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CASE STUDY · INCREMENTALITY MEASUREMENT

Meta didn't just drive your D2C — it lifted your Quick Commerce too.

When demand at Sweet Karam Coffee shifted nearly 50% from D2C to Quick Commerce, the real question was not which channel was selling — but which channel was actually causing the growth.

THE BUSINESS

Industry
FMCG · South Indian snacks, sweets & filter coffee

Channels
Meta + Quick Commerce

Demand shift
~50% of demand moved from owned D2C to Q-Commerce

THE CHALLENGE

As Q-Commerce demand surged, the business needed to know:

- Should we invest more in Meta Ads or Quick Commerce Ads?
- Is Meta only driving D2C — or also driving Q-Commerce demand?
- What is the true incremental return, beyond last-click credit?

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Sweet Karam Coffee
Experience South India

How we proved it – a 4-step incrementality study

01 DESIGN

Geo-lift experiment

We split cities into three matched groups — stop Meta, increase Meta, and an unchanged control. A clean design built to separate cause from correlation.

- Three groups, one clean read

02 MEASURE

Synthetic control

For every test market we modeled a synthetic twin from control cities, then read the gap between actual and expected. That gap is true incremental lift, not last-click credit.

- Causal lift, not correlation

03 DISCOVER

The hidden halo

Pausing Meta pulled D2C orders down. Scaling Meta pushed Quick Commerce up. Proof that Meta was driving demand across both channels, not just your own store.

- Meta lifts both channels

04 ACT

Reallocate & prove

With the real ROAS picture in hand, you shifted budget toward Meta's headroom — and we tracked the outcome in-market the very next month.

- +18% sales the next month

Experiment window: Apr 11 – May 4 · Three matched geo groups · Measured on true incrementality

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What we did – a clean geo-lift experiment

We measured true incrementality across matched cities, split into three groups.

TEST GEOS
STOP META ADS
Apr 11 – May 4

- Pune
- T'puram
- Goa
- Kolkata
- Mysore
- Jaipur
- Lucknow

TEST GEOS
INCREASE META ADS
Apr 11 – May 4

- Kochi
- Vizag
- Vijayawada
- Coimbatore
- Ahmedabad
- Chandigarh
- Mangalore

CONTROL
NO CHANGE
Apr 11 – May 4

- Bengaluru
- Mumbai
- Hyderabad
- Etc.
- Delhi
- Gurgaon
- Chennai

THE RESULTS

PURPLE CITIES
D2C new orders fall when Meta ads are stopped

Actual — Synthetic

BLUE CITIES
Q-Commerce rises when Meta spend increases

Actual — Synthetic

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The proof — and the payoff

THE OUTCOME

Sweet Karam Coffee reallocated **nearly 50%** of its Quick-Commerce ad budget into Meta — and overall sales rose the very next month.

+18%
OVERALL SALES LIFT

2.7x	70%	30%	~0.9x
Blended Meta ROAS across D2C + Q-Commerce	of new D2C customers driven by Meta	of repeat D2C customers driven by Meta	Q-Commerce ROAS, about half of Meta's volume

WHAT WE FOUND

Core acquisition engine
Drives the majority of new D2C customers and roughly a third of repeat orders.

A true cross-channel halo
Meta's absolute impact on Quick Commerce order volume nearly matches its impact on D2C.

Quick Commerce rides on Meta
Adds about half of Meta's volume, lifting blended Meta ROAS to 2.7x.

Clear room to scale
Headroom remains to grow Meta spend and capture more new-customer orders.

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IN THEIR WORDS

CMO & Founding Team

Sweet Karam Coffee

Experience South India

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TrueLift's **incrementality-driven insights** played a pivotal role in shaping our quick commerce growth strategy. By accurately measuring the true impact of our advertising, the platform helped us reallocate **nearly 50% of our marketing budget** to higher-performing channels. The result was an immediate **20% uplift in overall sales**.

Incrementality thinking has since shaped how we deploy ad spends as we scale to a ₹100 Cr+ Business.