Media, Price and Promotion Solved as One Simulation System, Not Three

Large e-commerce player in beauty and well-being · advertising, pricing, promotion and trade margin estimated jointly

DRIVERS THE AI ESTIMATES TOGETHER, NOT IN SEPARATE STUDIES

1 Advertising

Brand, performance, social social and influencer investment, all levers together.

2 Pricing

Own price and competitive competitive price index carried through the same structure.

3 Promotion

Depth, frequency and mechanic, sized against margin as well as volume.

4 Assortment

SKU range and availability treated as a controllable growth lever.

5 Trade margin

Retail and online margin modelled as an outcome, not not an afterthought.

THE MANDATE

Understand not only what advertising delivers, but how advertising, price and promotion interact - and what each of them does to margin as well as to sales and category growth.

AI AND AGENTIC AI APPLIED

MODELS One joint causal system estimating advertising, price, promotion and promotion and assortment against GMV, units, category growth and margin at once, margin at once, with explicit synergy terms.

AGENTS Refresh and simulation agents test every candidate plan against margin as well as sales, so a margin-destroying recommendation is caught before it reaches a planner.

OUTCOME – CHANNEL SYNERGY & MEDIA SIMULATION POWERED BY AGENTIC AUTOMATION

39%

lift in search demand generated by paid media

1.5X

synergy multiplier across traditional and digital

TV + YouTube

strongest synergy pair, reaching 1.6X

+19%

online sales growth on the same media spend