Media Spend Connected Causally to Showroom Retail

Leading automobile OEM · three-stage demand funnel · national and regional media across the model portfolio

THE SHIFT IN SIX DIMENSIONS

CLASSICAL APPROACH	SKEWB ALWAYS-ON DECISION INTELLIGENCE
A single national sales model	→ **Hierarchical models across sales geographies**
Media correlated with retails	→ **Enquiries → bookings → retails, stage by stage**
Launch spend blended into base	→ **Launch effects isolated from base media response**
An annual read	→ **Continuous refresh as launches roll out**
One number per channel	→ **Carry-through quantified from awareness to showroom**
Regional variance as noise	→ **Region-level demand dynamics modelled explicitly**

OUTCOME – GROWTH WITH CAUSUAL AI INTEGRATION

+9%
incremental enquiry growth from reallocation

3-stage
causal funnel from enquiry to booking to retail

Regional
hierarchical models across sales geographies

WHAT THE CAUSAL FUNNEL EXPOSED

- Media that generates enquiries is not the same media that converts bookings into retails, and the two were previously credited together
- Launch bursts were inflating the apparent response of base media until they were separated out
- Regional demand behaves differently enough that a national coefficient misprices media in most states
- Carry-through from awareness spend to showroom retail is now a measured quantity rather than an assumption

AI AND AGENTIC AI APPLIED

MODELS A three-stage causal funnel with hierarchical pooling across sales geographies and launch bursts modelled separately from base media response.

AGENTS Models refresh continuously as launches roll out, recomputing carry-through from enquiry to booking to retail so regional media reprices without a new study.