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siMMULATOR

An open source method to generate data for MMMs

What is siMMULATOR?

siMMULATOR is an open source R-package that allows users to generate simulated data to plug into Marketing Mix Models (MMM). MMMs are difficult to validate because there usually isn't a ground-truth data set where the true ROIs are known for each channel. Simulation can help address this issue by producing a testing dataset with known ROI values. Use siMMULATOR to:



Validate and compare accuracy of various MMMs



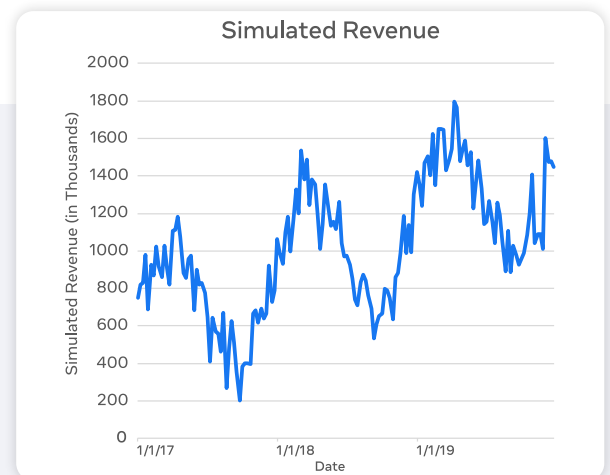
Quantify the value of an innovation to an MMM



Simulate business scenarios to test against your MMM

How does it work?

- 1 Users provide their own inputs that best match their business and context.
- 2 siMMULATOR then adds noise on top of this, simulates ad activity, and aggregates the data into a format for MMMs.
- 3 The result is a data set to be used in MMMs where the true ROIs of each media channel are known.



This graph is for illustration purposes only. Individual results may vary.

To get started, visit

<https://facebookexperimental.github.io/siMMULATOR>