

Artefact achieves Google Meridian Certification, enhancing Marketing Mix Modeling Capabilities for Clients Worldwide

Paris, January 31, 2025 – Artefact, a global leader in data & AI consulting services, is proud to announce that it has achieved [Google Meridian Certification](#) for Marketing Mix Modeling (MMM). This certification solidifies Artefact's position as a trusted partner in leveraging advanced marketing analytics to drive better, data-informed decisions for clients.

As a certified partner of Google Meridian, Artefact can now offer its clients exclusive access to powerful tools and insights that enhance the effectiveness of their marketing strategies. By integrating Google's Meridian platform with Artefact's innovative MMM solutions, clients will benefit from a comprehensive approach that empowers them to maximize their marketing investments and optimize return on investment (ROI) across campaigns, media, and channels.



The Artefact's Marketing Mix Modeling measures the true impact of the marketing & media investments of enterprises.

It allows for strategic decision-making taking into account media & marketing budgets, Brand Power (based on share-of-search, social listening, and brand tracking), pricing, promotions, product launches, merchandising, and distribution. It captures both the short and long-term effects of media and brand on revenue. We have a repository of different models that can be applied based on specific tailored models:

- Custom Bayesian Hierarchical Model: For campaign-level insights.
- Directed Acyclic Graphical Causal Model: To capture direct and indirect effects of media on revenue.
- Geo-specific insights powered by Google Meridian: Leveraging Reach & Frequency data to understand geographic variations in campaign performance.



This multi-faceted approach enables Artefact to deliver precise, actionable insights that help clients refine their strategies, optimize budgets, and identify new opportunities for growth.

Google Meridian is a leading tool with advanced GenAI technology for building advanced MMM models.

It is the perfect tool for marketing measurement, marketing, and monetization, and brings unmatched data analysis capabilities to the table. It is an open-source Marketing Mix Modeling framework that enables businesses to measure the effectiveness of their marketing campaigns across multiple channels.

“Marketing measurement has reached a critical inflection point. As data privacy constraints grow and media ecosystems become more fragmented, traditional approaches to Marketing Mix Modeling struggle to keep pace. That’s where we believe Meridian comes in – it will empower marketers to navigate complexity, uncover actionable insights, and drive real business growth in a privacy-first world” says **Boudewijn Beks**, Team Manager, Media Effectiveness, at Google Northern Europe.

As a certified partner of Google Meridian, Artefact empowers clients to harness the platform’s full potential. This partnership grants exclusive access to advanced tools and features, enabling more efficient and effective marketing strategies. With expert support and specialized insights directly from Google, Artefact ensures that clients receive the guidance they need to navigate challenges and stay ahead of the competition. Additionally, the powerful data analysis capabilities of Google Meridian allow Artefact to refine targeting strategies and optimize campaign performance, delivering superior results for its clients.

Achieving Google Meridian certification provides significant benefits to Artefact’s clients.

Through exclusive training and resources, clients gain a comprehensive understanding of the Meridian tool’s capabilities, enabling them to maximize its potential effectively. Certification also enhances Artefact’s credibility, reinforcing its position as a trusted expert in the marketing analytics space. Additionally, certified clients receive priority access to new features and tools introduced by Google, ensuring they stay ahead in the rapidly evolving marketing landscape.



“We’re excited to have earned Google Meridian Certification,” said **Siddarth Mohan**, Director of Data Science and Global Lead for Marketing Mix Modelling at Artefact. *“This partnership not only affirms our expertise in data-driven marketing but also gives our clients an unparalleled advantage in optimizing their marketing efforts. With Google’s cutting-edge technology and our advanced MMM solutions, we’re ready to help businesses achieve even greater success.”*

ABOUT ARTEFACT

Artefact is a global leader in data & AI consulting services dedicated to transforming data into business impact across the entire value chain of organizations. We offer a comprehensive set of data-driven solutions, built on data science and AI technologies, delivering projects at scale in all industry sectors. In addition to its expertise in data transformation and marketing, Artefact is a [Google Marketing Platform Reseller](#) and a [Google Cloud Premium Partner](#), further enhancing its ability to provide clients with cutting-edge solutions across data strategy, AI-driven customer experiences, and marketing optimization. Our 1500+ employees operate in 23 countries and we partner with 1000 clients, including 300 major brands like Samsung, L’Oréal, Orange, and Sanofi.

For more information, please visit [Artefact](#)

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