









Supermetrics helps you pull data from all the popular marketing and sales platforms (including Facebook, Instagram, and Shopify). Integrate with 100+ platforms and ensure your team acts on relevant data.

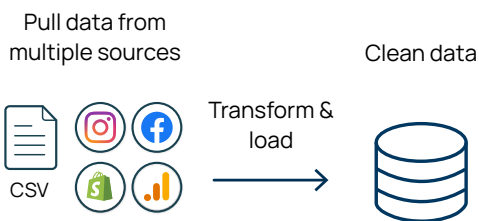
## Traditional marketing mix modeling

-  Generally, takes more time to collect and combine different media data sources
-  Mostly accessible by the bigger companies due to the investment required
-  Time-consuming and can take months of work
-  Manual work with data extraction and updates is required, which increases the risk of errors

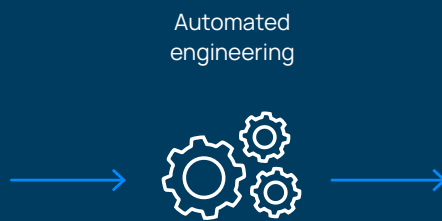
## Supermetrics Media Optimizer and MMM-solution

-  Data collection is automated, and no coding skill is required
-  Suitable for companies of all sizes
-  Automatic data delivery ensures reliable results
-  Designed for the cookieless world

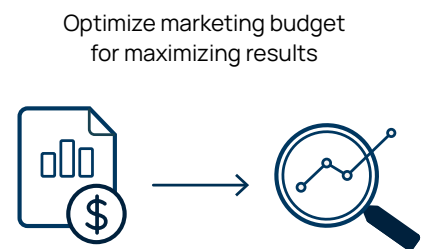
### Data preparation



### Marketing Mix Modeling



### Media optimizer



Fiksuruoka, with the help of Media Optimizer, identified the most effective channels and campaigns. The estimated potential for the total number of purchases is +13% higher by allocating the annual budget accordingly.

Fiksuruoka, also known as Foodello, is an online retailer saving food from becoming waste and selling it at large discounts.

The company was founded in 2016 and has become one of Finland's most well-known online grocery stores. In 2022, it expanded to the Netherlands and Belgium. Last year, the company had €14M in sales, and the YoY growth rate was 15%.



"We used Facebook lift tests to know the base levels of what was working. With the help of Supermetrics Media Optimizer, we could drill down to the campaign level and find the ones that would serve us in the long run.

We now have a successful recipe for the cookieless world."

Riku Poutanen, CMO at Fiksuruoka