

CASE STUDY

Better budget allocation with Meridian MMM



Primary Marketing Objective(s)

- Increase Marketing Efficiency
- Budget Optimization



"The aim was to no longer leave budget decisions to chance or gut feeling. The implementation of Meridian-MMM by our partner Digitl makes it possible to write a comparable ROI behind all channels now. A game changer for our future budget planning and management."

Frank Sieler | CMO

The Challenge

fluege.de is a well-known brand in the tourism industry, which heavily uses online advertising (e.g. paid search) as well as further online formats such as streaming and YouTube. With the decline of third party cookies, raising privacy regulations and other evolving tracking challenges, measuring campaign effectiveness and attributing revenue to the right channels became cumbersome. To overcome those challenges, fluege.de decides to use Meridian - the open-source Marketing Mix Modeling library from Google launched beginning of 2025.

The Approach

The Digitl team conducted a Marketing Mix Modeling project that was tailored to the needs of fluege.de, whereas Meridian's innovative methodology was applied. After several workshops, e.g. explaining the measurement of marketing effectiveness, define the individual model setup as well as data collection and understanding, a suitable model was built. On top of this various optimization scenarios for future efficient budget allocation were calculated.

Partnering with Digitl

Digitl is a certified Google Launch Partner of Meridian and worked with Meridian. As an independent marketing technology provide Digitl, supports its clients to set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science, and marketing intelligence. Thereby, Digitl's independence allows an unbiased view on media effectiveness approaches to ensure each dollar is spend in the most efficient way.

The Results

The use of Meridian's Data Platform simplified the entire data collection process, enabled the inclusion of Google Query Volume and valuable reach and frequency data. All this contributed to the best possible data quality, which is the basis for a superior MMM. An important result of the final Meridian model was the individual value contributions and return on investments (ROIs) of all marketing channels. In addition, the results provided insights into the level of the baseline and the response curves of each channel. With this knowledge and the model-based recommendations for budget optimization, future budget decisions can now be made. In addition, the project has fostered greater cross-channel discussion within fluege.de company, particularly with regard to the provision and automation of marketing data and Meridian model setup.

3 years

of data and 10 channels being analysed with Meridian

Great model performance with

90%

of revenue explained

+3.8%

incremental revenue with optimized allocation

