MARTECH SOLUTIONS

Muttdata

AI for **Incremental Marketing**: Strategic Solutions to maximixe return on advertising investment.

+200 Muttdata Experts | **+10** years of experience | **+700M** In optimized annual investment

Our Solutions

PREDICTIVE MODELS

1. **Lifetime Value**
   Prioritize key segments to maximize ROI and improve ROAS.

2. **Demand Forecasting**
   Align inventory with campaigns to maximize sales opportunities.

3. **Owned Media**
   Personalize content to drive engagement.

4. **Churn Prediction**
   Reduce acquisition costs.

5. **Cross-Selling**
   Optimize offers to increase average order value.

MEASUREMENT & ATTRIBUTION MODELS

1. **Atribución Multi-Touch Data-Driven (MTA)**
   Identifies touchpoints driving conversions to maximize performance at each stage.

2. **Marketing Mix Modelling (MMM)**
   Boost ROAS by uncovering the actual impact of each advertising channel and identifying saturation points.

3. **Lift Tests (Incrementality)**
   Measures actual sales impact from specific marketing changes.

PAID MEDIA OPTIMIZER POWERED BY AI

1. **Optimizer**
   Drive higher sales with AI-driven incremental recommendations.

2. **Planner & Pacer**
   Optimizes budget allocation across channels for peak performance, efficiency and to optimize ROAS.

3. **Data Connector**
   Integrates your marketing data into a unified, reliable source to unlock actionable insights.

GEN ADS

Empowers merchants to rapidly generate ad images that boost ROAS in seconds—no production costs and only a few clicks required.

Trusted by Leading Companies

mercado libre · mercado pago · Clip · ClassDojo · etermax

Trafilea · Rappi · Claro · MODO · .. and more market leaders.

Our Partners
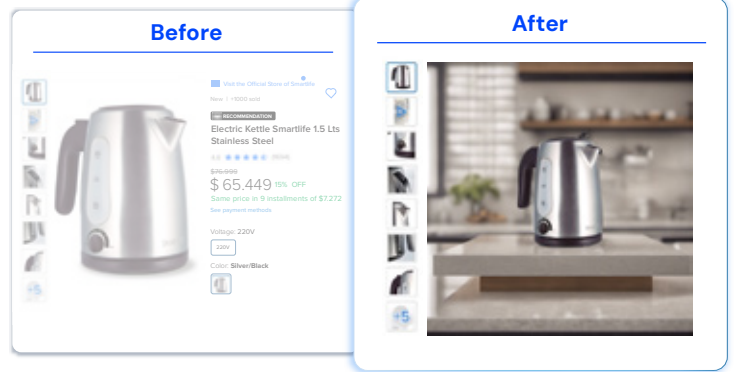
databricks · aws · AppsFlyer

We work alongside Marketing and Growth teams to optimize ROI

GENERATIVE ADS

LATAM's biggest Generative AI success case in Retail Media.

We have developed a solution that allows sellers to create high-quality ad images in seconds that help drive higher ROAS, without the need for costly production, all with just a few clicks.

Before

After

Visit the Official Store of Smartlife
New | +1000 sold

RECOMMENDATION
Electric Kettle Smartlife 1.5 Lts
Stainless Steel

$ 65.449 15% OFF
Same price in 9 installments of $7,272
See payment methods

Voltage: 220V
220V

Color: Silver/Black

Outstanding results

+25%
Higher CTR vs campaigns without GenAds.

+45%
Increase in display ad impressions.

+90k
Product creatives generated.

DATA-DRIVEN ATTRIBUTION (MTA)

We accurately measure the true impact each channel and media mix has on conversions by using advanced, data-driven attribution models. This enables campaign optimization and **delivers ROAS increases of 5% to 10%.**
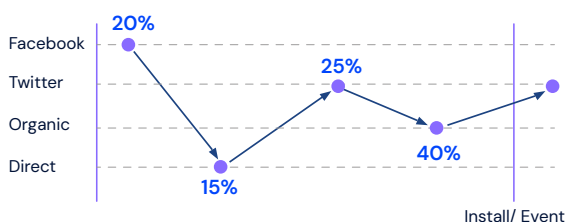
Results

Clear visibility into which channels **actually drive revenue.**

Smarter budget allocation, grounded in real, actionable data.

Real-time insights to inform high-stakes strategic decisions.

Facebook   20%
Twitter
Organic   25%
Direct   40%
              15%
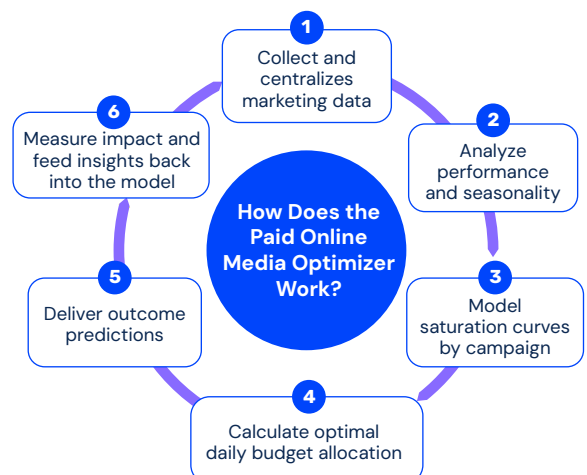   Install/ Event

PAID MEDIA OPTIMIZATION WITH AI

We developed a tool that automatically optimizes ad spend to maximize performance while minimizing manual campaign management.

Results

- **+9.6% ROAS** increase for Mercado Libre.
- **–55% time** spent on campaign management.

How Does the Paid Online Media Optimizer Work?

1. Collect and centralizes marketing data
2. Analyze performance and seasonality
3. Model saturation curves by campaign
4. Calculate optimal daily budget allocation
5. Deliver outcome predictions
6. Measure impact and feed insights back into the model

Contact us to learn more about our Martech solutions