Google

Google Case Studies for MMA

AI in Marketing Use Cases

Meridian MMM

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Open-Source Bayesian AI Modeling: How ITC Dark Fantasy Leveraged Google Meridian to measure that YouTube Outperforms TV ROI by 1.6X

Context

ITC Dark Fantasy (Choco Fills)sought to aggressively drive incremental sales and optimize its multi-million media mix.

Standard last-click attribution models couldn't accurately quantify the long-term, cross-channel impact of digital branding versus traditional television.

The brand needed a scientific, contemporary solution to isolate performance and optimize spend allocations dynamically across HSM (Hindi Speaking Markets) and South (AP+TG) archetypes.

Approach

- AI-Powered Mix Optimization: Partnered with Google and Nielsen IQ to run an extensive study leveraging Google's next-generation open-source Media Mix Modeling (MMM) solution [68].
- Granular Channel Isolation: Evaluated historical investments (2023–2025) comparing OOH and TV against Google search, YouTube formats, and programmatic video to uncover actual channel-level efficiencies

Impact

YouTube ROI |
HSM - 1.6X of TV | South 1.9X of TV

YouTube ROI |
1.2 - 1.65x higher across key markets

Role of AI

- Bayesian Statistical Modeling: Deployed Google Meridian's Dynamic Bayesian AI framework to analyze complex media spends and isolate true, incremental channel effectiveness amid shifting market landscapes.
- Algorithmic Frequency Planning: The AI-backed model calculated the exact monthly exposure curves to identify optimal consumer frequency thresholds before diminishing returns occur.