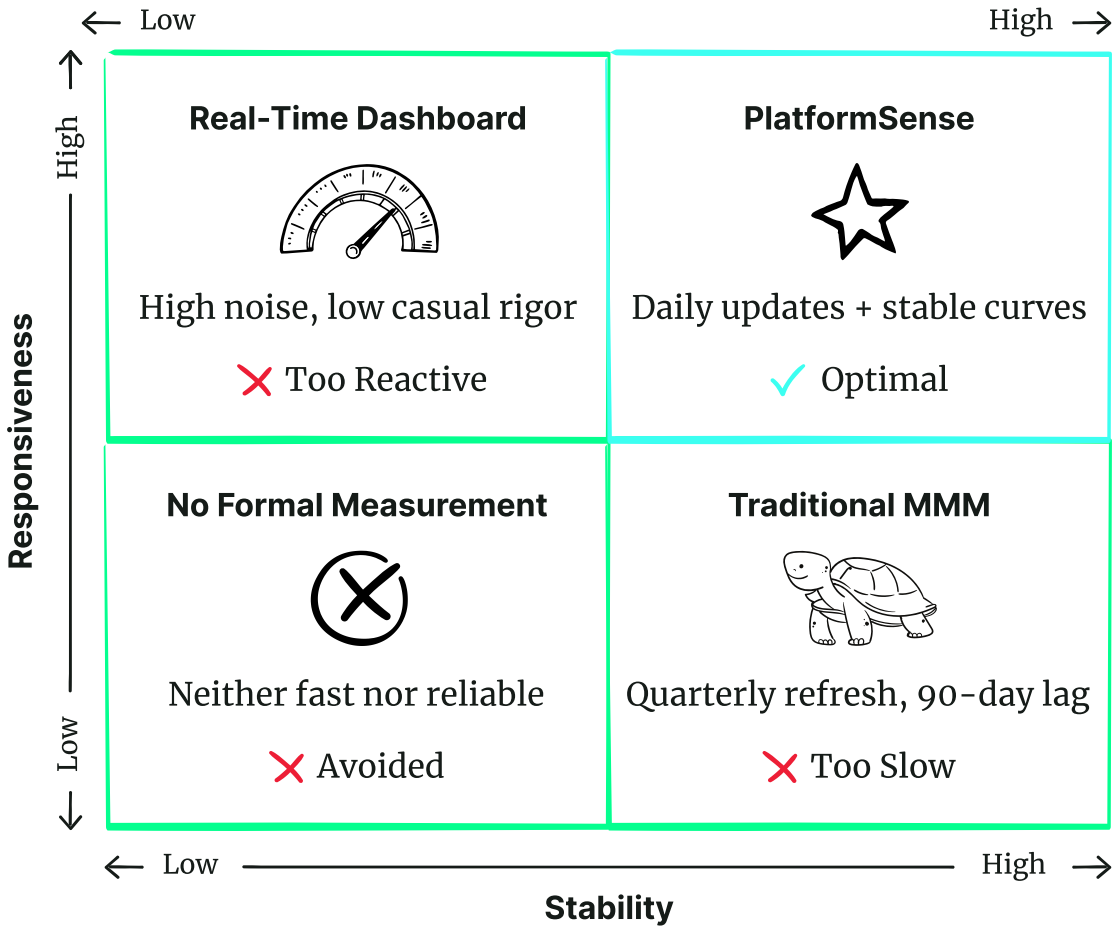
SOLVING THE IMPOSSIBLE TRADEOFF



See how PlatformSense can transform your marketing measurement.

Schedule a Demo →

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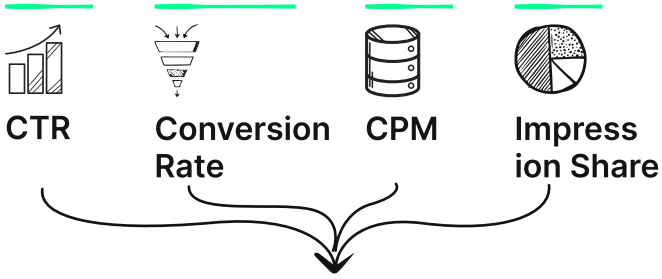
How PlatformSense Works: The Technical Foundation

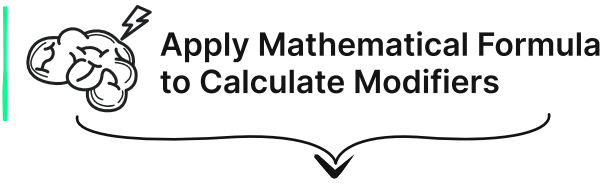
LiftLab's breakthrough innovation in MMM, PlatformSense, operates through a straightforward three-step process that bridges the gap between raw data and causal insight.

HOW PLATFORMSENSE WORKS: 3 STEP ARCHITECTURE

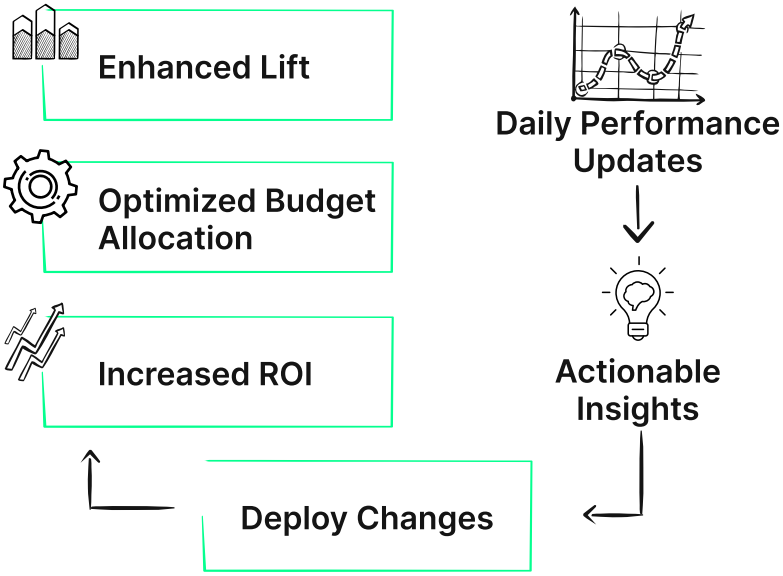
STEP 1: Real Time Data Ingestion



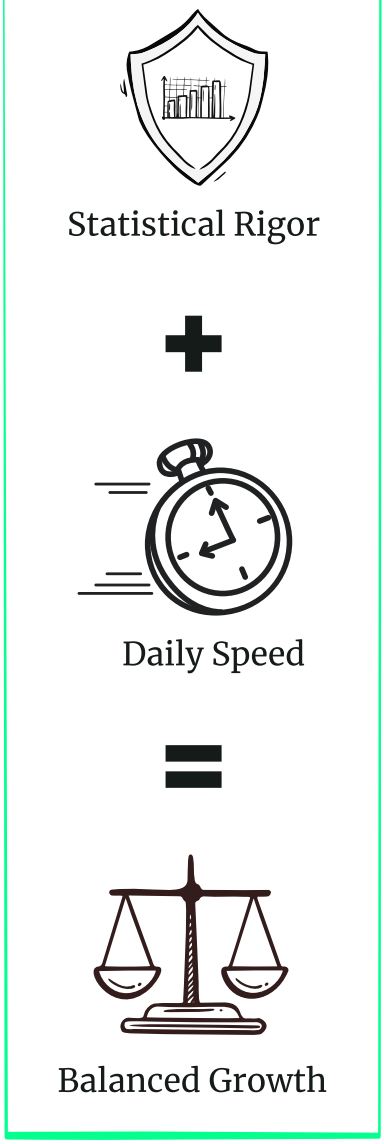
STEP 2: Effectiveness Modifiers



STEP 3: Daily Recommendations



Core Principle



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STEP 1: INGEST REAL-TIME PLATFORM DATA

PlatformSense pulls key performance metrics directly from advertising platforms, the same data you see in your dashboards:

- Click-Through Rate (CTR): Shows ad relevance and engagement, directly tied to creative effectiveness.
- Conversion Rate: Represents customer response quality and targeting precision.
- Impression Share: Reveals missed opportunity due to bid levels or ad quality.
- Platform Revenue/Events: Reflects the effectiveness of spend, creative, audience, and auction dynamics combined.

STEP 2: CALCULATE TIME-VARYING EFFECTIVENESS MODIFIERS

PlatformSense converts these raw metrics into indexed effectiveness modifiers using a mathematical formula that applies ‘alpha values’, essentially, weights that determine each metric's influence on the model's elasticity.

For example, if your Meta campaign's CTR improves 15% above its baseline, PlatformSense calculates a positive modifier. If CPMs spike due to competitive pressure, it calculates a negative modifier. These modifiers are bounded (typically ±20%) to prevent overreaction to noise while still capturing genuine shifts.

STEP 3: APPLY MODIFIERS TO STABLE RESPONSE CURVES

Rather than throwing out the long-term model and starting over, PlatformSense adjusts the daily elasticity used for budget recommendations, forecasting, and counterfactual analysis. The result? The model maintains statistical stability (no overfitting to daily noise) while becoming responsive to genuine efficiency changes within 24 hours.

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Real-World Use Cases: Where PlatformSense Makes an Impact

Theory is great. But what does this actually mean for businesses? Here are a few real-world scenarios that demonstrate how PlatformSense can transform measurement from a reporting function into an operating system.

USE CASE 1: THE FLASH SALE WINDOW

The Challenge: Flash sales, product drops, and seasonal events create narrow windows where performance can shift dramatically day-to-day. When one creative variant or channel begins outperforming others during a Black Friday weekend or Prime Day event, identifying that shift on Day 2 instead of Week 4 fundamentally changes budget allocation decisions

With PlatformSense: PlatformSense detects these efficiency changes as they happen, tracking CTR movements, conversion rate shifts, and cost dynamics daily, enabling teams to scale winning combinations while the window remains open.

USE CASE 2: CREATIVE FATIGUE BEFORE IT BECOMES EXPENSIVE

The Challenge: Creative assets don't perform uniformly over time. What works in Week 1 may fatigue by Week 3 as frequency builds and novelty fades. Traditional measurement struggles to detect this gradual degradation until it's severe enough to appear in aggregated metrics.

With PlatformSense: PlatformSense tracks creative-level effectiveness continuously, monitoring CTR trends, engagement patterns, and conversion signals, enabling proactive rotation before performance erosion becomes material. This is particularly valuable for brands running continuous campaigns where creative refresh cycles determine efficiency.

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USE CASE 3: CAPTURING EVENT-DRIVEN MOMENTUM

The Challenge: Industry events, product launches, PR moments, and sponsorships create temporary spikes in brand interest and search intent. As these windows are brief and unpredictable, the challenge is recognizing the lift early enough to capitalize on it.

With PlatformSense: PlatformSense detects elevated engagement signals in real-time, tracking search volume changes, site traffic patterns, and CTRs, providing the visibility needed to capitalize on momentum. Whether it's uncapping budgets during a conference, scaling investment after a product announcement, or extending reach during a viral moment, PlatformSense ensures media spend aligns with actual demand, not historical averages.

Why PlatformSense Simply Makes Sense?

THE COMPETITIVE EDGE

PlatformSense isn't the first attempt to make MMMs more responsive. But it's the first to do so at scale. Here's how it fares:

vs. Pure Machine Learning Attribution Models
Many modern attribution tools rely on black-box ML algorithms (like those in advanced MTA systems) that chase short-term correlations across touchpoints. They're lightning-fast for tactical decisions but crumble under scrutiny, llacking explainability, causal grounding, and long-term stability. When a CFO asks, *"why should we trust this?"* there's no answer beyond *"the algorithm says so."*

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PlatformSense maintains the econometric foundation, regression analysis, statistical testing, and confidence intervals. Every recommendation is causally valid and interpretable. You can demonstrate the math.

vs. High-Frequency Model Rebuilds

Some vendors try to re-run the entire MMM every week. Weekly remodels have become the norm recently, but the problem? Coefficients do not reflect real-time changes. The impact of that change is diluted inside historical signals. Even though the model updates weekly, the coefficients largely reflect long-term averages that cannot fully capture real-time performance shifts.

PlatformSense's architecture stabilizes the base coefficients while letting the modifiers handle daily variance. You get responsiveness without losing reliability.

vs. Platform Attribution

Google Analytics, Meta Ads Manager, and other platform tools are inherently biased. They claim credit for conversions that did not arise from the platforms and may not be incremental. They lack a unified view of cross-channel interaction. And they're completely blind to offline impact or brand equity.

PlatformSense calibrates platform signals against the MMM's view of incrementality. You get a 'truth-adjusted' view of real-time performance i.e., fast feedback grounded in causal measurement.

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All MMMs implicitly assume that "all impressions are created equal". Most marketers instinctively know this is wrong, so they often override MMM recommendations. PlatformSense changes this by incorporating real-time signals to admit evidence that marketers can use to discern impression quality as it actually varies. This isn't just an incremental improvement; it's solving a fundamental problem that has plagued econometric measurement for decades



John Wallace
CEO, LiftLab

THE FULL-FUNNEL ECOSYSTEM: HOW IT FITS TOGETHER

PlatformSense isn't a standalone tool. It's part of LiftLab's broader vision for what we call Balanced Growth i.e. measurement that optimizes for both short-term performance and long-term brand equity.

Here's how the pieces connect:

The Foundation: Agile Marketing Mix
Two-stage modeling that separates what happens in the advertising auction (bid dynamics, competition, supply/demand) from how customers actually respond (brand perception, consideration, conversion). This separation allows for a more precise diagnosis.

The Long View: Long-Term Impact Modeling
Captures the 52-week multiplier effect of brand investment. It separates immediate sales impact from long-term brand equity accumulation (measured through awareness, consideration, and branded search), ensuring marketing strategies balance short-term performance with long-term sustainable growth.

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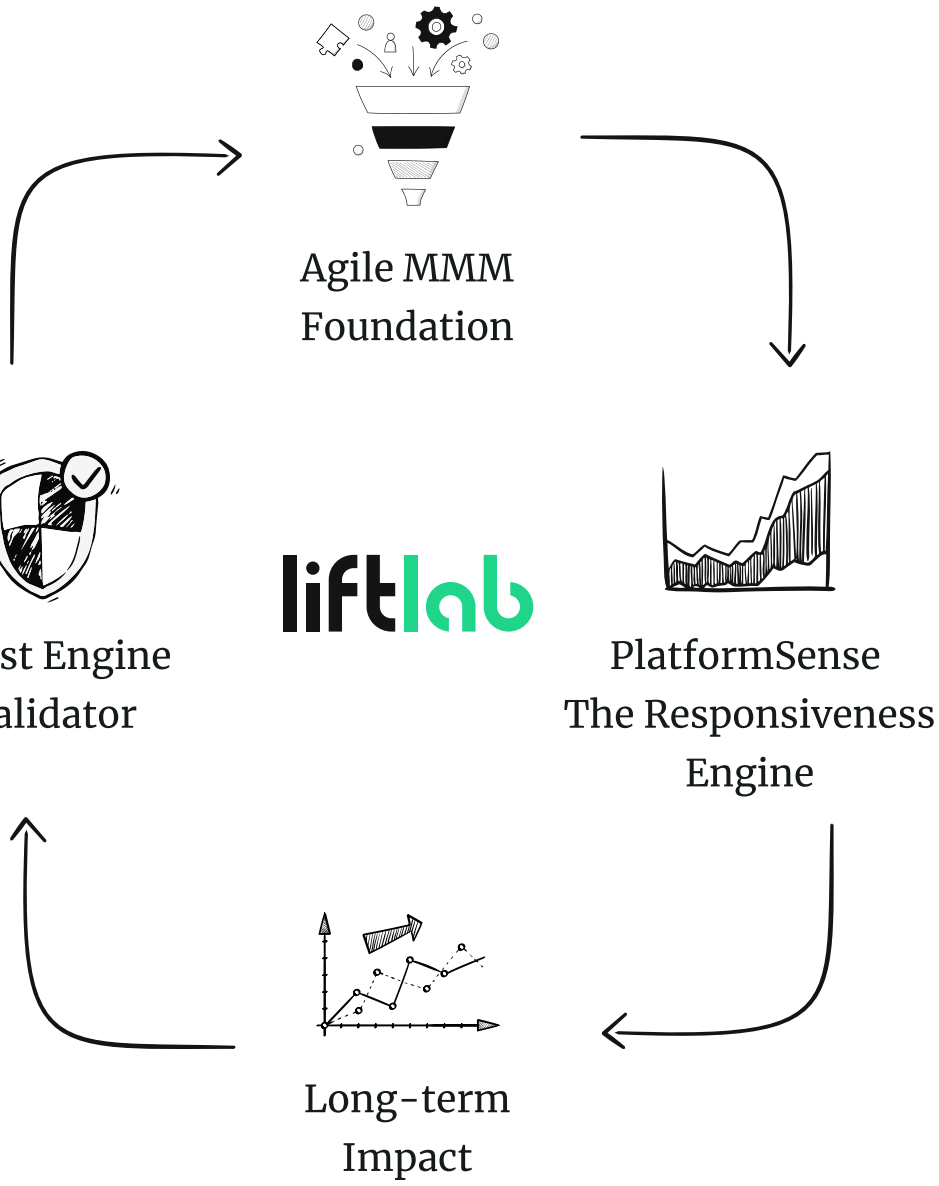
The Validator: Trust Engine
An experiment-model feedback loop that continuously validates incrementality claims. For example, run a geo-lift test, compare it to what the model predicted, and adjust assumptions. The system only gets smarter over time.

The Responsiveness Engine: PlatformSense
The real-time effectiveness layer we've been discussing. This brings daily responsiveness without sacrificing statistical rigor.

Together, these create measurement that's fast and rigorous, tactical and strategic, platform-aware and econometrically sound.



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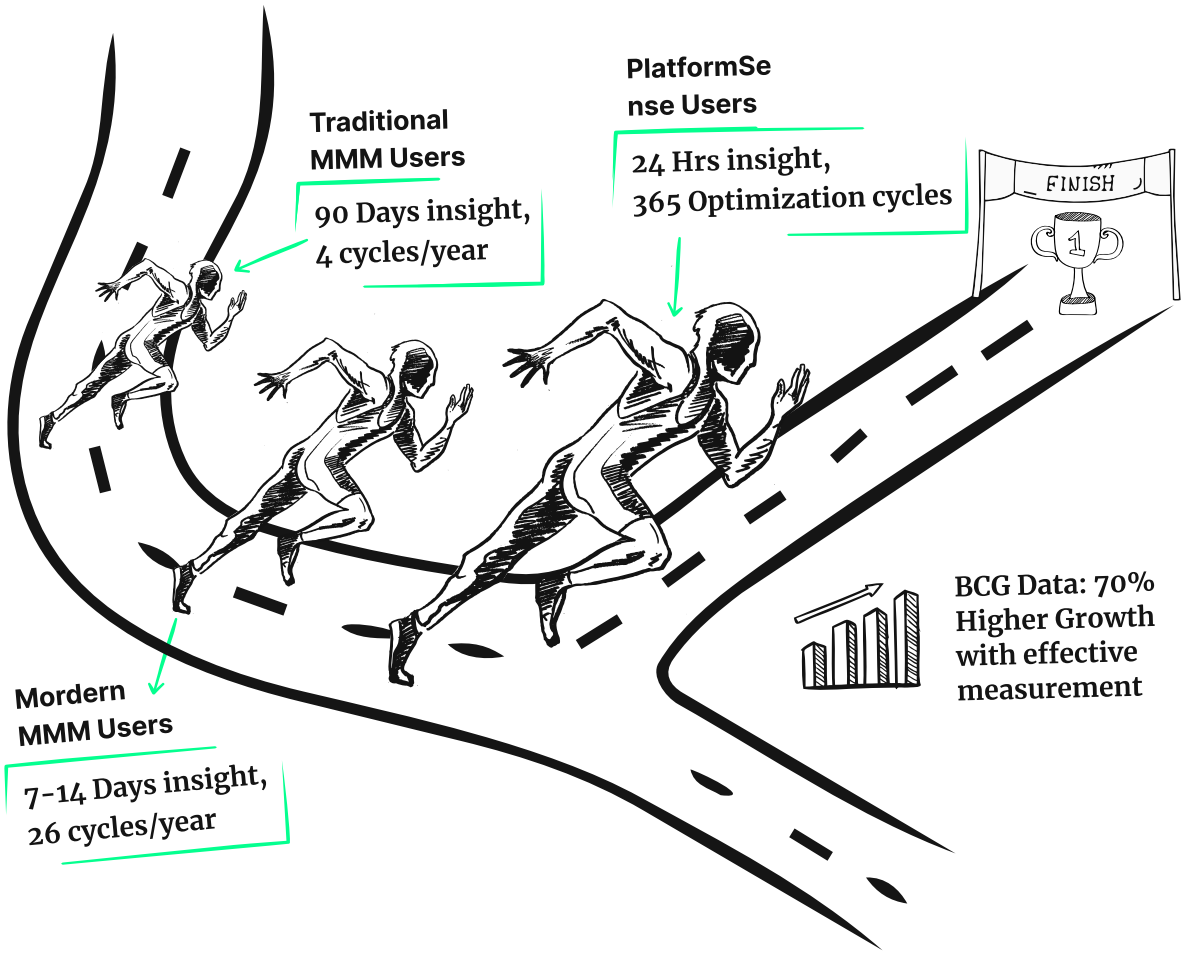
What this Means for Modern Marketers?

We're witnessing a transition from ‘measurement as reporting’ to ‘measurement as a growth engine.’

Research from MIT Sloan Management Review[6] highlights that ‘real-time businesses’, basically organizations that can make data-driven decisions at the speed of the market, can dramatically outperform competitors. In media buying, this speed advantage translates directly into what economists call first-mover advantage.

FIRST MOVER ADVANTAGE: WHY SPEED WINS



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Brands that can detect efficiency shifts in 24 hours can arbitrage media pricing before the broader market adjusts. It's like having faster access to market information in financial trading, the advantage is structural, not temporary.

> A BCG report states that marketers can record upto 70% higher growth with effective measurement, underscoring the need for a paradigm shift in the way marketing measurement is carried out[7].

Feature	Traditional MMM	Modern Weekly MMM	Platform Sense
Update Frequency	Quarterly (90 Days)	Weekly (7-14 Days)	Daily (24 Hours)
Data Foundation	Aggregated Historical Data	Recent Weekly Data	Stable History + Real-Time Signals
Responsiveness	Very Low (Static)	Medium (Lagging)	High (Immediate)
Actionability	Strategic Planning Only	Weekly Adjustments	Daily Optimization & Tactics

The bifurcation between strategic MMM and tactical attribution is dissolving. We predict that the future is unified measurement, ONE system that handles both.

If you're a CMO, VP of Performance Marketing, or marketing analyst, here's how PlatformSense changes your operating model:

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- **Optimize with confidence:** When creativity improves, you'll know within 24 hours. When competitive pressure spikes, you'll see it reflected in model recommendations immediately.
- **Stop choosing between speed and rigor:** The days of 'trust the noisy platform or trust the lagging MMM' are over. PlatformSense gives you both.
- **Make the model your operating system:** Rather than a quarterly report, MMM becomes a daily decision-making tool that marketing teams actually use because it reflects the reality they see every day.

> *"PlatformSense represents a fundamental rethinking of how Marketing Mix Models should work in a world where advertising platforms provide real-time feedback but long-term strategic insight still requires econometric rigor."*

The Bottom Line

Ten years ago, the debate was MMM versus attribution. Five years ago, it was MTA versus last-click. Today, some still frame it as real-time versus rigorous. Tomorrow, these won't be opposing choices. The best measurement systems will be fast *and* rigorous. Tactical *and* strategic. Platform-aware *and* econometrically sound.

PlatformSense is the first step into that future. Not because it's the perfect solution. But because it proves the tradeoff isn't a fundamental problem. It's solvable. The marketing teams that thrive in the next decade won't be the ones with the most data. They'll be the ones who can move at the speed of

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their markets while maintaining the credibility of their insights. They'll be the ones who stopped choosing between speed and rigor, and started demanding both.

Every day, markets move. Creative fatigues. Competitors adjust. Audience behavior shifts. Platforms change algorithms. The question is: **how fast can you see it? And once you see it, how quickly can you prove it's real?**

That's what PlatformSense answers.

PlatformSense is not just an incremental improvement to Marketing Mix Modeling; it is a paradigm shift. By using real-time platform data as time-varying modifiers of elasticity, PlatformSense delivers daily responsiveness without sacrificing the statistical foundation that makes MMMs valuable.

The result? Marketing teams get the best of both worlds: **the speed of a dashboard and the rigor of an econometric model.** That's not just an incremental improvement.

We call it the future of marketing measurement. Are you ready?

About LiftLab

LiftLab helps enterprise and growth brands unlock hidden revenue in their media budgets through the LiftLab Trust Engine™—a full-funnel media planning system that synthesizes attribution, experimentation, and real-time platform signals into a single actionable framework. Trusted by category leaders like SKIMS, Pandora, and Birkenstock, LiftLab enables marketers to optimize across the entire funnel with confidence.

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See how PlatformSense can transform your marketing measurement.

Schedule a Demo →

Authors



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Chief Data Scientist, LiftLab

Dirk Beyer is a seasoned data science and analytics expert with deep roots in marketing insights, AI/ML architecture, and scalable innovation across tech giants. He's held pivotal roles architecting analytics engines for identity resolution, fraud detection, marketing mix modeling, and multi-touch attribution

Currently Chief Data Scientist at LiftLab, Beyer blends academic rigor (PhD in Applied Mathematics from Leipzig University) with practical leadership to solve complex business challenges in customer experience, ad tech, and operational excellence.



John Wallace
CEO, LiftLab

John Wallace is a senior product leader pioneering privacy-first marketing analytics and experimentation platforms. Currently, he's empowering 100+ enterprise clients including Sephora, Skims, and Tory Burch with economic modeling and media experimentation.

Deeply versed in marketing mix modeling, incrementality analysis, and media experimentation, Wallace bridges data science with real-world growth strategies for retail, ecommerce, and beyond.



Ranjith Palanghat
AVP - Product, LiftLab

Ranjith Palanghat is a senior product leader powering data-driven innovation in marketing analytics. He has a track record of scaling privacy-first measurement and experimentation platforms for 100+ enterprise clients, unlocking multimillion-dollar efficiency gains. His expertise spans marketing mix modeling, incrementality testing, and causal experimentation.

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