

Unlocking \$4.1M in Incremental Revenue for a Premium Eyewear Brand



CASE STUDY

Brand Snapshot

A high-performance eyewear brand with hundreds of stores globally is optimizing spends across its media mix to increase new customer acquisition.



Category

Premium Eyewear

Ad Spend

\$8M

Sales Channels

DTC, Marketplaces, Retail

Media Channels

Google, Meta, Tiktok, CTV

Annual Revenue

\$62M

Blended CAC

\$78

Challenges

Despite the increase in demand for premium sunglasses, brand awareness steadily decreased. Acquisition costs shot up by an alarming 27% in 2 quarters. Lower funnel investments across Search and Meta retargeting consistently looked lucrative while upper funnel investments lacked sufficient evidence for conversions. This led leadership to lose conviction that investing more would yield better results, so upper funnel investments were capped to 8% of total spend.

- ✗ Rising CAC while customer growth slowed down
- ✗ Last-click reports recommended scaling Search & Meta Retargeting spends
- ✗ Leadership needed evidence to reallocate budgets for brand activations



Solution

To cut through the click attribution noise, the brand partnered with Lifesight to re-evaluate their marketing investments. The brand's first MMM model was built to understand the incrementality of each media channel. Based on model insights, we ran geo-experiments across 30 matched DMAs to isolate the incremental gains in revenue. Backed by proof, the brand forecasted 2 months revenue from the reallocation and the budget planner redistributed budgets automatically to upper funnel channels to unlock incremental revenue.

Ingest & Model

2 weeks



Ingested 2 years of data to build their first MMM, which estimated each channel's contribution & generated hypotheses for testing

Design & Deploy

5 weeks



Designed & deployed geo-experiments across 30 DMAs on Tiktok and CTV to reveal true incrementality of brand activations

Calibrate & Forecast

3 weeks



Calibrated the MMM & ran forecasting using our scenario planning tool to predict new-to-brand order before re-allocating budgets across channels

Optimize & Track

2 weeks



Optimized budget allocation across channels and campaigns based on the recommendations & tracked progress of improvements



"The MMM gave us the hypothesis, but the geo-experiment gave us the airtight proof we needed to completely restructure our marketing strategy."

- Head of Growth

Results

In just 12 weeks, Lifesight's unified measurement approach identified wasted spends and reinvested it to unlock \$4.1M of verified incremental returns from +12% New-to-brand customers. CTV and Tiktok activations drive incremental returns by increasing brand awareness, without scaling up budgets, giving Marketing and Finance a shared, causal source of truth to invest with conviction.

Incremental Revenue

+\$4.1M

New-to-Brand Customers

↑ 12%

Net-New orders

↑ 17%

Reduction in CAC

↓ 22%

Key Takeaways

The shift from correlation to causation reshapes executive decision-making entirely. With Lifesight's incrementality insights, marketing spend becomes an investment thesis backed by proof—driving real business outcomes that turn the CMO and CFO into strategic allies.

- ✓ **ROI-driven reinvestment loop** – Redirecting previously wasted spend into proven channels generates incremental revenue that finances the next acquisition push without tapping into extra budget.
- ✓ **Stronger unit economics** – Lower customer-acquisition costs paired with higher lifetime value widen contribution margins and accelerate payback, turning each new cohort profit-positive sooner.
- ✓ **C-suite alignment on truth** – Proven causal lift from key channels lets the CMO scale with conviction while the CFO gains hard evidence to justify every marketing dollar.



Ready to Unlock Incremental Growth?

Book a 30 min demo & claim your free 7 day ad waste audit

Email tom@lifesight.io or visit lifesight.io

lifesight