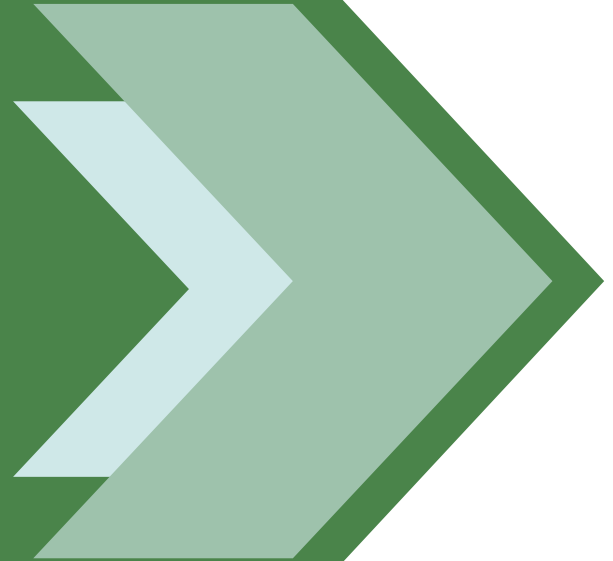


Why effectiveness is a major issue in Canada

and what we can do about it







Miix Analytics Norms

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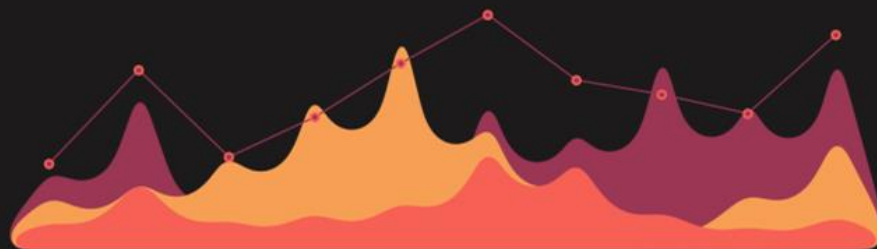
\$45b Revenue Analyzed

\$621m Marketing Spend



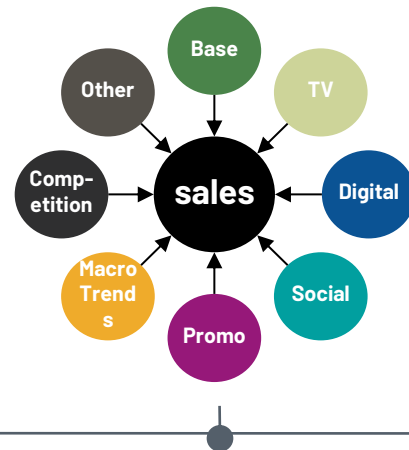
Only 1-2%

Revenue invested in Marketing (xTrade)
2021-2025

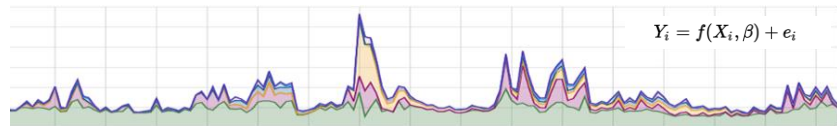


What is MMM?

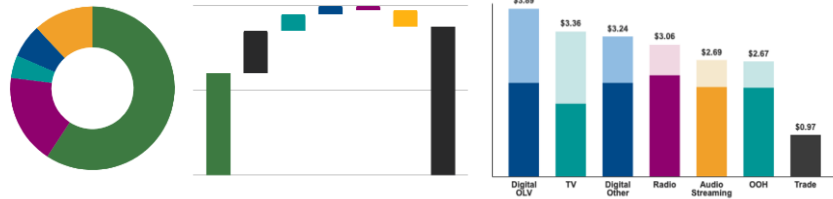
MMM incorporates a broad range of direct and indirect inputs to **effectively measure the impact** and **ROI** of marketing executions



Full Marketing Plan Data Inputs run in Statistical Models



Produce a Comprehensive view of the Business



Current Industry Dynamics

9 of 10 brands
are facing
Baseline
declines driven
by Macro
pressures

Brands
investing in
Media are
offsetting the
headwinds,
but growth
remains slow

CMOs and
Marketers
continue to
fight for every
dollar. Re-orgs
lead to added
pressure

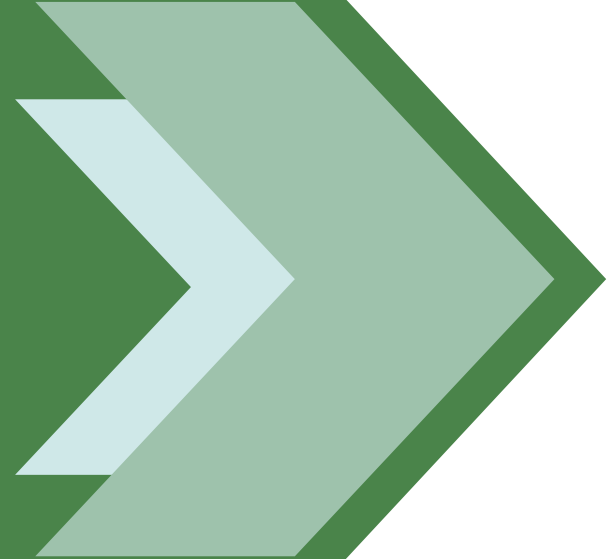
Media works
but we need
to invest in it.
CPP inflation
is not the
problem.

Top convo in 2H 2025

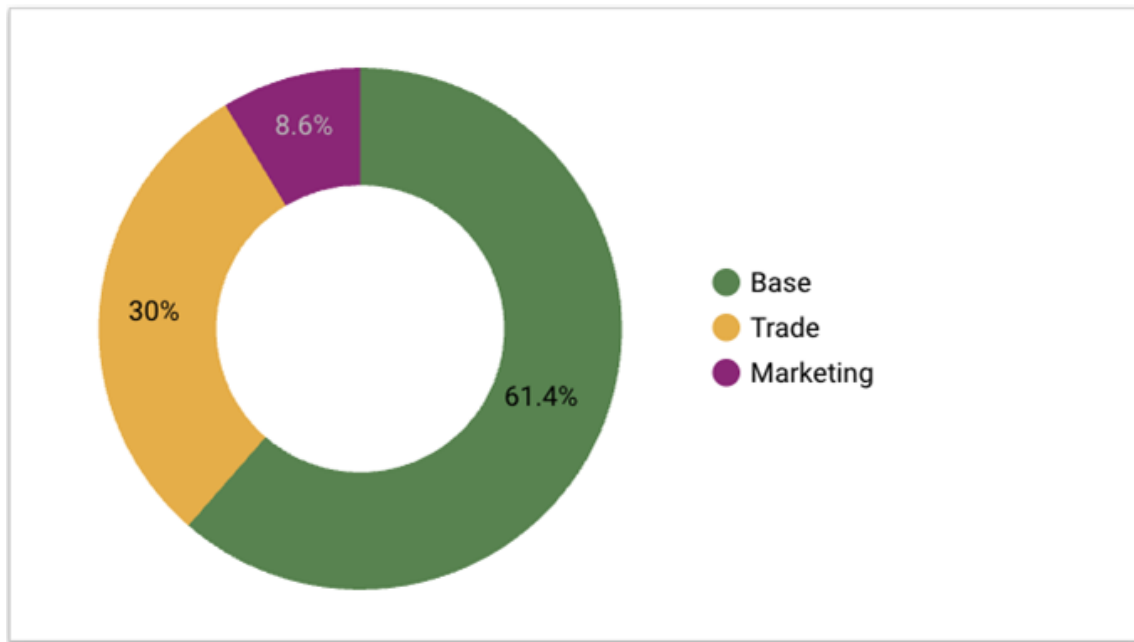
// My budget is being cut. //



Let's take a look at the numbers



~8.6% of Short-Term Sales are from Marketing



8.6%
**Marketing
Contribution,
CPG Brands**

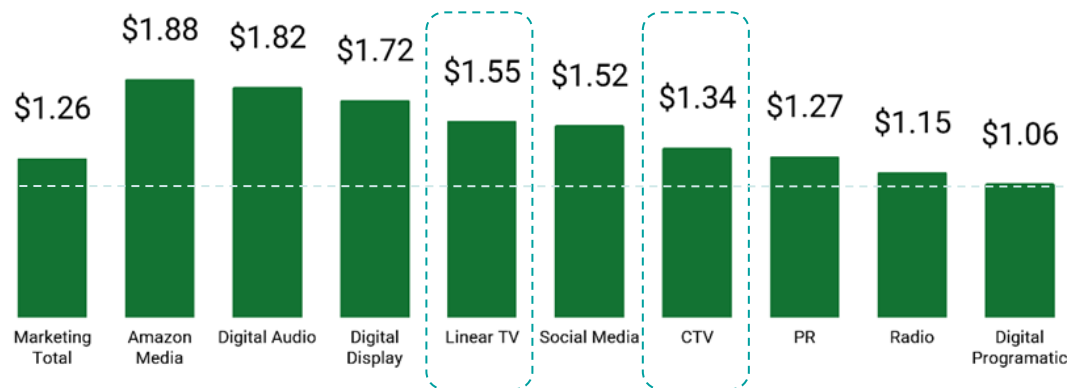


**For every \$1 invested in Marketing,
Canadian brands generate \$1.26
Profit return in the Short-Term**

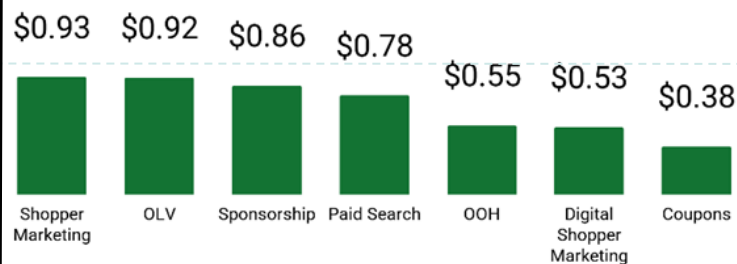
$$\text{\$1} = \text{\$1.26}$$

> half of Media is working to drive Profitable Returns!

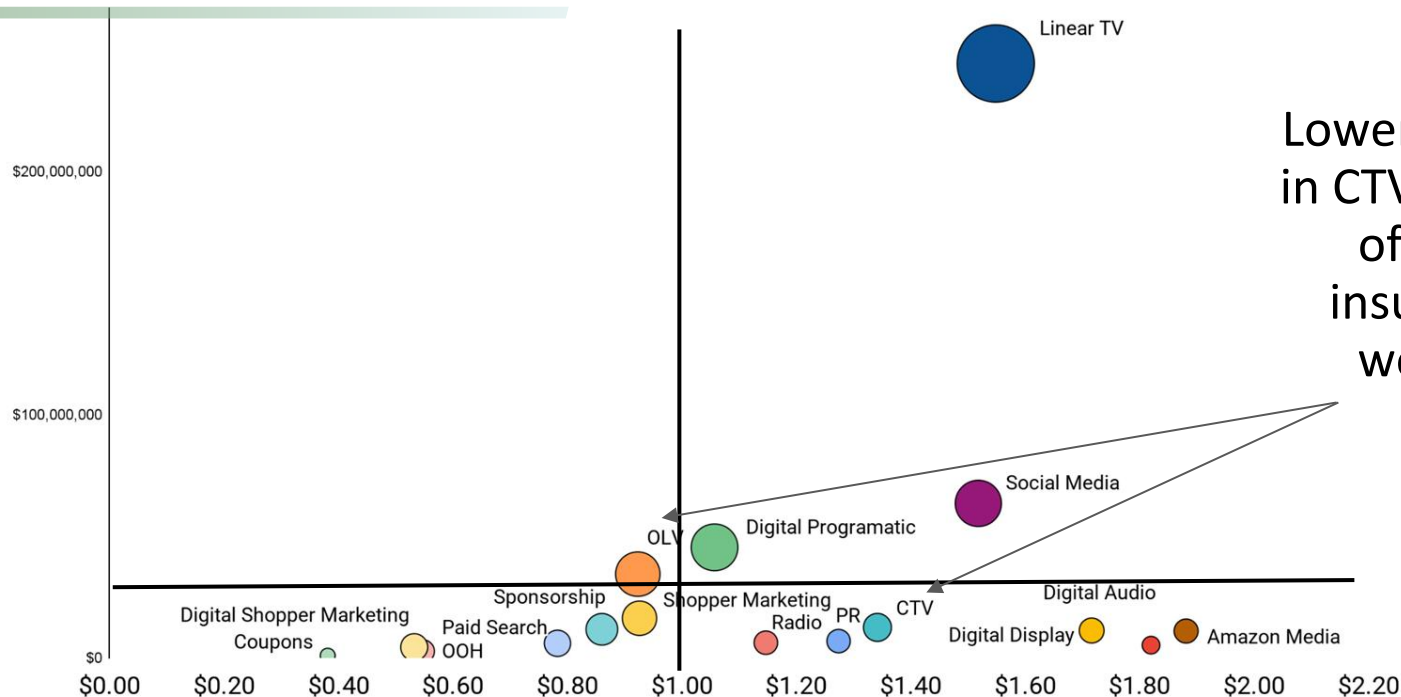
Consistently deliver Short-Term Profit



Opportunity Areas or Strategic Investments for Long-Term Growth

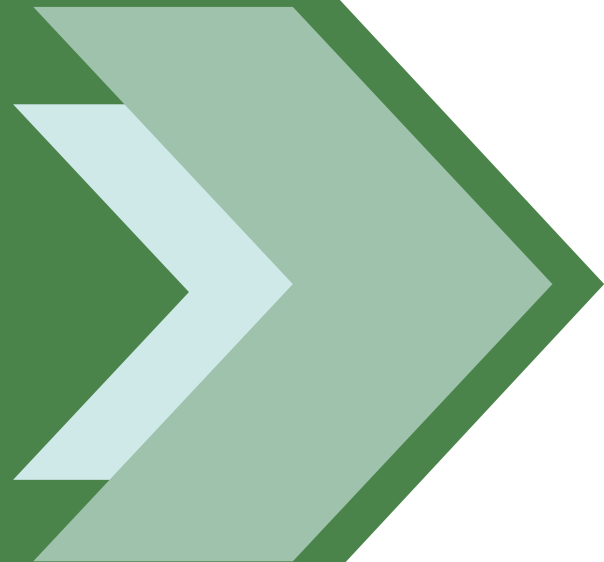


Linear TV dominates, driving 50% of measured Profit

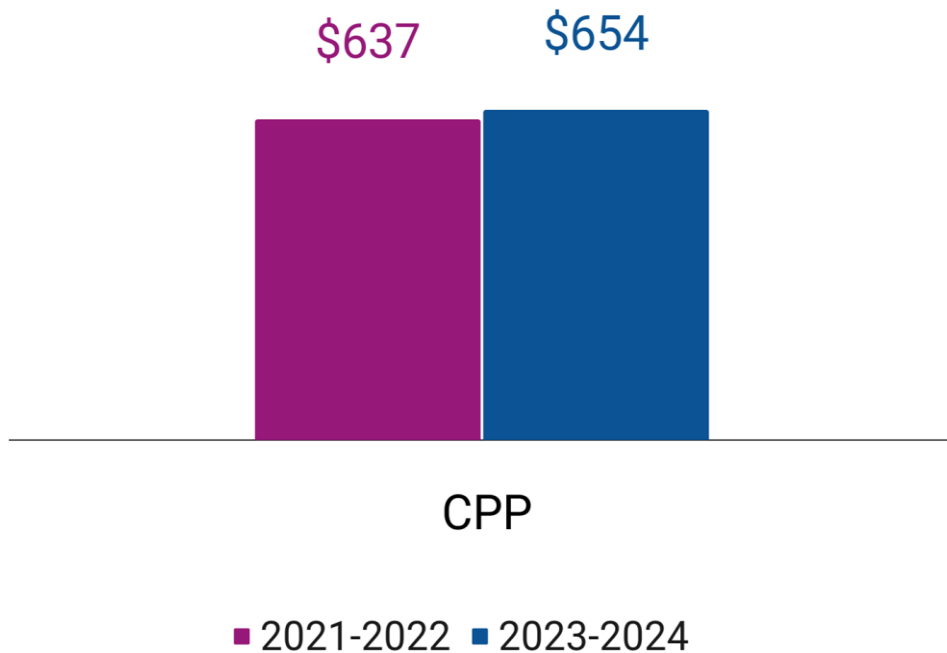


Lower Short-Term ROI
in CTV Only and OLV is
often driven by
insufficient media
working dollars

How can we optimize TV in Canada?



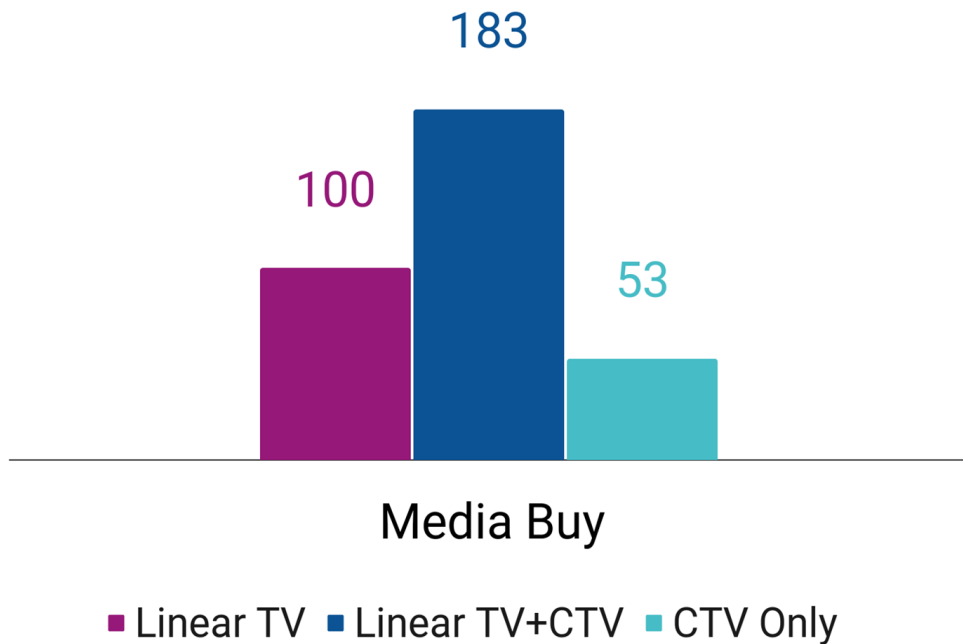
Linear TV Media Inflation is not the issue



+2.67%

**Increase in Linear
TV CPP in the
measured sample**

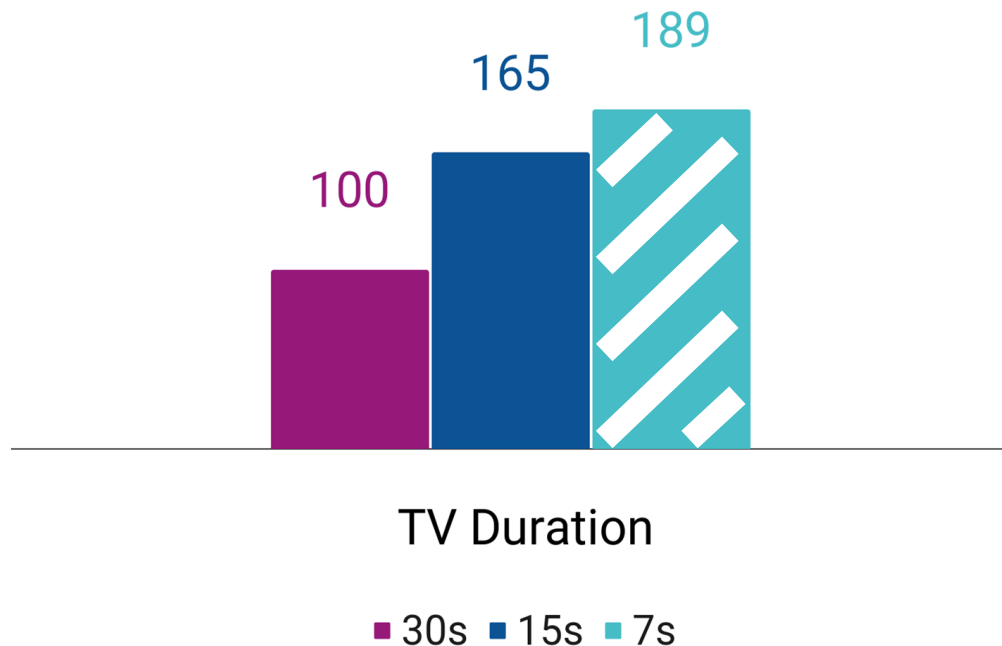
Always use a TV + CTV plan



+83%

**Short-Term ROI
Lift for
Linear+CTV
compared to
Linear-Only**

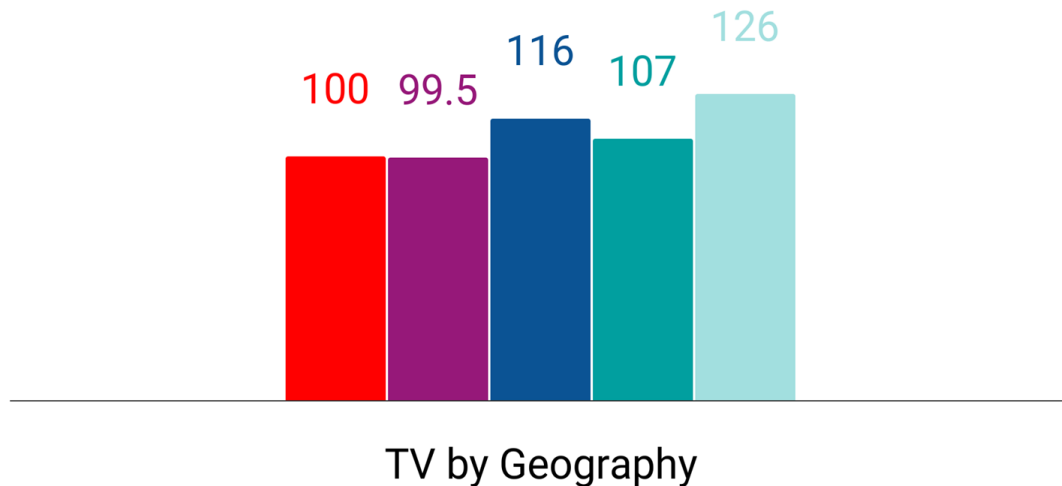
Spread budget using shorter duration, where possible



+65%

**Higher Short-Term
ROI for :15s vs.
:30s, due to cost
efficiency**

Continue leveraging performance of Linear in Quebec



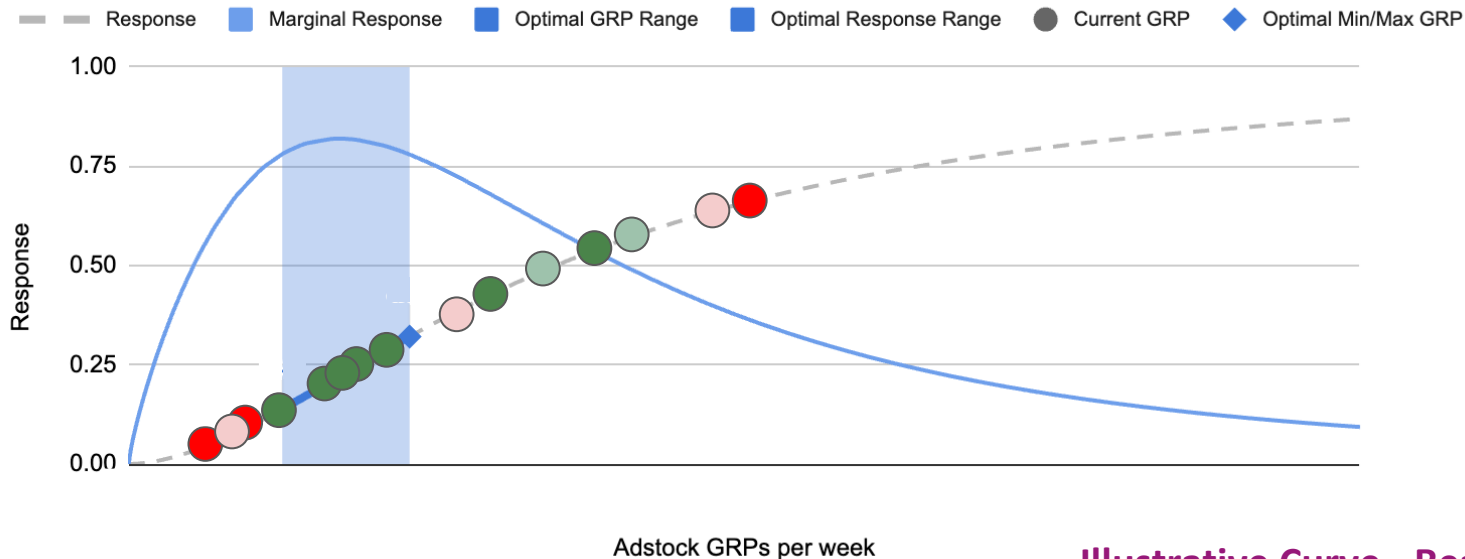
■ Total Canada ■ English Canada ■ Total Quebec ■ Montreal ■ Remaining Quebec

+26%

**Higher Linear TV
Performance in
Quebec outside of
Montreal**

Brands buying optimal weekly flighting win with Media

Marginal GRP-Response Curve



Illustrative Curve - Real Examples



● Profitable TV
● < \$1 ROI

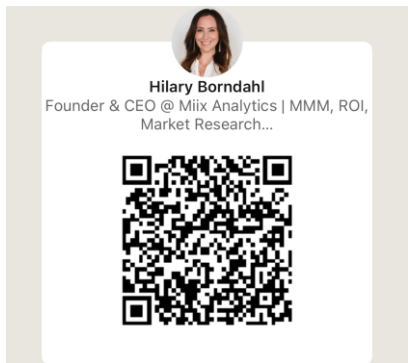
Quick Recap

Optimal Media plans include a Traditional buy

TV should include a CTV component

Don't spread Media too thin - hit minimum thresholds

Canadian Media is profitable. Build the case for your brand



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