

AI Sparks

Cutting through the AI hype with one clear insight each week

When Your Media Model Can't See the Full Picture

Media Mix Models are built to optimize allocation. But today, they are increasingly working with an incomplete view of reality. Customer journeys are fragmented. Attention moves across TikTok, Google, Amazon, email, and back again. And the most critical signals sit inside walled gardens that don't fully talk to each other. Yet...we continue to make high-stakes budget decisions based on these models.

It's hard to detect because MMM still looks rigorous. The charts are clean. The outputs are directional. The recommendations feel data-backed. But underneath, three things have changed:

- Visibility is partial - cross-channel influence is undercounted
- Journeys are non-linear - sequence and interaction effects are missed
- Platform AI is opaque - optimization happens in black boxes

You're not seeing the full system. But the model still gives you an answer.

With AI this is shifting, and the focus is changing from static modeling to continuous learning. Instead of relying only on historical correlations, leading teams are combining models with structured experimentation:

- Testing incrementality, not just attribution
- Refreshing insights in weeks, not quarters
- Reallocating budgets dynamically, not periodically

The goal is no longer to perfect the model. It is to continuously improve decisions in an imperfect system.

Media Mix Modeling is not going away. But its role is evolving from a source of truth to a starting point. In a world you cannot fully see, certainty is replaced by disciplined experimentation.



Your spark for the week:

When the system becomes harder to see,
the winners are those who learn faster than they model.

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.