

Measure. Learn. Grow.

CASE STUDY · ORGANIC INCREMENTALITY

Organic traffic got the credit. Brand ads created the demand.

When a leading fashion e-commerce marketplace ran Meta brand upper-funnel ads in a set of test cities and kept comparable cities dark, the real question wasn't whether organic traffic rose, but how much of it those ads actually caused.

THE BUSINESS



Industry

Fashion & lifestyle · e-commerce marketplace



Media under test

Meta brand upper-funnel ads



Primary KPI

Organic sessions



Secondary KPI

Unique users

THE CHALLENGE

The analytical questions behind the test:

- Do upper-funnel brand ads actually lift organic traffic?
- How much of the organic growth is truly incremental?
- Does the lift reach genuinely new users, not just sessions?
- How do we prove the lift is causal, not seasonal noise?

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How we measured it: a four-stage build

From a clean geo-design to a validated, causal read on organic lift, in four steps.

01

DESIGN

Geo-lift design

Split comparable cities into a live test group and a matched dark-control group, balanced on pre-campaign organic behaviour.

○ **Test on, control dark**

02

ACTIVATE

Upper-funnel flight

Ran Meta brand upper-funnel ads only in the test cities across the campaign window; control cities stayed dark throughout.

○ **Brand ads, test only**

03

MODEL

Synthetic control

Recombined the control cities into a synthetic counterfactual: the organic traffic the test cities would have seen with no ads.

○ **The counterfactual, built**

04

VALIDATE

Guardrail checks

Confirmed the lift with pre-period fit (MAPE), statistical-significance testing and placebo checks before reporting.

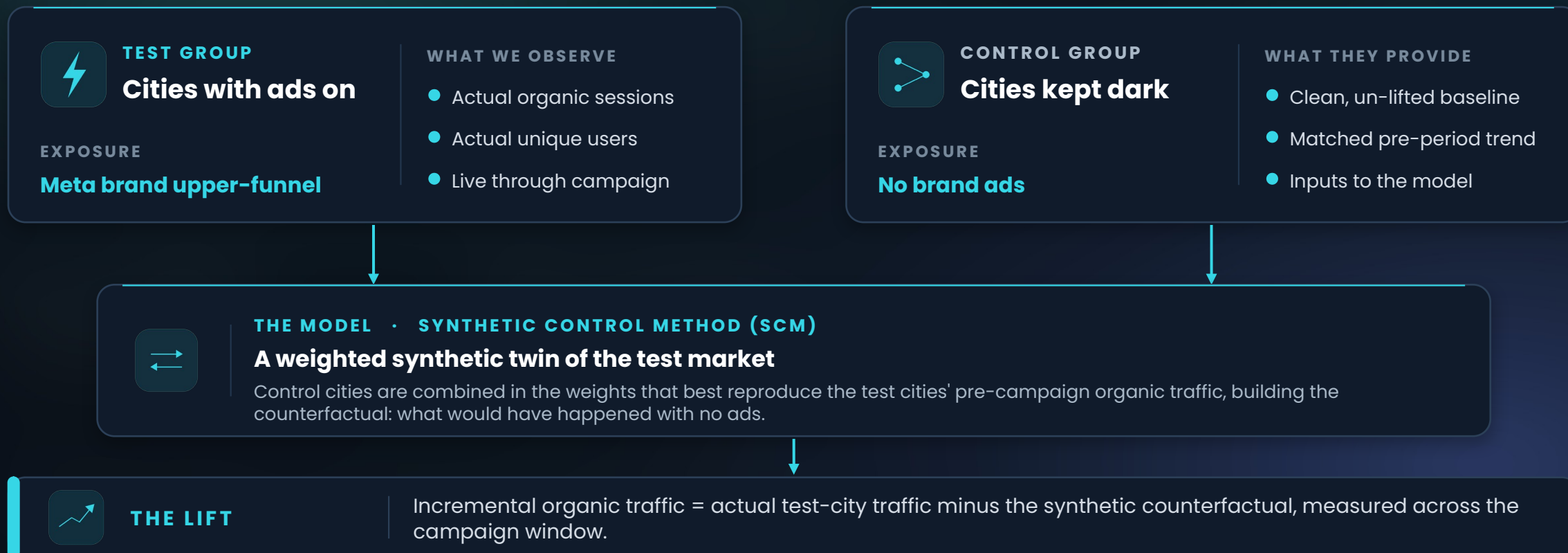
○ **Lift, stress-tested**

Meta brand upper-funnel · Test vs. dark-control cities · Synthetic Control Method (SCM)

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The geo-lift design: a synthetic counterfactual

Comparable cities split into a live test group and a dark control group; the controls are recombined into a synthetic twin of the test market.

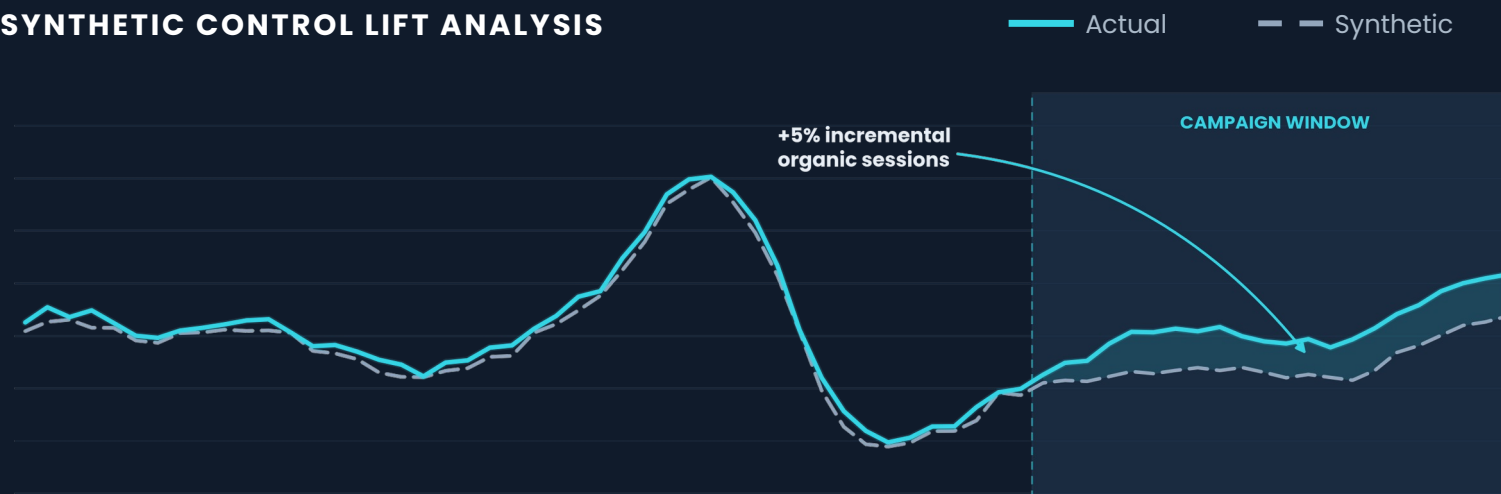


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Topline results: the synthetic-control read

Test-city organic traffic tracks its synthetic twin through the pre-period, then lifts clear of it during the campaign window.

SYNTHETIC CONTROL LIFT ANALYSIS



Pre-period MAPE keeps actual and synthetic locked together before the campaign; the shaded-window gap is the incremental lift.

THE RESULT

+5%

lift in organic sessions
PRIMARY KPI

+3%

lift in unique users
SECONDARY KPI



THE READ

Through the pre-period the synthetic twin fits actual closely; the campaign-window gap is the causal lift, +5% organic sessions and +3% unique users.

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Validation & guardrails: is the lift real?

Before any number is reported, the read is stress-tested three ways, so a +5% lift reflects causal impact, not seasonality or noise.



Minimum MAPE

A strong pre-period fit between actual and synthetic is required before any lift is trusted.



Statistical significance

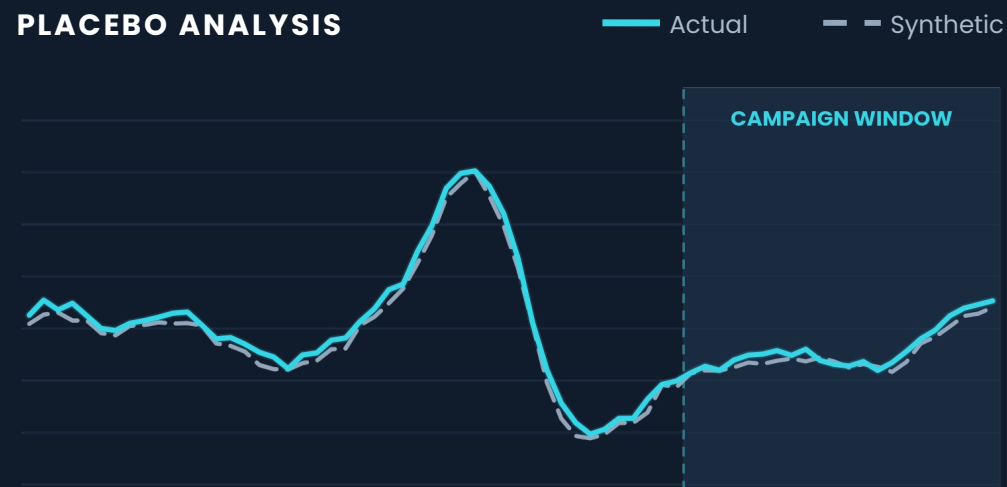
The campaign-window lift is tested for statistical significance to rule out chance.



Placebo checks

Placebo tests on non-test geos confirm no systematic lift where none should exist.

PLACEBO ANALYSIS



No false lift. In placebo geos the actual and synthetic lines stay locked together through the window, confirming the model invents no lift where none exists.

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From brand ads to organic demand. **Measured, not assumed.**

THE OUTCOME

A geo-isolated SCM test turns upper-funnel brand ads from an act of faith into a measured driver of organic traffic.



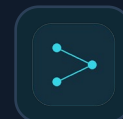
Upper-funnel brand ads shown to cause incremental organic traffic, not merely correlate with it.



+5% organic sessions and +3% unique users, isolated from seasonality and baseline trend.



Every lift validated by pre-period fit, statistical significance and placebo checks.



A repeatable geo-lift + SCM playbook for reading brand media that last-click can't see.



WHAT'S NEXT

The same geo-lift + SCM design reads every future upper-funnel flight, sizing organic lift before spend scales.