Separating Direct Effect from Halo Across a Multi-Category Portfolio

Fast-growing beauty company · hair, baby, body, beauty, makeup and face · 30% retail and 70% online across D2C and marketplace

THE MANDATE

Understand how investment drives sales across every product category and every every sales channel - retail, D2C and marketplace - rather than one channel or one or one brand at a time

AI AND AGENTIC AI APPLIED

MODELS Causal models at product-category level separating direct effect from halo across categories across categories and channels at daily grain, so spill is credited where it lands

AGENTS Automated estimation runs the full category-by-channel grid each cycle and powers a real-powers a real-time brand-level forecasting tool planners operate themselves

WHY THIS IS THE EVOLUTION

Cross-channel synergy proved worth twenty to twenty-five per cent of the effect — a effect — a number no single-channel or last-click view can see at all. It became the became the client's new evaluation standard for omnichannel marketing

DATA AND GRAIN

Television, print, OOH and PR alongside Google, Meta, influencer, OTT and e-commerce, plus pricing, promotions, events and seasonality, at daily grain

~2X total ROI against direct ROI alone	**20–25%** of effect from cross-channel synergy
7–10% sales gain from new allocation	**70 / 30** online to retail split modelled jointly
6 product categories under one framework	**Daily** grain across traditional and digital