

Measure. Learn. **Grow.**

**CASE STUDY** · OFFLINE INCREMENTALITY

# New stores opened the doors. Media filled them.

When a fast-growing fashion brand scaled from D2C into hundreds of offline stores, the real question wasn't whether sales were rising, but how much of that growth its media was actually causing.

## THE BUSINESS



### Industry

Fashion · omnichannel apparel & accessories



### Channels

D2C + Offline Retail + Marketplace



### Growth mode

Rapid store expansion across India

## THE CHALLENGE

As the store network scaled fast, the brand needed to know:

- What is media's true impact on offline sales, channel by channel?
- How much growth comes from new stores vs. from media spend?
- Which campaign types drive efficient offline sales?
- Creative messaging or store-optimisation objective?

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## How we measured it: a four-stage build

01

ISOLATE

### Incrementality models

Deployed incrementality models to isolate media's true impact across every sales channel: D2C, offline and marketplace.

- Impact, channel by channel

02

CONTROL

### Store-expansion control

Added store-opening dates into the model, separating growth from new stores from growth driven by media.

- Expansion vs. media, untangled

03

VALIDATE

### Footfall triangulation

Triangulated order results with standalone store-footfall models, so two independent reads validate each other.

- Two models, one truth

04

TUNE

### Campaign-level tuning

Drilled into campaign-level efficiency to steer digital spend toward maximum offline footfall and sales.

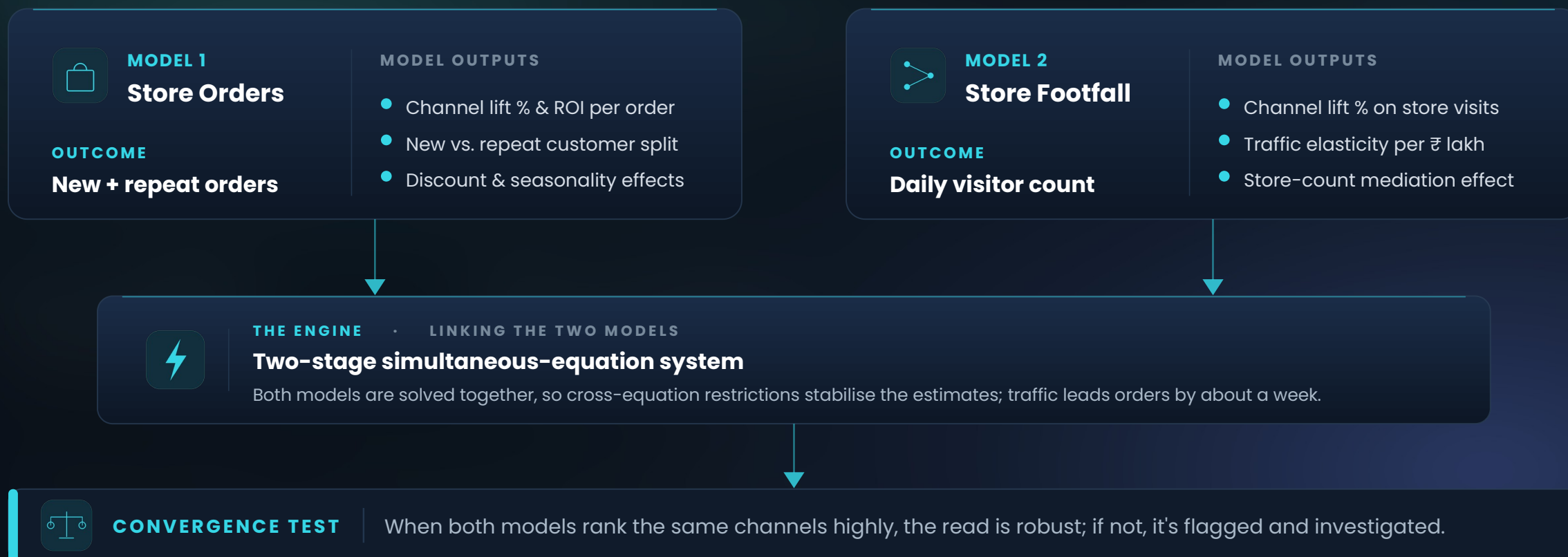
- Spend tuned to footfall

Deployed across D2C + Offline + Marketplace · Two independent model families · Optimised for the H1 2026 media mix

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## The triangulation framework: **two models, one read**

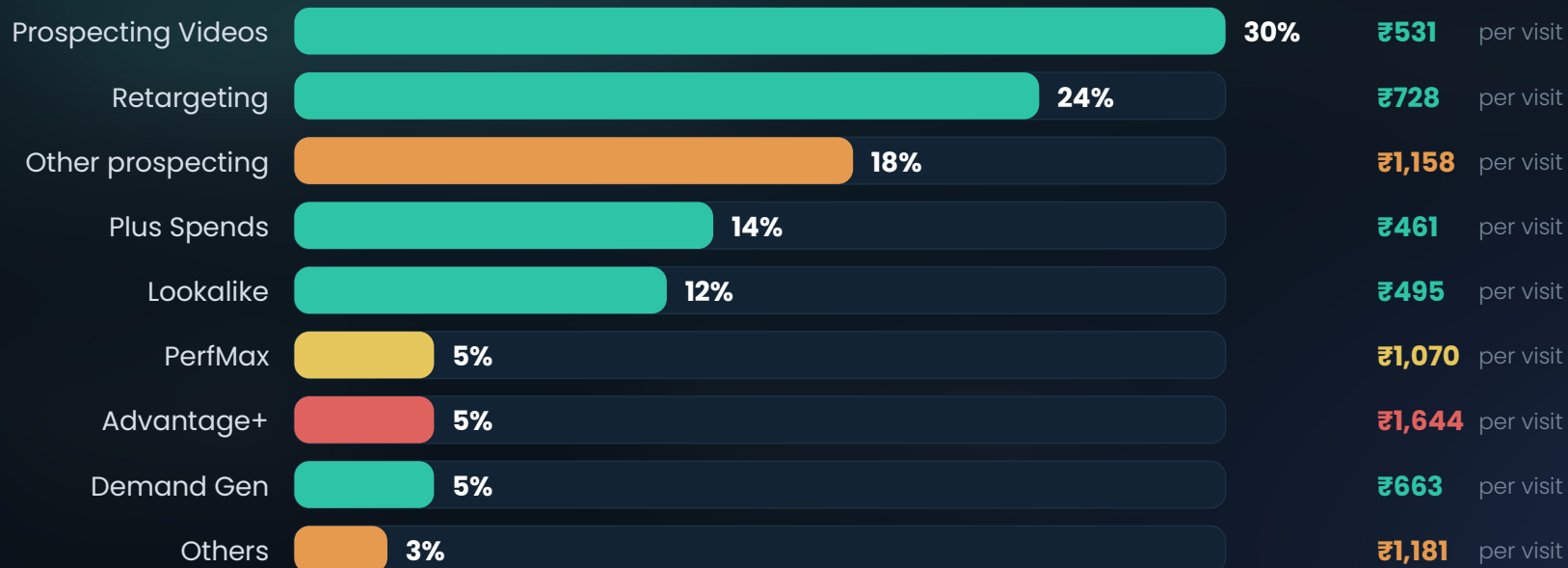
Two independent models share one media signal and continuously validate each other.



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## Topline results: the store-footfall model

Each Meta & Google campaign type, ranked by its media-driven footfall lift, coloured by cost per store visit.



### COST / VISIT

Efficient

Moderate

High

Least efficient



### THE READ

Prospecting Videos drive the most footfall; Plus Spends is most efficient at ₹461/visit; Advantage+ costs **3.6× more** per visit.

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## What we found: **campaign signals to act on**



### THE TAKEAWAY

By isolating media from store-expansion growth, the brand could plan its H1 2026 mix around **what actually fills stores**, not last-click guesses.

# 3.6×

BEST-VS-WORST COST / VISIT

## 30%

Media-driven footfall lift from the top campaign

## ₹461

Lowest cost per store visit

## 3

Campaign types driving the most store traffic

## 2

Independent models behind every number

### WHAT WE FOUND



#### Top traffic drivers

Prospecting Video, Plus Spends and Lookalike show the highest impact on store traffic.



#### Strong, but verify

Retargeting also looks strong on traffic, but should be vetted through a geo test before scaling.



#### The underperformer

Advantage+ is the weakest Meta campaign from a standalone traffic point of view.



#### Inconsistent signal

Google Demand Gen looks better on traffic, but its results aren't consistent across models.

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## From spend to store. **Measured, not assumed.**

### THE OUTCOME

The same incrementality framework now guides offline media, turning every rupee of spend into a measurable store visit.



Media mix planned on causal offline impact, not last-click credit



Store-expansion growth cleanly separated from media-driven growth



Budget steered toward the campaigns that fill stores most efficiently



Every result cross-checked by two independent models



### WHAT'S NEXT

Every season's media is re-planned on proven causal impact, with each result cross-checked by two independent models.