

fluege.de gains 3.8% incremental revenue with Meridian MMM



Online travel company
Germany • [fluege.de](https://www.fluege.de)



The challenge

fluege.de is a well-known brand in the tourism industry. It mainly uses online advertising (e.g., paid search) to earn revenue. Due to the changing ecosystem, measuring campaign effectiveness and attributing revenue to the right channels became a challenge for fluege.de.

The approach

fluege.de partnered with Digitl and used Meridian as a way to build a bespoke Marketing Mix Model (MMM). Meridian helped support more detailed data analysis, model custom setups, create optimization scenarios to strengthen budget allocation, and improve fluege.de's marketing effectiveness.

Partnering with Digitl: Digitl is a certified Google Meridian, GMP Sales & Service partner. It supports its clients with setting up and implementing marketing technology.

The results

fluege.de was able to streamline data collection and incorporate Google's Query Volume and reach/frequency modeling, resulting in a more granular MMM framework for decision-making. The model analyzed 10 channels and delivered precise channel-value contributions, clear return on investment (ROI) results, and granular insights into baseline levels and channel response curves. 90% of revenue was explained by the Meridian MMM and the company gained a 3.8% increase in incremental revenue. Now fluege.de is empowered to make informed budget decisions and foster deeper cross-channel collaborations — particularly regarding data provision, automation, and model setup.

“We aimed to cease leaving budget decisions to chance or gut feelings. Implementing the Meridian MMM made it possible to observe a comparable ROI for all channels. This has been a game-changer for our future budget planning and management.”

– Frank Sieler, CMO, fluege.de

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channels with three years of data analyzed

90%

of revenue explained by the Meridian model

3.8%

increase in revenue with optimized allocation