



Showcase: Custom Consultancy

How Unilever Food Solutions Built a Data-Driven Blueprint for Media Optimization Using Meridian MMM

BACKGROUND & CHALLENGE

Unilever Food Solutions (UFS) maintained a strong multi-channel presence across Social, Video, Programmatic, and WhatsApp/SMS Blast channels. However, because investment decisions were solely relying on platform attribution metrics, UFS wanted better visibility into how to optimize budget distribution to maximize results within their existing spending level.

They needed a data-driven way to answer critical questions: Which dominant channels were hitting diminishing returns, and could underutilized, smaller-investment platforms deliver stronger returns if scaled?

FIVESTONES' APPROACH: MEDIA INVESTMENT CLARITY VIA MERIDIAN MARKETING MIX MODELING (MMM)

UFS partnered with FiveStones to implement a privacy-safe measurement strategy using Google's open-source Marketing Mix Modeling (MMM) solution, **Meridian**. The model evaluated three months of campaign cross-channel data to provide a statistically grounded view of incremental contribution, efficiency, and timing impact:



Efficiency and Scaling

Mapped out exact saturation points and hidden scaling headroom for each channel by evaluating response curves and cost per incremental lead.



Adstock and Timing

Model measured carryover effects to distinguish between short-tail channels driving immediate conversions and long-tail channels building sustained brand awareness.



Scenario Planning

Using the Meridian Scenario Planner, the team simulated alternative allocation strategies to project outcomes before committing live media spend.

RESULTS

A roadmap for a **10%** lead increase

Meridian's analysis unlocked an optimized budget allocation scenario capable of projecting **nearly 700 additional leads—a 10% uplift**—using the exact same media channels and spending level.

Uncovering hidden **efficiency**

While big-budget channels naturally dominated total lead volume, smaller-investment channels (like WhatsApp/SMS Blasts) demonstrated exceptionally strong marginal efficiency. The model **identified significant scaling headroom**, proving these underutilized platforms can absorb more funding to drive cheaper incremental leads.

From interchangeable channels to **strategic sequencing**

Adstock analysis proved that media channels are not uniform drivers of leads. Because different platforms contribute impact over different time horizons, the model provided a clear framework to balance sustained, long-term awareness building with immediate, short-term conversion activity.

INSIGHTS & CONCLUSION

By partnering with FiveStones to implement Meridian MMM, UFS established a data-proven, unified framework for future media planning. The baseline model has equipped UFS with the ability to integrate scenario-based planning directly into their upfront campaign development process.

Moving forward, the marketing team can utilize the Meridian Scenario Planner to simulate alternative budget allocation strategies and confidently evaluate channel trade-offs prior to launching future campaigns.