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Measuring What Matters: Nestlé India's Recipe for Scaling Incremental GMV & Market Share via 1P Data integration with Google CMN Suite

Context

Nestlé India needed to transform Q-Com into a primary growth driver rather than just a shift in existing demand. While baseline efficiency was high, Category Heads required proof of market share expansion and absolute incremental GMV.

Approach

Deployed Google Commerce Media Network (CMN) as a unified ecosystem to leverage high-intent retailer audience and conversion signals to balance reach and bottom-funnel performance.

Leveraged Youtube, Demand Gen for Marketplaces and Performance Max for Marketplaces and to seamlessly guide consumers from awareness to final purchase.

Impact

Maggi on Blinkit |
3.7% Incremental GMV at 1.76 ROAS

Maggi on Instamart |
8% Incremental GMV vs 3% growth in category

Nestle Purina on Blinkit |
15.2% Incremental GMV

Nestle NanGrow Instamart |
50% Lift in GMV

Role of AI

- AI-driven audience expansion found high-intent purchasers across platforms to scale the campaigns efficiently without manual ceiling bottlenecks.
- Google's AI models autonomously optimized bidding via Performance Max and Demand Gen to maximize conversions within strict ROAS guardrails.
- Causal Impact machine learning on sales data to forecast baseline sales and isolate true incremental GMV.