



Faces drives an 8.5% omnichannel revenue uplift with Meridian



Premier beauty retailer

EMEA - United Arab Emirates • [faces.sa](https://www.faces.sa)

Agency Name: TRKKN



The Challenge

Faces is a premier Middle Eastern beauty retailer owned by Chalhoub Group. As an omnichannel brand, it advertises across a diverse range of channels and requires an impartial measurement solution to accurately assess the return on investment (ROI) for its marketing mix and uncover true drivers of incremental revenue.

The Approach

Chalhoub Group used Meridian to build a Marketing Mix Model (MMM) deployed directly to Google Cloud. Sitting within Chalhoub's existing data ecosystem, the model identified top-performing channels and ran optimization scenarios to establish a semi-automated process for reassessing ROI and improving overall marketing effectiveness.

Partnering with TRKKN: The agency facilitated the data engineering, model building, and deployment of Meridian, ensuring a high-precision framework.

The Results

Analyzing 11 marketing channels, Meridian explained 81% of total revenue and proved 19% is campaign-driven. Performance Max was the top performer, driving 30.7% of marketing sales. By optimizing budget allocation, Faces identified an 8.5% incremental revenue uplift and a 10.8pp ROI improvement, confirming Performance Max is not saturated and laying the groundwork for scaled growth. Moving forward, Faces plans to put these model insights into action to guide future campaign performance across Google Ads.

“The hardest part of growth isn’t testing new channels. It’s about identifying what’s working, understanding why it’s working, and having the confidence to scale it. Meridian MMM helped us do exactly that. Faces Q1 e-commerce uplift is the proof.”

Faheem Ahmad, Head of Growth Chalhoub Group, Faces

8.5%

Incremental
revenue
identified

11

Distinct marketing
channels analyzed
for exact ROI

10.8pp

Improvement
in return
on investment (ROI)

Primary Marketing Objective

- [Grow Online Sales](#)

Featured Product Area

- [Measurement: MMM](#)

TRKKN



Google Ads