

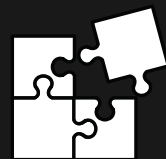
## Benefits of Marketing Mix Modeling



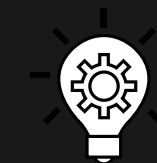
Helps drive marketing effectiveness



Offers an overview of marketing effectiveness



Optimizes marketing efforts and helps measure the increase in profits



Facilitates change management in the organization

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