

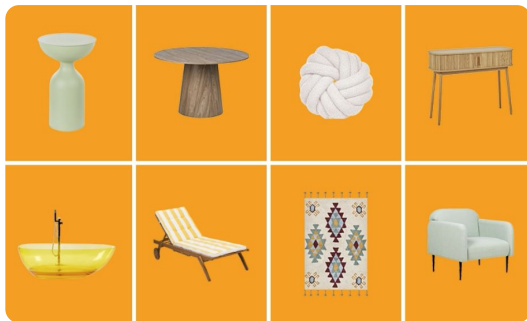


Beliani Uses Causmos to Prove That Demand Gen Drove a 25.7% Increase in Gross Profit



Furniture and home accessories e-commerce
EMEA - Germany • beliani.de

Agency Name: TRKKN



The Challenge

Beliani, an international furniture retailer, wanted to determine the true incremental impact of its peak Demand Gen campaigns. Standard attribution models struggled to isolate the specific contribution of these campaigns from organic trends and other marketing activities. To optimize future budget allocation and scale performance, Beliani required a statistically rigorous method to measure the direct effect of Demand Gen.

The Approach

Beliani used Causmos, an advanced causal inference application, deployed within its Google Cloud Platform environment. The team used App Engine to analyze first-party data and build synthetic control models using performance data from non-test markets. This methodology allowed Beliani to predict a counterfactual baseline and isolate the incremental lift generated by Demand Gen campaigns.

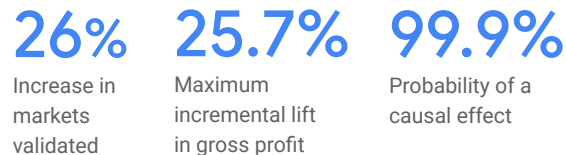
Partnering with TRKKN: The agency designed the technical infrastructure and deployed the Causmos application while facilitating the analysis to validate the incremental impact of Demand Gen campaigns.

The Results

The analysis confirmed a statistically significant uplift in gross profit across test markets, with a maximum 25.7% increase in Hungary and a 26% increase in markets successfully validated. These results reached a 99.9% probability of causal effect, proving Demand Gen is a core growth driver. This privacy-centric methodology represents true incremental business value. In the future, Beliani plans to apply these Google Ads learnings to refine macro-level media models.

“Causal impact analysis, using Causmos and deployed by TRKKN, helped us understand and measure the additional value of Demand Gen campaigns on our most important KPI across multiple markets. This will help us to better calibrate our MMM model in the future.”

Viktor Tereshchenko, Team Leader Google Ads, Beliani



Primary Marketing Objective

- [Grow Online Sales](#)

Featured Product Area

- [Demand Gen: Online Sales](#)

