Google

Google Case Studies for MMA

AI in Marketing Use Cases

Commerce Media Network

Google

realme

Rewriting the Marketplace Playbook: How realme Decoded the Consumer Journey to Deliver Exceptional Business Scale for its flagship 16 Pro series phones

Context

Leading in the competitive $200–$400 mid-segment smartphone category, realme generated massive search volume and video interest but struggled with conversion visibility.

The brand needed to connect media investment directly to verified marketplace sales on Flipkart without metric dilution.

Approach

- Data & SKU Recalibration: Shifted to analyzing specific cart data reports to isolate and track the lead SKU (16 Pro series) rather than blending generic product data.
- PMax for Marketplaces: Deployed Performance Max directly integrated with Flipkart's commerce data, feeding bottom-funnel purchase intent back into campaign optimization.

Impact

ROAS on lead SKU |
20+, sustained since launch

CTR |
1.5x vs pre-CMN

Clicks |
5M+ year-to-date

Role of AI

- Google's AI bidding incorporated Engaged-View Conversions (EVCs) into the core attribution model, properly valuing video engagement to steer algorithmic bidding.
- Autonomous audience matching and budget steering scaled high-intent traffic to flagship devices while sustaining profitability.