

Channel type	MMM (Essential data)	MMM (Additional data)	Business segmentation	GEO Experiments
Target variables				
Sales (ROAS)	Revenue / Margin / LTV / ...	-	Online / Offline / Amazon / ...	Region
Conversions (CPA)	Conversions / Leads / New users / ...	-	Online / Offline / Amazon / ...	Region
Paid medias - Online				
Meta Ads	Spend	Impressions	Campaigns	Region conversions
Google Ads	Spend	Impressions	Campaigns / Device	Region conversions
Other online paid media	Spend	Impressions	Campaigns	Region conversions
Paid medias - Offline				
TV	-	GRP	Network / Channel	-
Radio	-	Exposure	-	-
Print Media	-	Exposure	-	-
Outdoor Ads (Billboards, CityLight, etc)	-	Exposure	-	-
Cinema Ads	-	Exposure	-	-
Direct Mail	-	Exposure	-	-
Organic media				
Organic search	-	Impressions	Page path	-
Organic mail (Newsletter)	-	Sent	Category	-
Organic social media	-	Impression	-	-
Contextual variables				
Discounts	-	Tags / Quantity	Category	-
Promotions	-	Tags / Quantity	Category	-
Seasons	-	Tags	-	-
Competitors	-	Quantity	-	-
Weather	-	Tags	-	-
CPI	-	Temperature / Rain / Snow / ...	-	-
Consumer price index	-	Value	-	-