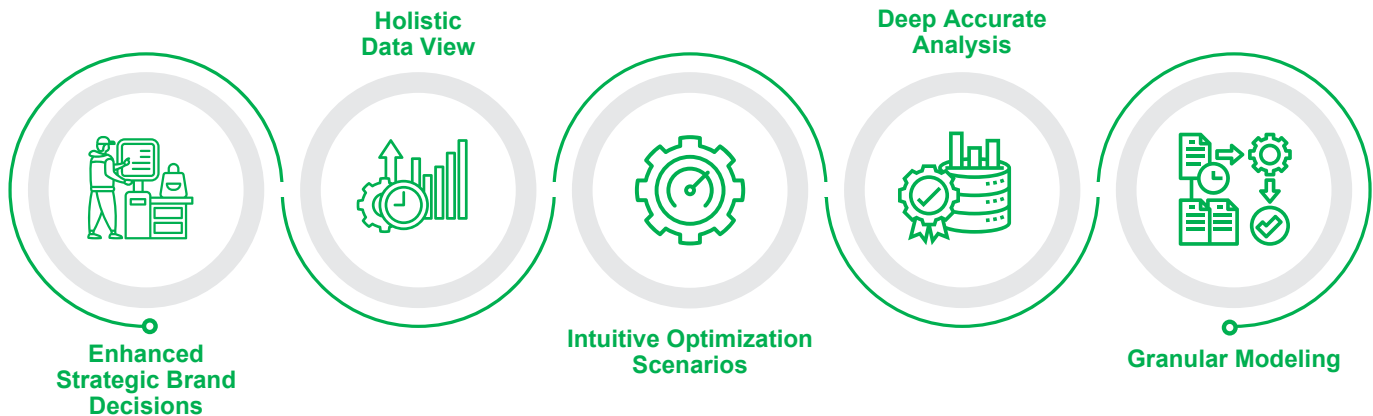# Axtria MarketingIQ™

Introducing the Fall 2024 Release

Discover what's new in the latest release of Axtria MarketingIQ™

Axtria MarketingIQ™ 6.4 enhances the experience for brand managers and analysts with more precise, customizable modeling, driving better decision-making. Introducing model granularity and breakout model support allows for tailored analysis and deeper insights into promotional channels.

Positive coefficients in penalized regression ensure more accurate predictions, and enhanced evaluation metrics improve model reliability by detecting and correcting biases. Analysts can now operate more precisely in complex scenarios with constraint-based model improvements. Additional product enhancements streamline processes with tools and robust validations, boosting efficiency and output quality.

What's New in Axtria MarketingIQ™ 6.4?

Enhanced Strategic Brand Decisions · Holistic Data View · Intuitive Optimization Scenarios · Deep Accurate Analysis · Granular Modeling

Axtria MarketingIQ™ 6.4 enhancements elevate the accuracy and depth of analysis, offering a more complete and reliable view of the data. Additionally, improving visual differentiation between control and promotional variables would help analysts make more accurate decisions.

Axtria MarketingIQ™ 6.4 offers a more accurate reflection of real-world scenarios, empowering better strategic decisions and enabling:

- Carry negative estimates for control variables to the impact screen, without automatically converting them to zero.
- Dashboard enhancements that update all relevant visualizations and charts to support and display support negative values accurately.
- Clear distinctions between control and promotional variables with table divisions and icons, in the impactable sales, improve experience and usability, ultimately driving more effective business outcomes.

Details on Additional Enhancements in Axtria MarketingIQ™

Axtria MarketingIQ™ 6.4 introduces valuable enhancements to modeling scenarios, enabling precise estimates, better decisions, and more dependable business outcomes. It provides the tools needed to navigate the complexities of modeling, accurately represent real-world conditions, and support informed investment decisions.

Define Model Granularity

Axtria MarketingIQ™ 6.4 introduces the capability to define model granularity by time periods, now supporting weekly and annual models. This enhancement allows marketers to customize their models to specific timeframes, ensuring the results are relevant and accurate. Two mandatory fields, date format and model granularity, have been added to support the functionality.

Breakout Model Support

The Breakout Model is now supported as a secondary model within the hierarchical model type. The feature enables the development of secondary models that deconstruct a primary promotional channel into multiple sub-promotional channels, thereby allocating effective channel impact.

Now, you can conduct a more granular analysis of promotional channels by introducing the breakout model as a secondary option in hierarchical models. This deeper understanding of impact distribution across sub-promotional channels facilitates the development of more targeted and effective marketing strategies, ultimately enhancing return on investment (ROI).

Positive Coefficients for Penalized Regression

Axtria MarketingIQ™ 6.4 now enables you to specify whether penalized regression should enforce positive coefficients on estimates of promotional variables. The capability strengthens the robustness of promotional variable estimates, ensuring that models more accurately reflect real-world scenarios.

Enhanced Evaluation Metrics

Incorporating statistical bias within the evaluation metric significantly enhances the model reliability. Additionally, a new pop-up notification alerts users if bias or negative estimate values are detected in the model, offering several corrective actions.
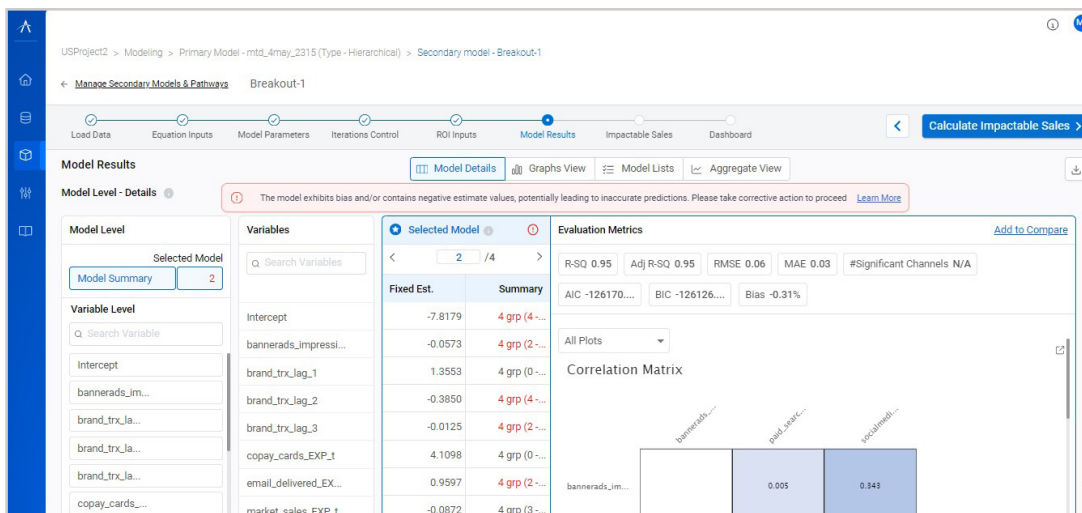
Improved Constraint-Based Models

Enhanced reproducibility has been achieved for highly sensitive estimates with exceptionally high precision. Additionally, the limitation on the seed value of estimates, previously capped at 9999, has been removed, resulting in optimized convergence and improved iterations and ranking. You can now achieve more consistent and reliable outcomes, enabling data-driven decision-making with increased confidence, especially in high-stakes situations.

Interactive Optimization Scenarios

The interactive interface now allows you to perform optimizations more intuitively using dropdowns and sliders to set constraints.

Details on Extended Enhancements

Constraints Table – Interactive View

The Interactive view presents sliders and dropdown menus, including Range, Spend, No Constraints, Fix at Historical, and mROI (ProfitMax Scenario) to apply constraints. Additionally, you can toggle between percentage-based and absolute value modes to define constraints. You can also toggle off the interactive view to switch to the classic view, offering a tabular approach with a bulk update text box for streamlined constraint management.

General Improvements and Fixes

Axtria MarketingIQ™ 6.4 enhances the modeling experience by providing additional downloadable blueprint files, including response curves and several fixes for optimization scenarios. New validations and warnings, with fortified edge cases, ensure smoother modeling processes and minimize the risk of errors. These enhancements streamline workflows, improve output quality, and enable you to prioritize strategic decision-making.