

BRIDGING THE MMM/MTA VOID IN A POST COOKIE WORLD**ROUNDTABLE CHAIRS****Sebastian Shapiro**Partner
Marketscience
[LinkedIn](#)**Marie H. Roy**Marketing Data
Science Lead
HP Inc.
[LinkedIn](#)**ROUNDTABLE SUMMARY**

The gold standard of MMM has historically been complemented by faster more granular approaches to marketing measurement like MTA. Cookie deprecation and stricter privacy controls are making true multi touchpoint multi platform MTA difficult, but marketers still need faster more granular insights into campaign and channel performance and ROI.

ROUNDTABLE KEY TAKEAWAYS

1. What role do different measurement tools play in the measurement pyramid MMM, Post cookie MTA (CRA), Experiments.
2. How can we supplement strategic measurement like MMM with more granular real time campaign and channel performance analysis in an output language that's compatible with – not in conflict with MMM.
3. How to ensure methodological rigor is not sacrificed in the quest for speed and granularity

