

CASE STUDY · BRAND INCREMENTALITY

Performance had the credit. Brand built the demand.

"We needed to look at brand ads beyond performance, to build long-term salience and generate new demand over the long run." – the client

THE BUSINESS

**Industry**

Natural wellness · omnichannel health & nutrition

**Scale**

~₹800 Cr revenue · ~₹150 Cr annual ad spend

**Channels**

D2C + Marketplace + Q-Commerce + Offline

**Growth mode**

Scaling always-on brand media

THE CHALLENGE

The analytical questions behind that ask:

- Which brand channels (YT, TV, Meta, OTT, Print) drive real sales?
- How much demand is brand media creating that last-click never sees?
- Which channels build offline sales, and which bring in new users?
- What minimum spend reads each channel with confidence?

Measure. Learn. Grow.

How we measured it: a four-stage build

01

DESIGN

Geo-test design

Used the Test Power Module to design geo-isolated campaigns and the minimum spend needed to read each brand channel cleanly.

- Built for measurability

02

ISOLATE

Incrementality models

Deployed incrementality models to isolate the true impact of every brand channel: YT, TV, Meta, OTT and Print.

- Every channel, isolated

03

BENCHMARK

Relative-impact read

Ranked each medium by incremental lift and RoAS, split out by sales channel and by product category.

- Ranked by real lift

04

DEPLOY

Always-on strategy

Stood up an always-on brand strategy, YT-led, with TV and OTT steered to offline and new-user demand.

- Brand media, always-on

Deployed across YT + TV + Meta + OTT + Print · Day-state level granularity · Monitored continuously on the Truelift Platform

Measure. Learn. **Grow.**

The test design: isolating every channel

Each city cluster runs one channel, goes dark for a 3-week cool-off, then runs the next, isolating every channel in time and geography, on top of an always-on baseline.



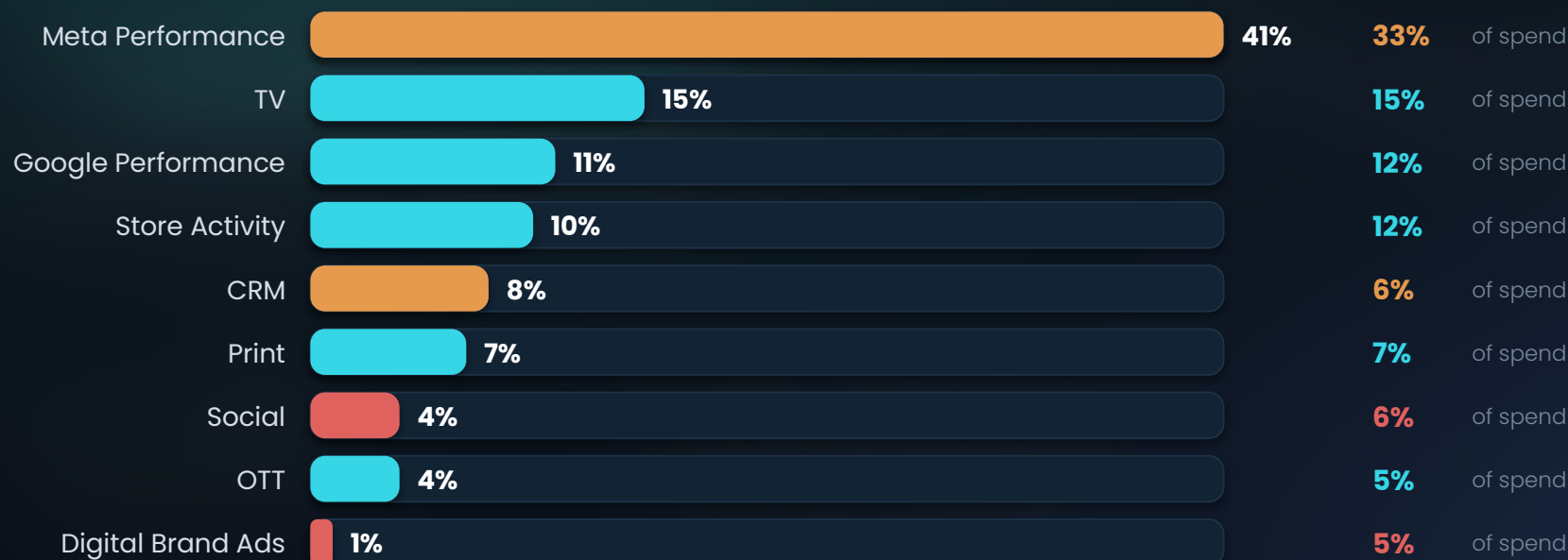
THE COOL-OFF

For 3 weeks between flights the brand ads stop and orders are watched as they settle back, confirming the lift is causal, and revealing how long each channel keeps working after spend ends.

Measure. Learn. Grow.

Benchmarking: relative impact, measured

The model ranks every channel's incremental orders against its spend, then makes that impact available three ways.



LIFT vs SPEND

Over-delivers

On par

Under-delivers

IMPACT BY BRAND PLATFORM

% lift and incremental RoAS, compared across every brand medium

IMPACT BY SALES CHANNEL

Online (D2C, Marketplace, Q-Commerce) vs. Offline (Retail stores)

PRODUCT-LEVEL IMPACT

Ad lift broken out across the largest product categories

Measure. Learn. **Grow.**

Model insights: **optimisation the model surfaces**

Custom runs of the incrementality model answer specific business questions; three reshaped the brand plan.



TV builds offline sales

TV drives 2× the lift on offline retail versus online channels, with a strong lag effect that spills over 2–3 weeks after the campaign ends.



YT is the efficiency leader, when the inputs are right

YT emerged as the most efficient brand medium for this client. In earlier periods with low reach and frequency no lift was detected; with the right reach and frequency in the structured phase, YT delivered the best results.



OTT drives new users

OTT delivered a 14% new-order lift, the best brand medium for bringing in genuinely new customers, not just repeat demand.



Measure. Learn. **Grow.**

From reach to real demand. **Measured, not assumed.**

THE OUTCOME

The same incrementality framework now runs always-on, turning every brand rupee into a measured contribution to demand.



Always-on brand strategy, YT-led, planned on causal lift, not reach or last-click credit



TV and OTT steered to where they win, offline sales and new-user demand



Every brand channel benchmarked on incremental lift, RoAS, sales channel and product



Impact monitored continuously on the Truelift Platform



WHAT'S NEXT

Custom incrementality runs answer new business questions as they surface, with every brand-media decision re-validated against proven causal lift.