

CASE STUDY

vertbaudet Identifies Key Revenue Drivers Using Meridian MMM



Primary Marketing Objective(s)

- Identify Key Revenue Drivers
- Incorporate External Factors

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“Meridian has given us a much clearer picture of our core revenue drivers. By accounting for variables that were previously hard to quantify - such as seasonality and promotional discounts - we’ve moved toward a more informed approach to our budget planning. These insights provide a solid foundation for future experiments and budget allocation.”

Lorena Unger | Team Lead Online Marketing

www.vertbaudet.de | www.digitl.com

The Challenge

vertbaudet, a French-founded European pure-player specializing in children’s fashion, nursery furniture, and maternity wear, faced the challenge of measuring the true effect of its multi-channel marketing. Operating with an ecosystem spanning Google Shopping, direct mailings, and social media, the brand needed to identify its most influential revenue drivers. vertbaudet sought a data-driven methodology to distinguish organic baseline sales from incremental lift and optimize its total budget.

The Approach

Partnering with Digitl, vertbaudet developed a Marketing Mix Model with three years of historical data and net revenue as the core KPI. To ensure stability, high-volume channels were split by product category and intent, while smaller channels were strategically grouped. Crucially, the model integrated a wide range of control variables like discount rates and weather as these were identified as critical business drivers.

Partnering with Digitl

As a certified Google Meridian Partner, Digitl is an independent marketing technology provider specializing in digital analytics, ad technology, data science, and marketing intelligence. Digitl supports its clients to set up and leverage their entire marketing technology stack. This independence enables an unbiased, data-driven approach to media effectiveness, ensuring every marketing dollar is invested in the most efficient way.

The Results

The model successfully functioned as a Proof of Concept, explaining 96% of net revenue and establishing a solid foundation for identifying the contributions of 12 marketing channels.

The results confirmed that a mix of search-based, high-reach social media channels, and discount promotions are the primary drivers of incremental revenue. It is important to note that for the strategically grouped channels, insights could only be generated at a group level. To assess the individual performance of channels within these groups, further analysis using attribution and incrementality testing is required. Despite this limitation, the model already provides actionable guardrails: The analysis identified channels nearing saturation as well as untapped potential in social media marketing. A budget reallocation based on these findings led to a 6.3% increase in incremental net revenue in the optimization scenario, serving as a basis for future budget planning decisions.

3 years

of data and 12 channels being analyzed with Meridian

Great model performance with

96%

of net revenue explained

+6.3%

potential incremental net revenue with optimized allocation

