

Decision Engine

Intelligently Optimized Marketing

The marketing ecosystem is fragmented

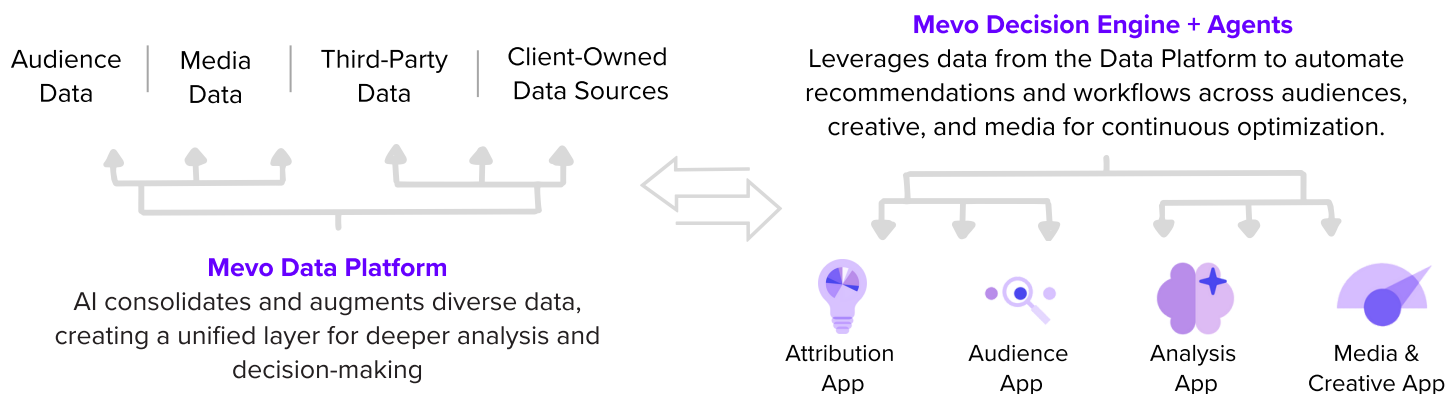
As the complexity of consumer journeys multiply, so do the gaps in data. Privacy restrictions, walled gardens, and multi-device behaviors make it harder than ever for marketers to connect the dots. Traditional tools and static reports can't keep up.

From data to decisions for greater marketing impact and ROI

Powered by predictive intelligence, the Mevo Decision Engine connects every touchpoint to better plan, measure, and optimize media and creative performance—helping grow your business. Mevo isn't just another measurement tool: it models campaigns as your customers actually experience them. With a complete, continuously updated view of the full consumer journey across all data sources, Mevo refines your strategy and drives stronger ROMI.

Unified Ontology: The key to smarter marketing intelligence

Mevo uses an automated ontology to transform messy, complex data into a connected, analytics-ready foundation — enabling smarter AI, faster decisions, and more flexible marketing intelligence.



Why Mevo:

- ✓ Automatically aligns disparately sourced data to a unified ontology
- ✓ Generates high-quality synthetic training data, based on brand's actual market drivers
- ✓ Delivers contextually accurate inputs to AI, optimizing every recommendation and driving better, faster decisions

The result? More efficient and effective campaigns. Maximized returns.

29%

Decrease Cost
per Conversion

35%

Increase
Avg ROAS

23%

Improve
Campaign
Efficiency

\$10B

Marketing
Dollars
Optimized

Decision Engine

MARKETING EVOLUTION.

Plan details

Plan name: Q2 Plan

KPIs: Consideration, Sales

Select KPI weighting

Consideration: 50% (Distribution ratio)

Sales: 50% (Distribution ratio)

Total distribution: 100%

Set plan goal

Plan goal is defined by Budget or Conversion, please select and provide your goal below.

Budget: \$ 1,000,000

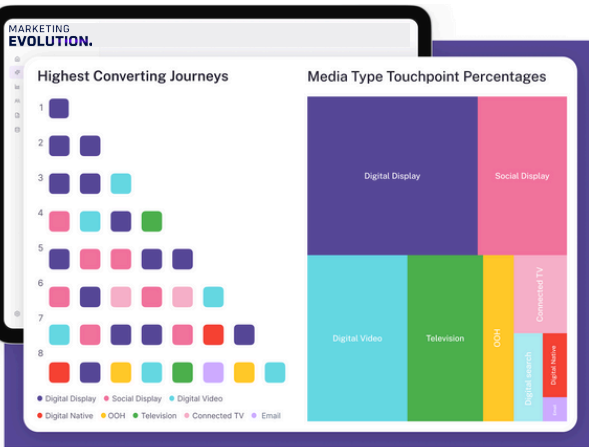
Budget Conversion

Plan

- + Campaigns that resonate with your target audiences by understanding their communication and conversion patterns
- + With better spend allocation recommendations and projected conversions for your desired KPIs
- + By modeling multiple campaign scenarios simultaneously, tackling several KPIs at once from awareness to conversion

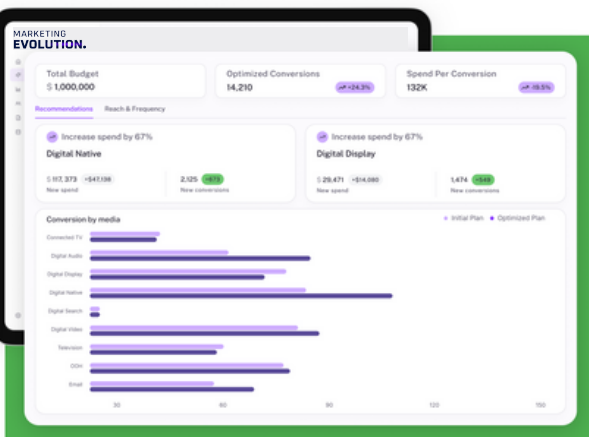
Measure

- + With an uninterrupted view of the buyer journey across all digital platforms and offline channels with beautifully visualized touchpoint data
- + How customers are interacting with top, middle, and bottom of funnel content
- + Both contribution and attribution of media behind conversions in a way that's easy to understand



Optimize

- + Opportunities to re-allocate spend and deliver incremental returns for in-flight campaigns
- + Your parameters (budget, timeline, etc.) to receive recommendations on where to spend your next dollar
- + By identifying granular optimizations at the channel, placement, creative or message level



Mevo transforms chaotic marketing data into a unified, analytics-ready source of truth. It connects data across multiple sources, making it accessible for dashboards, business intelligence analysis, and AI training. With expert-led onboarding, Mevo automates data with no-code integration, cleaning, and structuring, while conversational AI provides insights with ease. Designed by marketers for marketers, Mevo generates customer journey datasets, measurement insights, and optimization recommendations—driving smarter, faster, ROI-driven decisions.

Unlock the full potential of
your marketing data

Contact us to learn more

