CASE STUDY

home24 Finds Marketing Optimum for Core Markets with Meridian

Primary Marketing Objective(s)

- → Strategic multi-market budget allocation
- → Increase marketing efficiency
- → Budget allocation optimization

“We’ve successfully identified a way to continuously balance our marketing spend for our core markets. Meridian helps us understand the true contribution of channels like YouTube. This transparency has shed light on our budget allocation and provides a data-driven foundation to scale our marketing spends with confidence."

Dr. Sascha Vitzthum | CMO

The Challenge

home24, a leading e-commerce platform for home and living, wanted to measure the true effectiveness of its marketing mix across seven different countries. Through a Meridian project, the company looked for a reliable way to strategically allocate budgets across both online and offline media. The goal was to find the optimal sweet spot for marketing spend to ensure the best possible outcome for the business across all different markets individually.

The Approach

home24 developed a Meridian model with Digitl using three years of data. The project followed a phased rollout, starting with the core markets Germany, Austria, and Switzerland, before expanding to the remaining four countries. To build robustness, the model included seasonal peaks, discounts, and vouchers as key inputs alongside the "profitable revenue" key performance indicators (KPIs). This setup provided accurate results and optimization scenarios.

Partnering with Digitl

For the implementation, home24 partnered with Digitl, an independent marketing technology provider specializing in digital analytics, ad technology, data science, and marketing intelligence.

The Results

The MMM Meridian project gave home24 a transparent view of German marketing performance, explaining 83% of the KPIs and validating channel return on investment (ROI). A key finding was that YouTube is a high-impact driver in Germany, with an optimized budget allocation offering a 10% potential increase in profitable revenue. Hence, home24 will increase its Google Display media budget to steer its investment and maintain an efficient marketing balance.

3 years of data and 10 channels being analysed with Meridian

Great model performance with **83%** of profitable revenue explained

+10% potential incremental profitable revenue with optimized allocation

Meridian Certified Partner

Google Cloud Partner

Specialization Marketing Analytics Google Cloud

Google Marketing Platform Sales Partner

Google Marketing Platform Certified

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