

# MMM Readiness Checklist

## Domain Methods

Purpose: decide whether media mix modeling is ready to inform a budget decision, or whether attribution cleanup, data foundation repair, or a narrow holdout test should come first.

### 1. Name the decision

- Budget decision under review:
- Planning period:
- Executive owner:
- Decision rule: If MMM says \_\_\_\_\_, we will \_\_\_\_\_.

### 2. Spend materiality and channel mix

Score the nine readiness areas in this worksheet: 0 = stop, 1 = caveat, 2 = ready.

- Spend is material enough that allocation errors matter.
- Spend spans enough channels for portfolio modeling to be useful.
- Major channel families are stable enough to compare over time.
- Platform-reported performance is reconciled to business outcomes.

### 3. History, taxonomy, and mapping

- Weekly or monthly spend history exists for the needed time range.
- Campaign/channel taxonomy has not been reinvented every few months.
- Paid, organic, partner, lifecycle, event, and offline influence are mapped into business-readable channel groups.
- Known breaks, agency changes, naming migrations, and tracking resets are documented before modeling starts.

### 4. Outcome trust

- SaaS: pipeline, opportunity, booked revenue, renewal, expansion, and source rules are stable enough for leadership use.
- Ecommerce: orders, net revenue, returns, discounts, repeat purchase, and contribution margin are available where they affect the budget answer.
- Finance, marketing, RevOps, and data agree which outcome the model should optimize or explain.

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### 5. Business context

Mark whether each factor is tracked, partially tracked, or missing.

- Seasonality and calendar effects
- Promotions, discounts, and price changes
- Product launches, inventory constraints, or packaging changes
- Sales capacity, territory, quota, or pipeline-process changes
- Macro, competitive, market, or channel-policy shifts
- Major brand, PR, event, partner, or offline campaign periods

### 6. Method choice

Use MMM when the decision is portfolio-level: channel mix, budget allocation, saturation, diminishing returns, or planning tradeoffs.

Use attribution cleanup first when the issue is source logic, campaign mapping, CRM visibility, or observed-path learning.

Use a holdout or incrementality test first when the decision is narrow enough to isolate: one campaign, region, audience, treatment, or budget move.

Use data foundation repair first when teams still fight over source precedence, revenue definitions, Shopify/CRM/warehouse truth, or finance reconciliation.

### 7. Readiness band

0-6 points: cleanup-first. Do not ask MMM to rescue untrusted inputs.

7-12 points: directional. Use MMM for hypotheses and scenario planning only.

13-16 points: decision-grade. MMM can support planning with visible caveats.

17-18 points: budget-grade candidate. Validate assumptions and choose the owner for ongoing refresh, caveats, and follow-up tests.

Next step if spend trust is the blocker: Where Did the Money Go?

Next step if attribution rules are the blocker: SaaS Marketing Attribution.

Next step if source systems are the blocker: Data Foundation.

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