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Predictive bidding

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Autonomous Predictive Bidding: How FnP Harnessed Google AI to Uncover Hidden Video Demand and Drive a 7.3% Incremental Order Lift

Context

FnP, India's leading online gifting brand, relied on lower funnel performance campaign for D2C growth. They wanted to experiment with video and uncover hidden demand.

Approach

- Visual-First Action Engine: Deployed Demand Gen across YouTube, Shorts, and Discover feeds to visually engage shoppers and stimulate gifting intent before search.
- Closed-Loop Incrementality Framework: Ran a geo-level incrementality test mapped directly to FnP's CRM data to accurately capture Engaged-View Conversions (EVCs) and assisted paths.

Impact

Incremental orders | **+7.3%** in geo test markets

Incremental CPA | **1.4x** of generic Search CAC

Conversions | **1.25x more** than reported in-platform

Role of AI

- AI-Powered Value Bidding: Demand Gen's Maximize Conversions AI bidding algorithmically calibrated real-time bids across video formats to capture orders without breaching CAC thresholds.
- Predictive Intent Modeling: Google's AI audience models identified and engaged in-market gifting cohorts across Google touchpoints, dynamically matching visual creative variants to high-intent shoppers.
- Geo-Lift Statistical Testing: Used geo-level incrementality modeling on CRM data to prove order lift and build an incrementality multiplier for underreported video conversions