

Charts and graphs from the  
Brand MMM survey, carried  
out in the summer of 2026

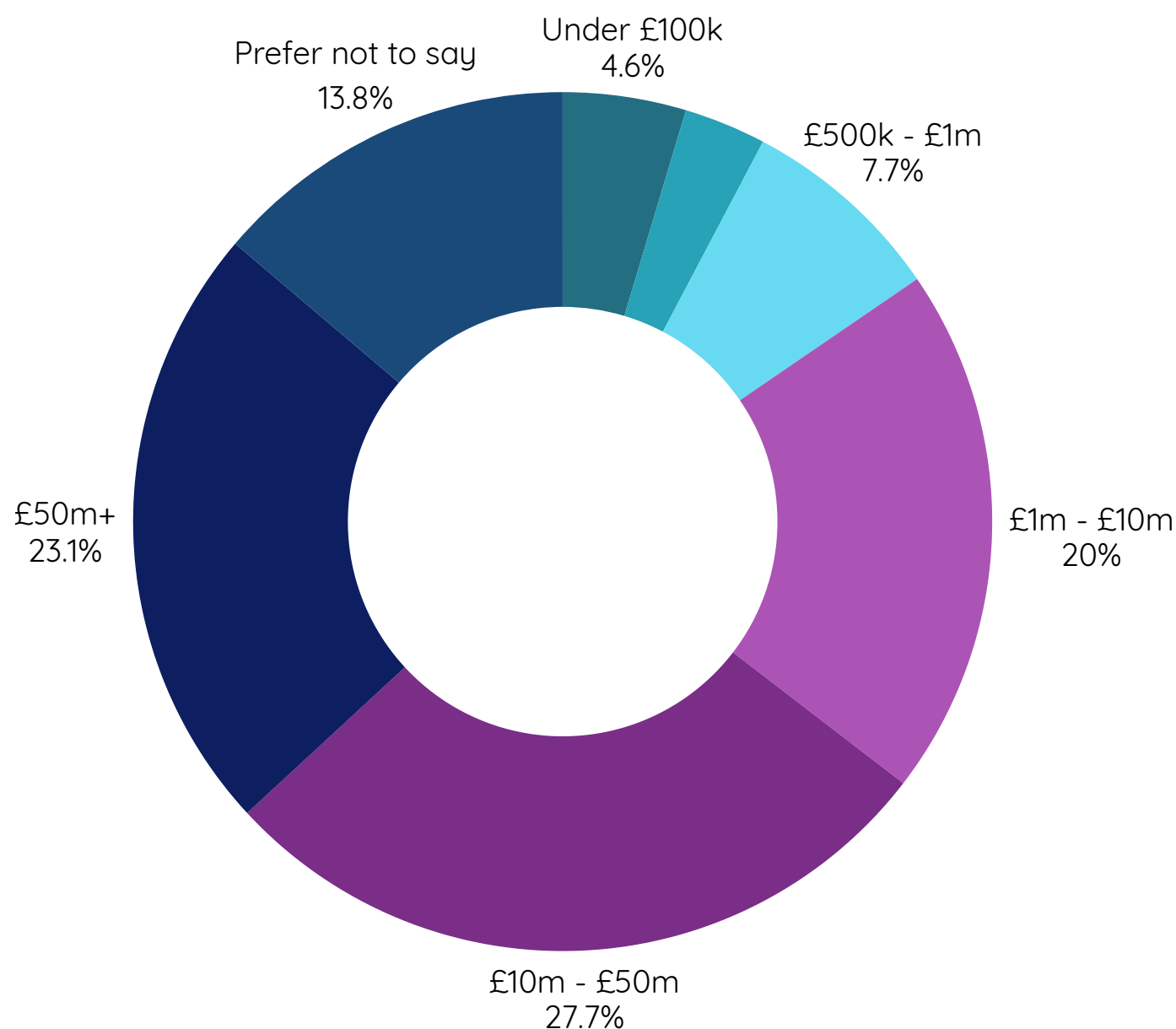
September 2026

# Charts & Graphs from the MMM Survey

We ran a self-selecting brand and advertiser survey across June, July and August 2026. It could be filled in anonymously and all of the questions were optional. We received 67 responses.

The survey sought to understand how widespread the use of MMMs is among brands running affiliate programmes, and how the data and insights they produce is used to make strategic and budgeting decisions.

**Q. What is your annual digital marketing spend?**

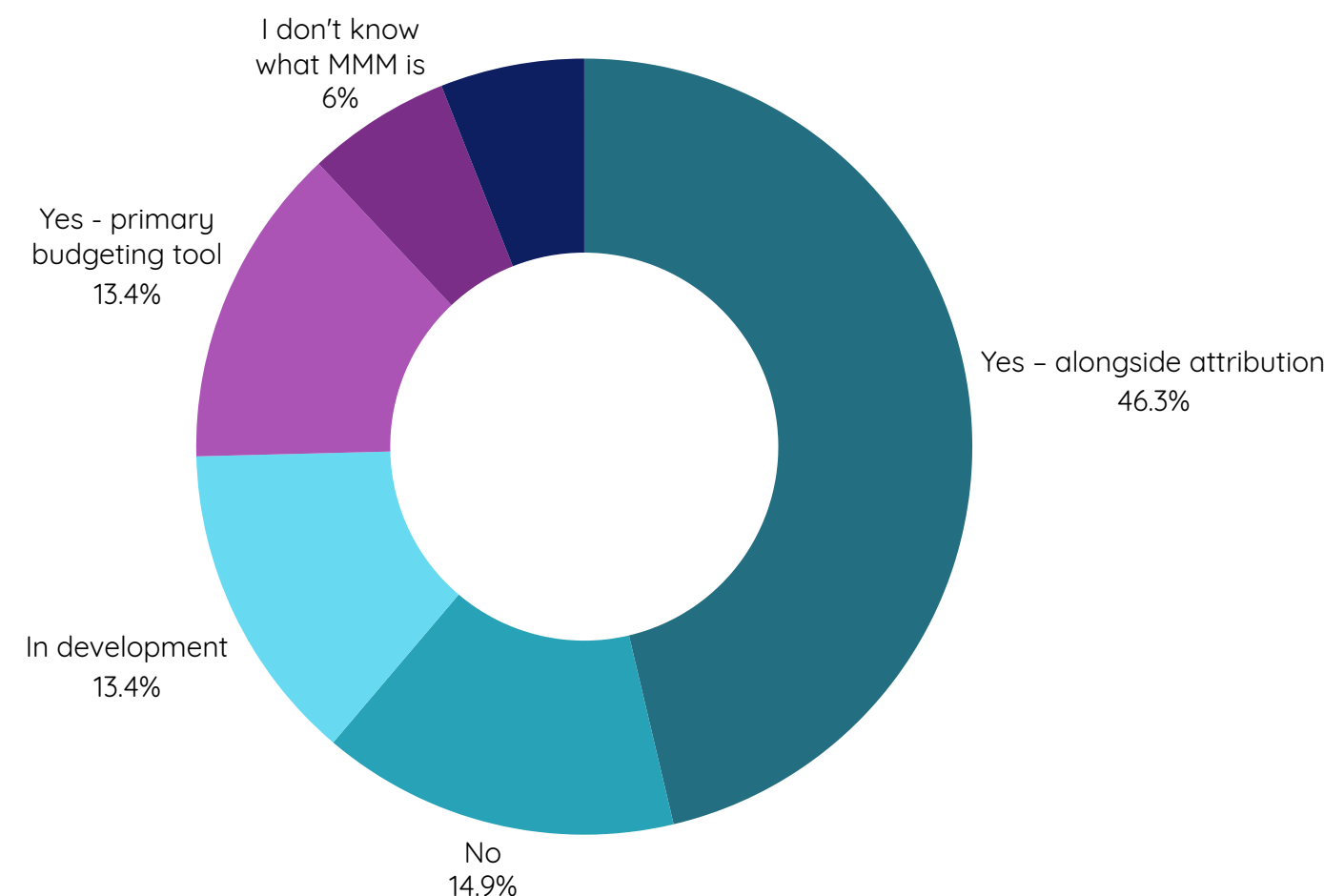


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MMM is already in use for 40 respondents (59.7%): 31 use it alongside attribution and 9 as a primary budgeting tool. A further 13 are developing or planning an MMM, while 10 do not currently use one.

**Q. Does your business currently used a Marketing Mix Model (MMM)?**

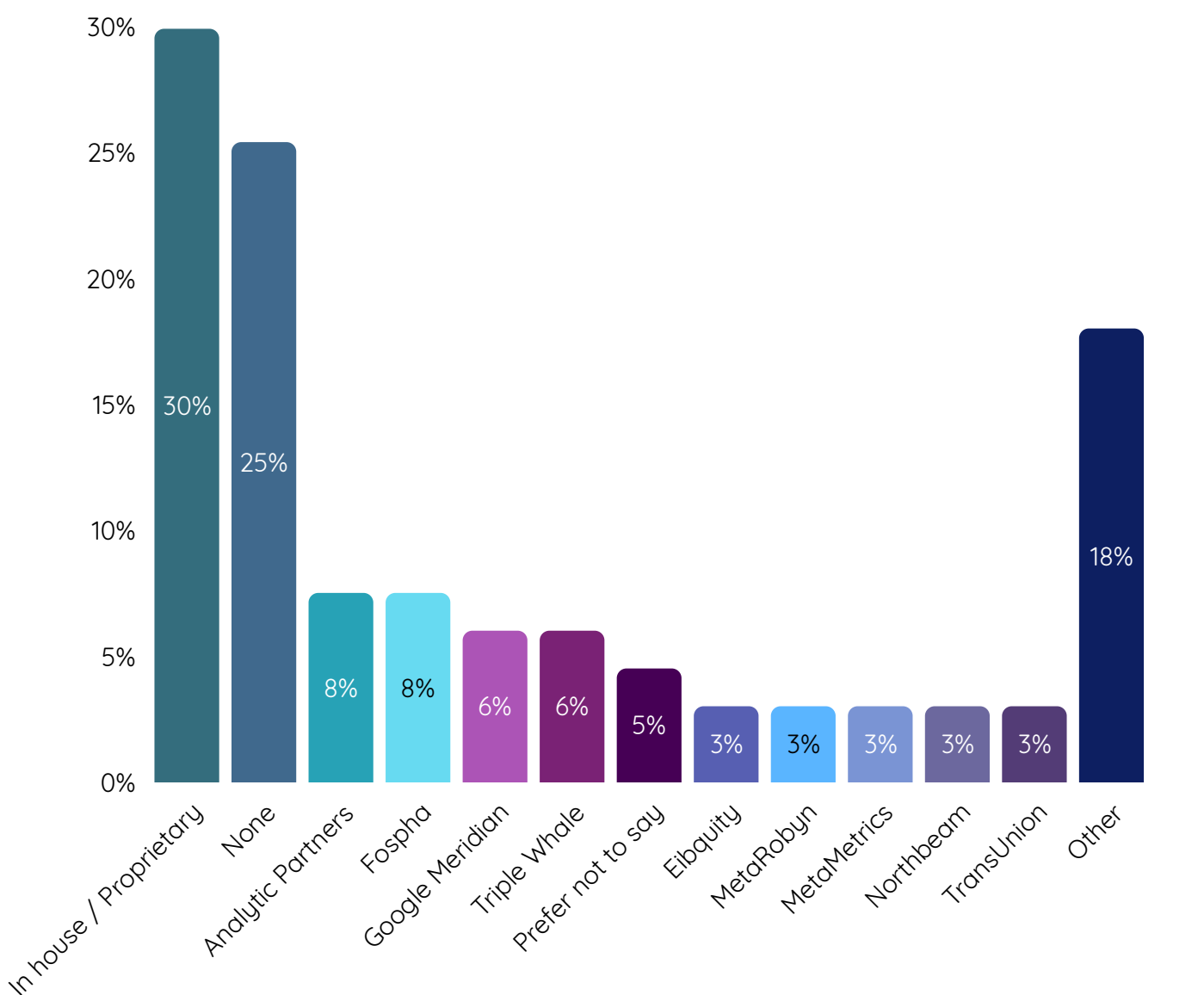


# Charts & Graphs from the APMA Publisher Survey

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There is very little shared ground on how MMMs are used by brands. The vast majority said None or in-house. This in-housing may be using some of the off-the-shelf solutions provided by Google. The lack of a universal solution creates a challenge for the channel in finding common ground and standardisation.

**Q. Which MMM provider do you use? If you use more than one, you can select all that apply.**

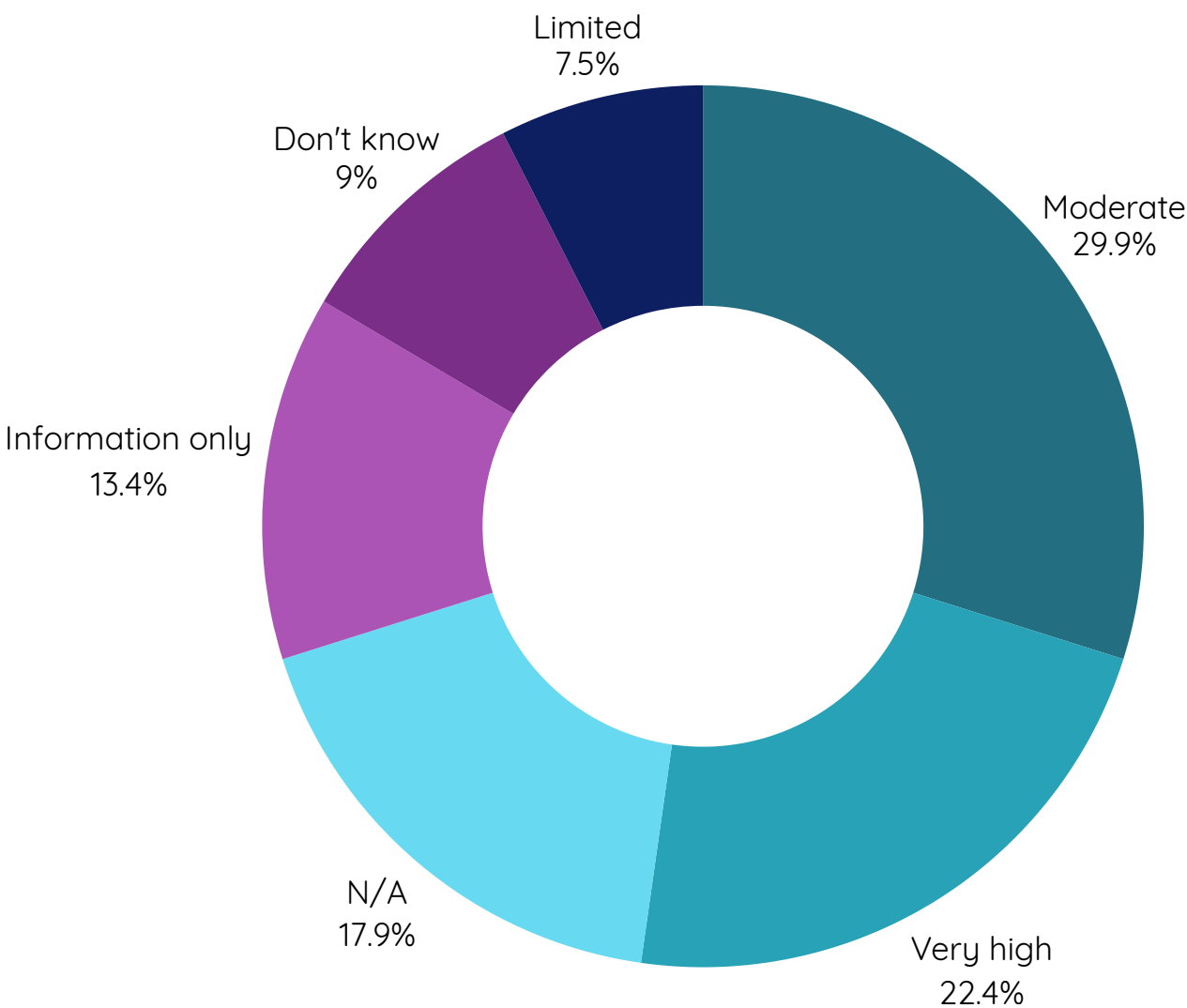


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Among all respondents, 35 describe MMM influence as moderate or very high (52.2%). Fifteen say it has very high influence. Twelve selected not applicable and six did not know.

## How much influence does MMM have on marketing budget decisions?

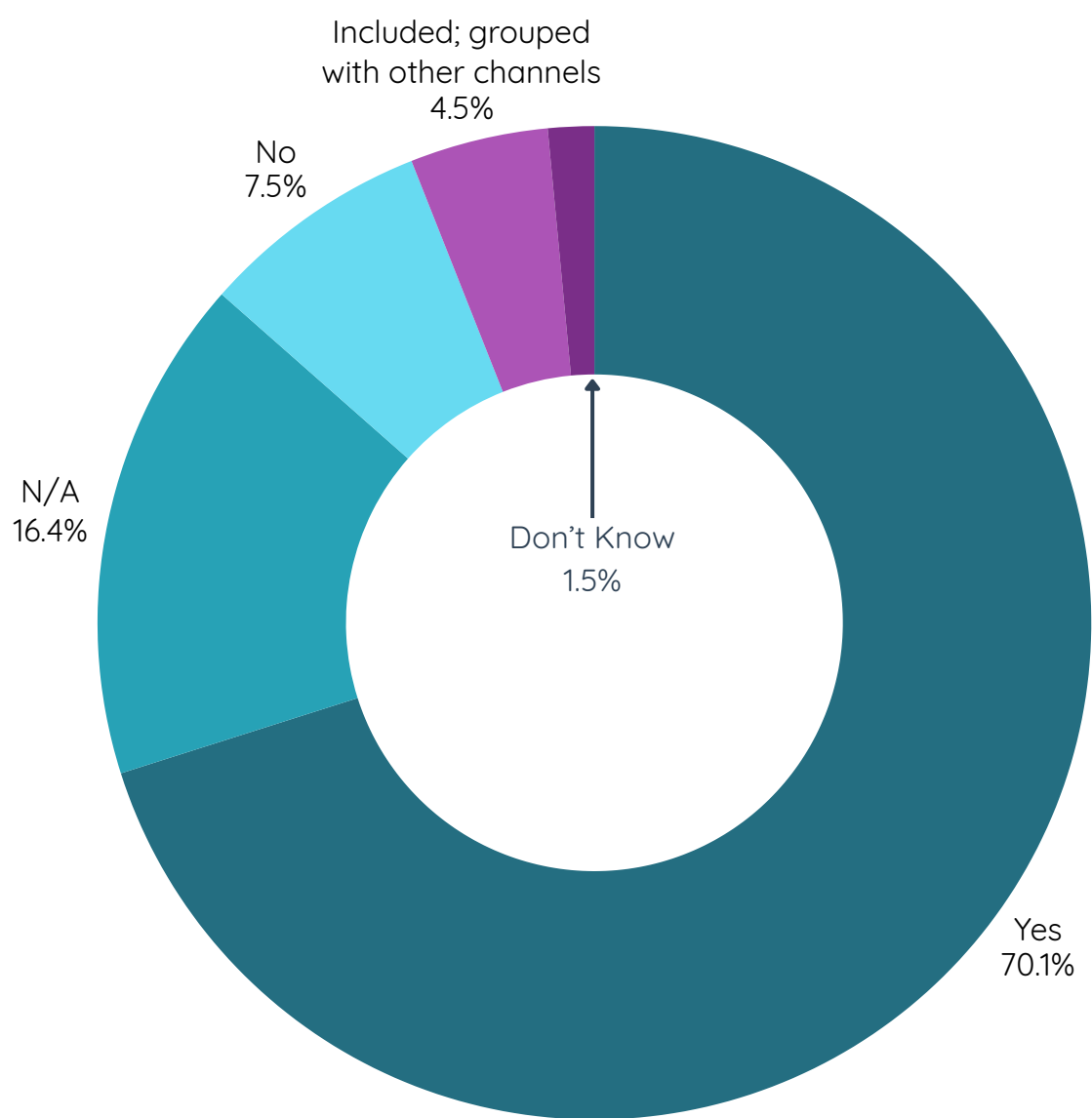


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Affiliate is measured as a distinct channel for 47 respondents (70.1%). Five say it is not distinct, and three say it is included but grouped with other channels; 11 selected not applicable.

**Q. Is affiliate measured as a distinct channel in your MMM?**

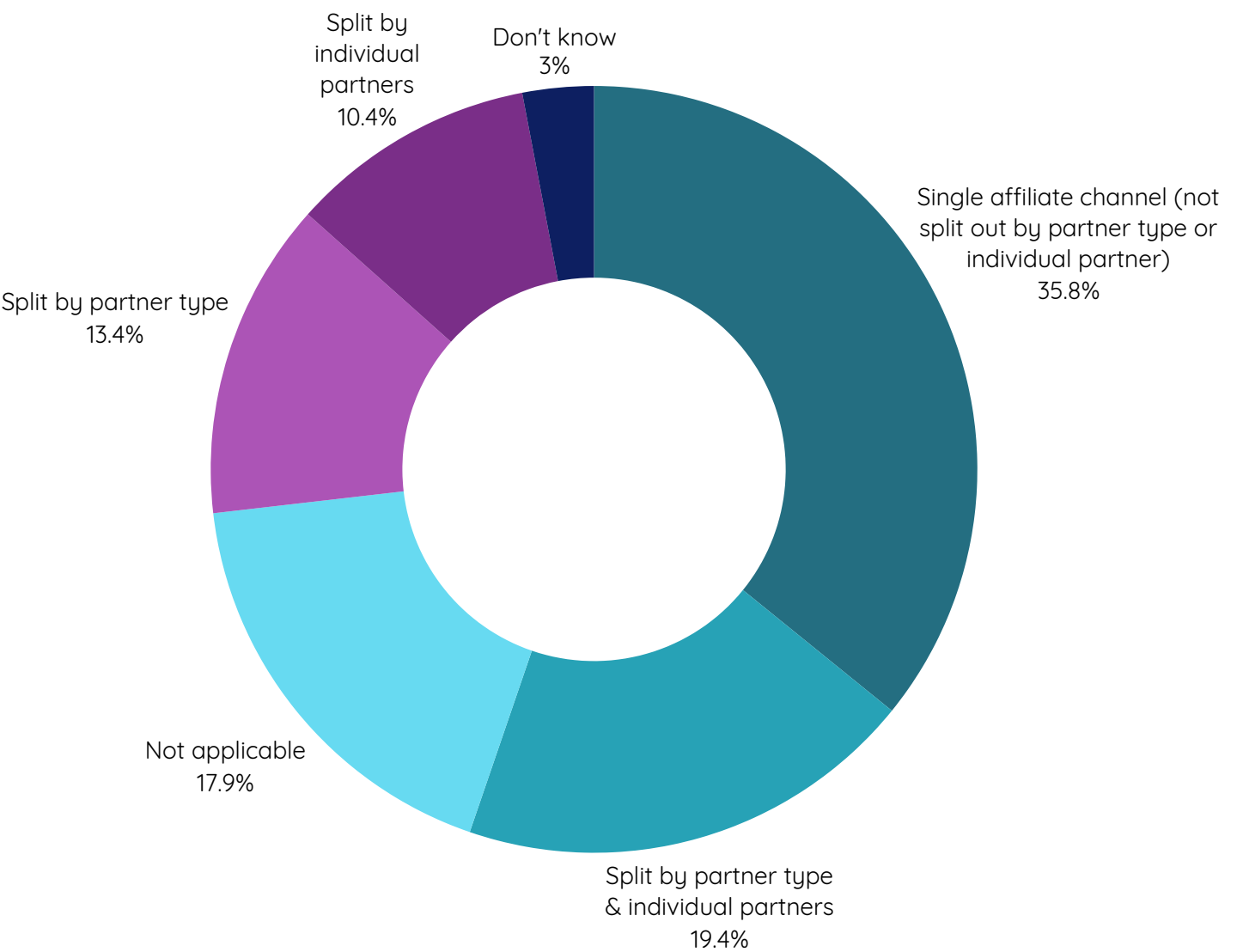


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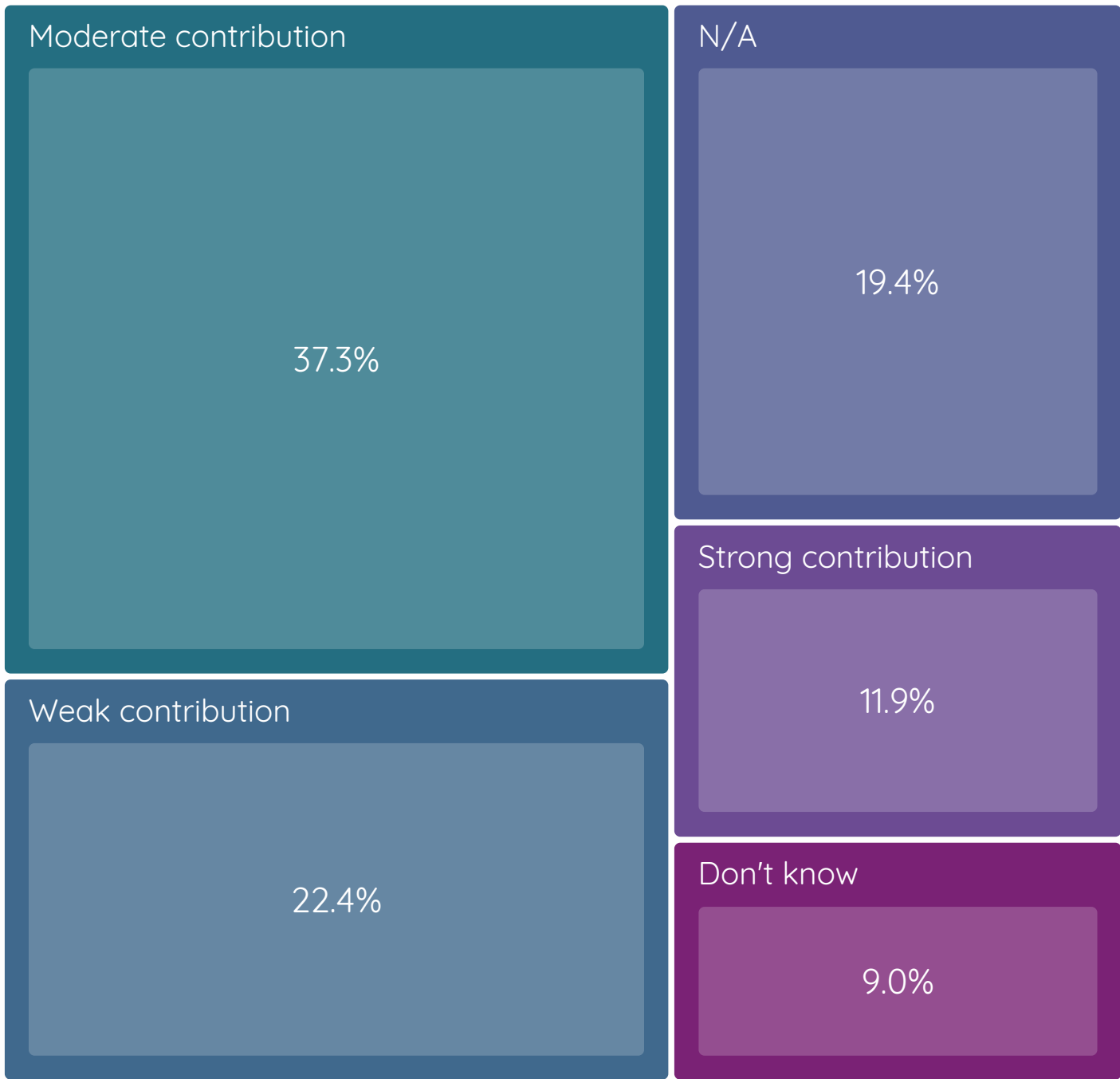
The most common representation is a single affiliate channel with no partner-level split (24; 35.8%). Twenty-nine respondents split affiliate by partner type, individual partner, or both.

## Q. How is affiliate represented?



# Charts & Graphs from the MMM Survey

Q. Based on your latest MMM output, how would you describe affiliate's contribution?



Full answer options:

**Moderate contribution** — comparable to other digital channels; **Weak contribution** — below other digital channels; **Not applicable**; **Strong contribution** — better than other digital channels; **Don't know**; **Cannot tell** - affiliate not visible separately

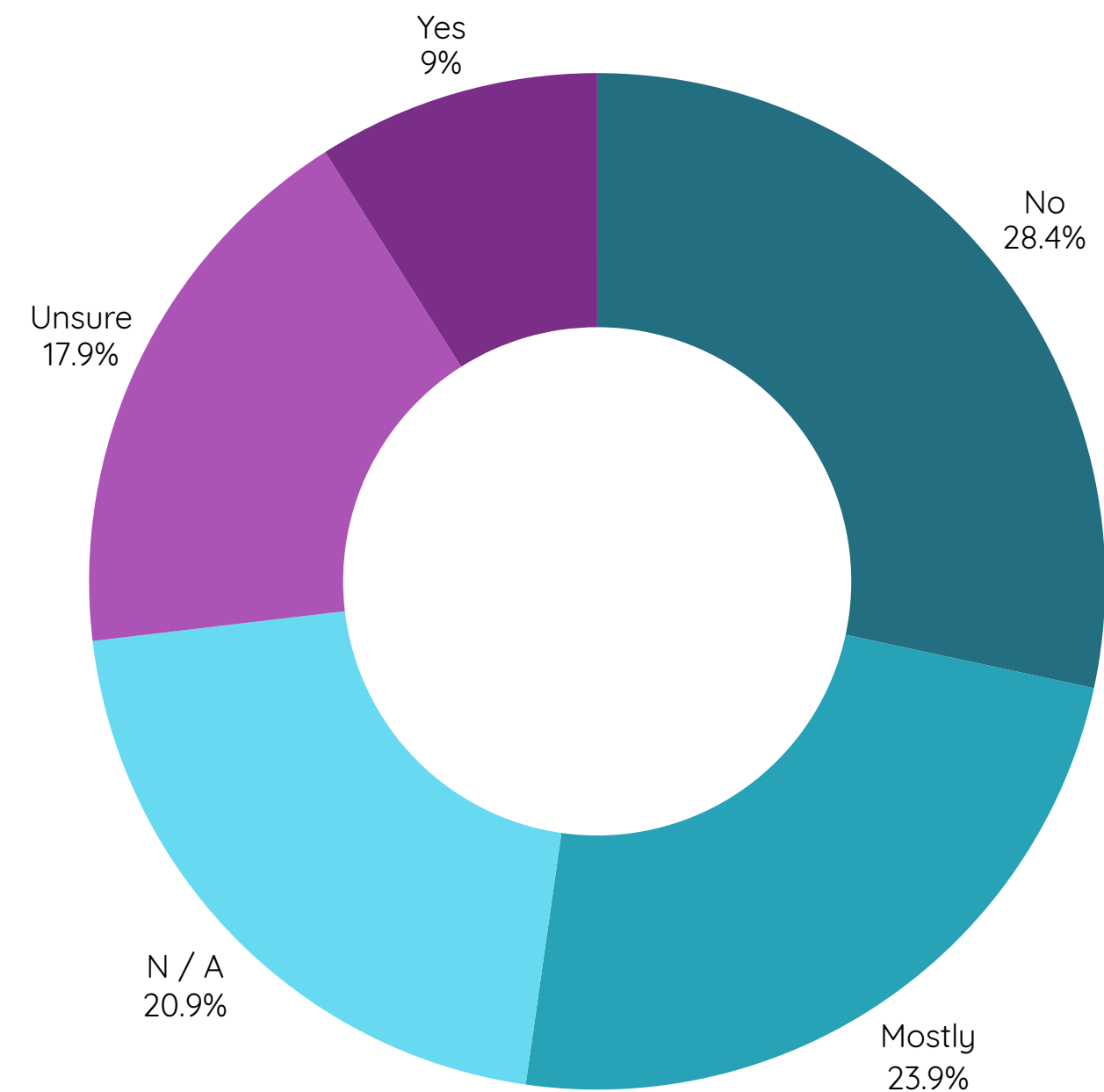


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We ran a self-selecting brand and advertiser survey across June, July and August 2026. It could be filled in anonymously and all of the questions were optional. We received 67 responses.

Only 6 respondents (9.0%) say their MMM measures affiliate accurately. Nineteen say no, 16 say mostly, 12 are unsure and 14 selected not applicable.

**Q. Do you believe your MMM measures affiliate marketing accurately?**

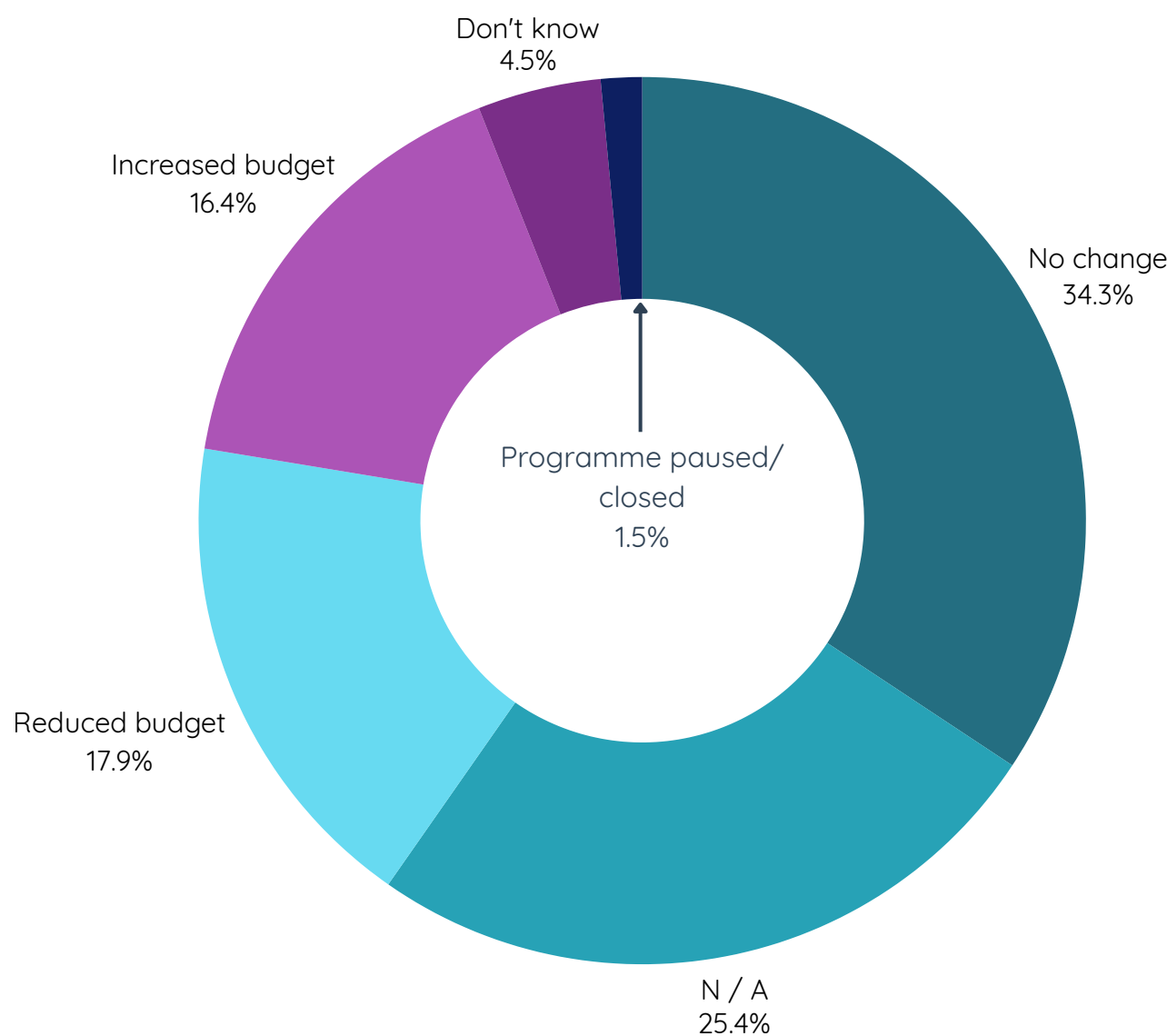


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MMM has reduced affiliate budget for 12 respondents and increased it for 11. The largest group reports no change (23). One respondent says the programme was paused/closed.

**Q. Has MMM output influenced affiliate investment during the last 12 months?**

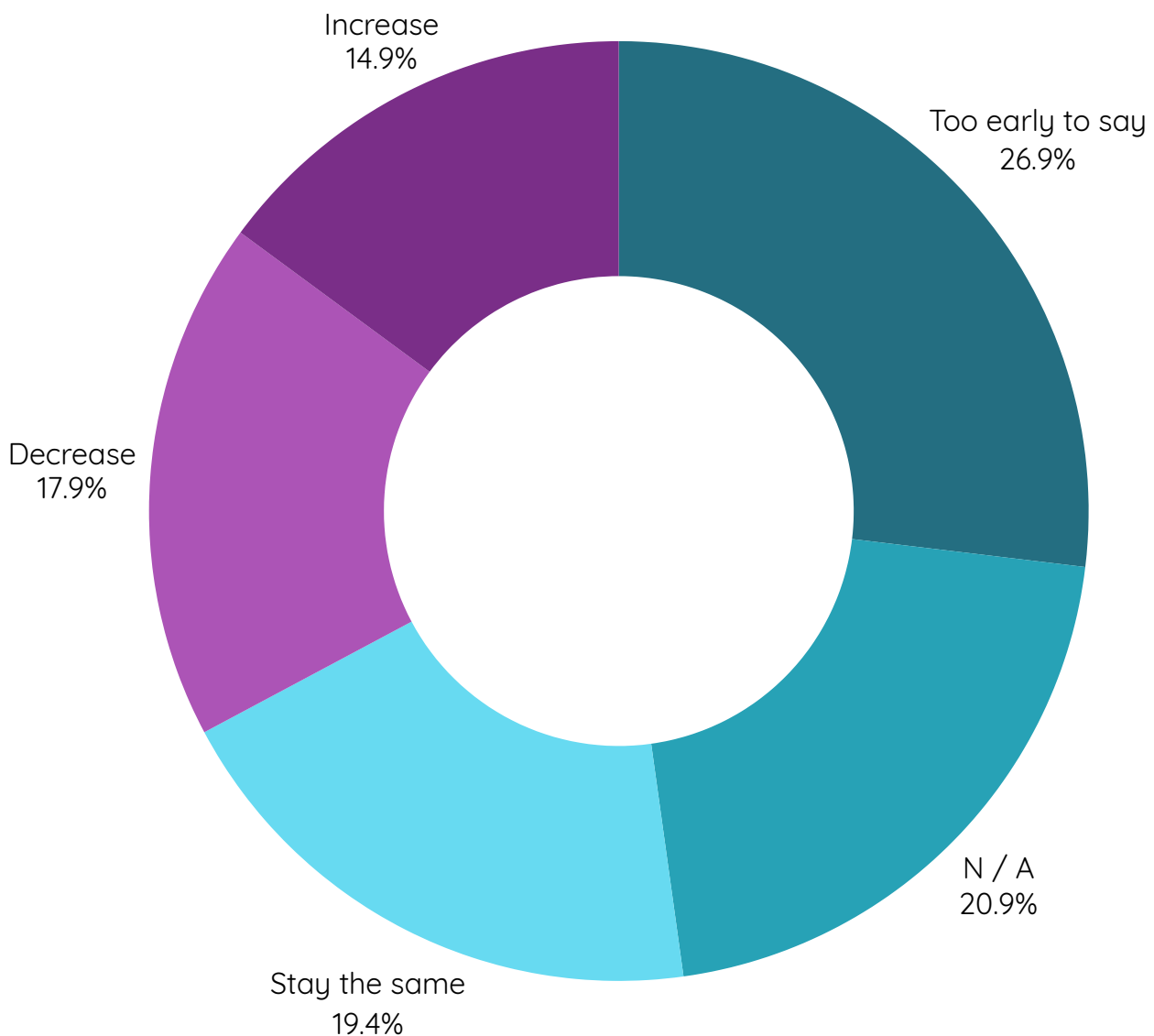


# Charts & Graphs from the MMM Survey

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Expectations are mixed: 10 expect MMM findings to increase affiliate investment and 12 expect a decrease. Thirteen expect no change, while 18 say it is too early to tell.

**Q. Looking ahead, do you expect MMM findings to increase or decrease affiliate investment?**



# Further insights

## **Q. What are the three biggest measurement challenges you currently face with the affiliate channel?**

Incrementality emerges as the clearest measurement challenge. More than half of respondents selected difficulty demonstrating the incremental value of affiliate activity, putting it some distance ahead of any other individual issue.

But the results also show that the problem is broader than incrementality alone. Measuring upper-funnel, assisted and cross-channel journeys is a significant concern, as is understanding affiliate's role within AI search and other emerging customer journeys.

There is also a notable group of challenges around the measurement systems themselves.

Around a third of respondents said that MMM, attribution platforms and affiliate reporting can produce conflicting results, while others pointed to insufficient data, affiliate being undervalued within measurement systems, or the channel being treated as a single entity rather than differentiated by publisher type.

Only five respondents said they faced no significant measurement challenges.

# Further insights

## **Q. Please tell us more about the most important challenge you selected**

The optional comments add useful context to those results.

Among the 34 respondents who provided more detail, problems with the underlying data were the most commonly identified theme. Respondents also frequently discussed the difficulty of establishing incrementality or running sufficiently robust tests, alongside situations where different attribution and measurement systems produce conflicting answers.

The comments also suggest that these aren't purely technical problems.

Internal trust, buy-in and budget pressure appeared repeatedly, while some respondents highlighted the practical limitations of MMM itself, including the scale of spend required to produce meaningful results and the difficulty of separating different types of affiliate activity.

Because these themes are based on automated coding of optional responses, they should be treated as indicative rather than definitive.

# Further insights

## **Q. What could the industry do to help?**

The strongest message from the 28 respondents who answered this question is a desire for practical help rather than another measurement theory exercise.

Best-practice guidance on how affiliate should be represented within MMM and attribution was the most frequently mentioned area, with respondents also asking for support around incrementality testing and better provision of data from networks and publishers.

There is also demand for material that helps affiliate teams make the case internally, including education, case studies, benchmarks and industry norms.

AI and emerging measurement approaches feature too, but less prominently.

Taken together, the responses point towards a role for the APMA in helping establish what good affiliate measurement should look like, providing practical frameworks to support it, and improving the quality and consistency of the information available to both measurement teams and affiliate practitioners.