SynTest™ Case Study:

Testing Digital Advertising for a Skincare Brand

SynTest™ is an automated Test and Learn platform that makes in-market testing easier, faster, and less expensive by allowing non-experts to design and execute in-market tests with the help of a guided no-code project workflow. SynTest leverages Nobel-recognized Synthetic Control methodology, a technique that allows for better testing in noisy, imperfect, real-world test environments, where ideal controls are hard to find. The methodology combines multiple 'imperfect' controls into a composite control, calibrated to match the test case using historical data for each KPI. (e.g. sales, transactions, or any other trended KPI data). This 'synthetic twin' allows researchers to measure changes against a meaningful baseline that captures expected behaviour without the test condition, even when ideal controls simply aren't available.

Testing New Digital Advertising
for a Skin Care Brand

Business Challenge

A leading Indian organic skin care brand wanted to measure the impact of its social media advertising on mobile, in-app purchases. They engaged Analytic Edge to design a test and measure any lift in sales driven by the test campaigns.

Our Solution

Analytic Edge helped the brand identify 10 test markets in which to run test campaigns. We then used SynTest to create synthetic controls from the remaining, untreated markets, with the client's own internal sales data. This allowed us to measure the final impact of advertising on in-app purchases overall, and for every one of the 10 test markets individually

Results & Impact

The synthetic controls matched actual pre-test sales trends in the test markets with less than 1% variance day-by-day. Comparing the test market data during the test to these synthetic controls showed a positive sales lift in 5 out of 10 test markets, with lifts running as high as 60% in some markets. Results across markets were not all positive, but the ease of making multiple synthetic controls for the different test markets allowed the client to see which markets were responding, and which ones could be improved. This depth of insight led the client to pause the campaign, so it could better understand local factors impacting execution and limiting campaign impact before launching the full campaign nationally.

Powering In-Market Testing with Analytic Edge SynTest™

Analytic Edge's SynTest makes in-market testing easier and more reliable. It makes reliable testing accessible to all brands through a guided no-code workflow, enabling in-market testing across a wide range of questions, contexts, and industries. Ad campaigns, promotions, pricing or other activities can all be analyzed with data that most clients already have, using full-service or in-house SaaS options to access SynTest.

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About Analytic Edge

Analytic Edge, a part of C5i, is a global analytics company that leverages technology and advanced analytics to help companies make data-based marketing decisions. The company's flagship platform Analytic Edge Qube offers a suite of marketing analytics solutions with a Software as a Service (SaaS) model. The solutions include DemandDrivers™ for always-on Marketing Mix Modelling (MMM), SynTest™ for AI powered Test and Learn, PriceSense™ for pricing and promotion analytics, and PowerView™ for analytics visualization. Analytic Edge works with clients across industry verticals such as e-commerce, mobile apps, gaming, consumer packaged goods, retail, automotive and many others.

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