LUMEN CO · HOME & LIVING

Media Decision Intelligence Report

Omnichannel measurement and allocation — from search to CTV, audio, and influencer tiers — anchored to business outcomes.

PERIOD

January 1 to May 31, 2026

SCOPE

Omnichannel · Full funnel

PREPARED BY

Go Upstream

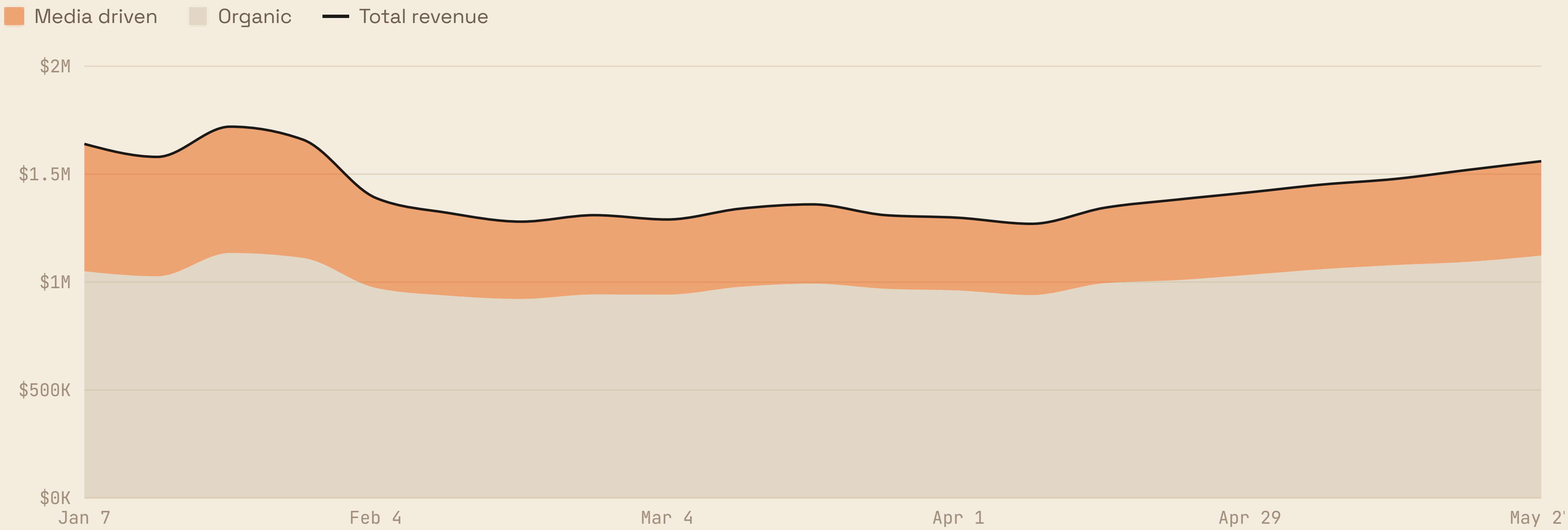
Media return is real, but unevenly allocated.

2.6x	**$6.9M**	**8**	**3**
Blended Estimated True ROAS · all channels and tiers	Media-driven revenue · 28% of $24.6M total	Channel types tracked · full funnel, search to TV	Ranked reallocation moves, ordered by projected impact

The omnichannel mix spans eight channel types from search to linear TV. Incremental return is real but unevenly allocated — Search Non-brand, Nano Influencer, and Amazon Ads return 4.2–4.8x, while Search Brand, Linear TV, and Out of Home return 1.2–1.5x. Three reallocation moves redeploy budget from channels harvesting existing demand to channels creating new demand.

Media-driven revenue, week by week.

Lumen Co Weekly Revenue · January 1 to May 31, 2026



MMM weekly decomposition. Platform revenue reconciled against modeled incremental lift. Period: Jan 1 – May 31, 2026.

FINDING Media drove **28 percent of sales** in the period, peaking above 35 percent in January and settling near 25 percent as organic momentum built through spring.

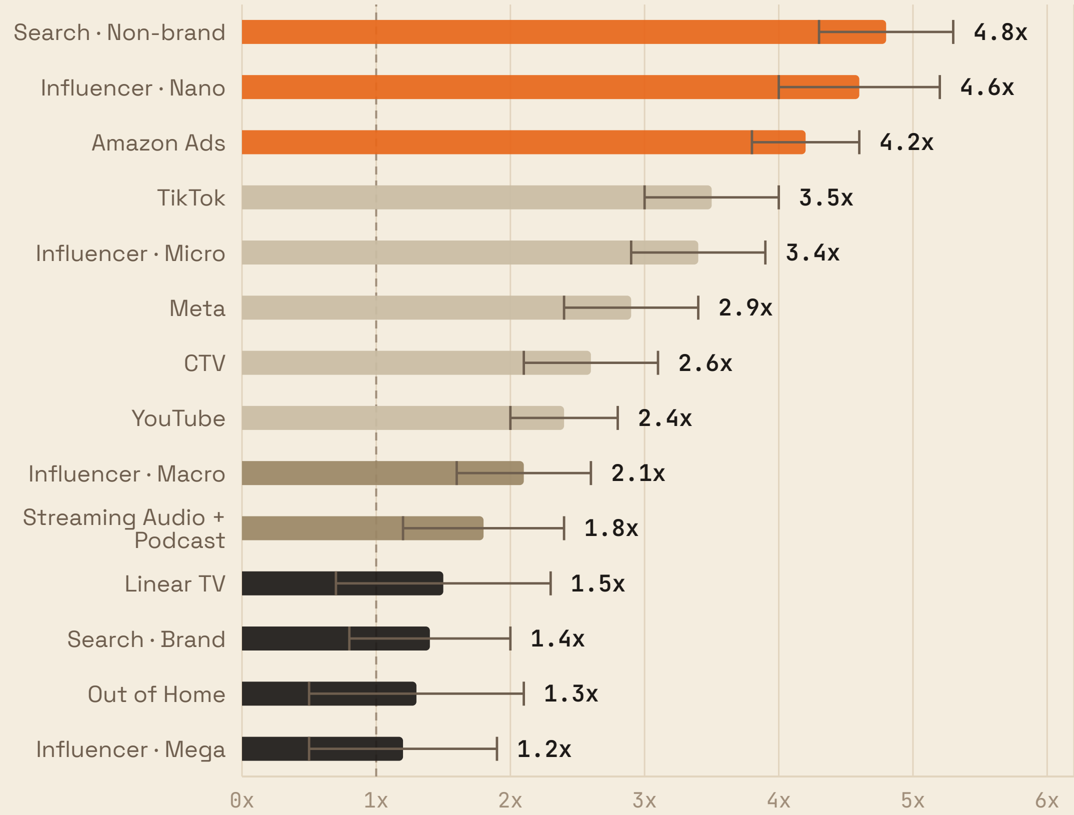
Paid channels and influencer tiers, on one scale.

The model estimates adstock carry-over, saturation per channel, and each channel's independent contribution. The result is incremental ROAS on one comparable scale, with an 80 percent uncertainty band. Platform-reported ROAS is shown for reference only.

FINDING **Search · Non-brand and Nano Influencer lead the mix** at 4.8x and 4.6x. Search · Brand returns 1.4x — it harvests demand other channels already created, not new demand.

Bayesian MMM. Adstock and saturation modeled per channel and tier. 80 percent uncertainty band shown. All figures are incremental (not platform-reported) ROAS.

Estimated True ROAS · 14 channels ranked, with 80% uncertainty bands



All 14 channels scored on one scale.

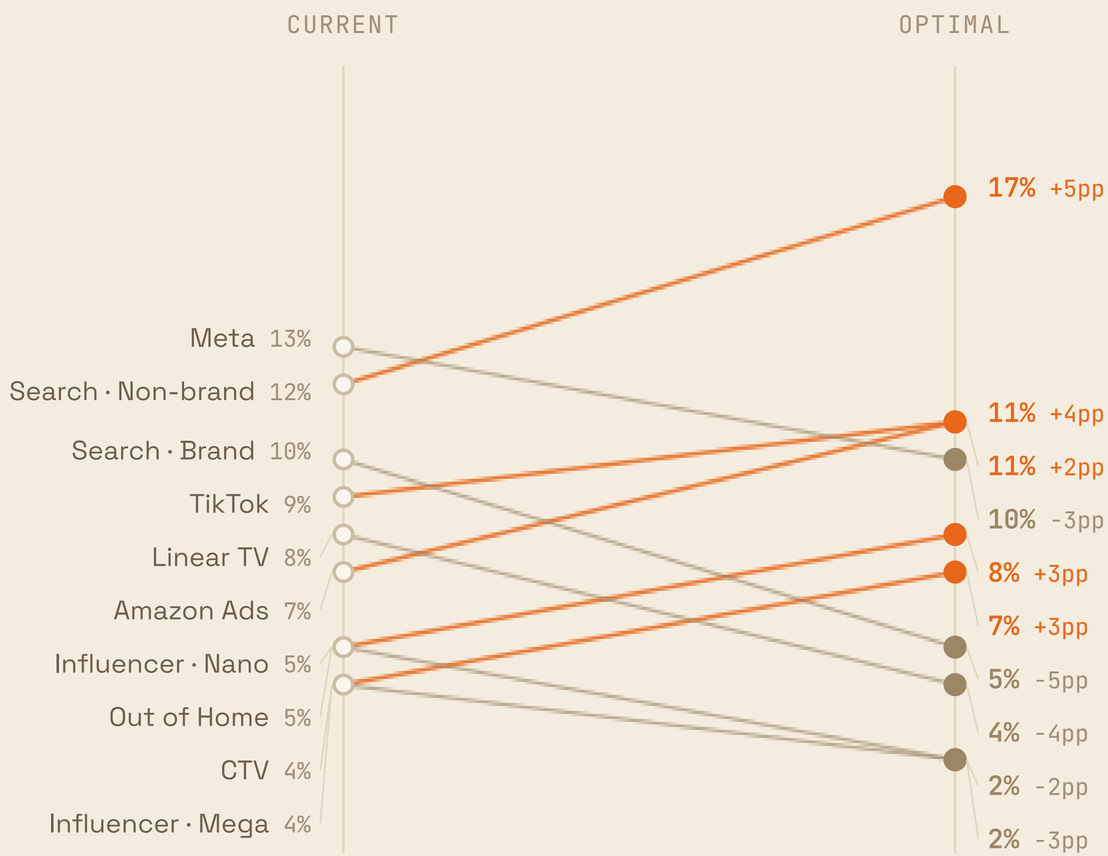
CHANNEL	CATEGORY	SCORE	TRUE ROAS	SPEND	REC
Search · Non-brand	Search	94	4.8x	$840K	SCALE
Influencer · Nano	Influencer	91	4.6x	$350K	SCALE
Amazon Ads	Retail Media	88	4.2x	$490K	SCALE
TikTok	Social	75	3.5x	$630K	HOLD
Influencer · Micro	Influencer	74	3.4x	$560K	HOLD
Meta	Social	62	2.9x	$910K	TRIM
CTV	Video	58	2.6x	$280K	SCALE
YouTube	Video	55	2.4x	$350K	HOLD
Influencer · Macro	Influencer	44	2.1x	$420K	HOLD
Audio	Audio	38	1.8x	$280K	HOLD
Search · Brand	Search	22	1.4x	$700K	CUT
Linear TV	TV	25	1.5x	$560K	CUT
Influencer · Mega	Influencer	15	1.2x	$280K	CUT
Out of Home	OOH	18	1.3x	$350K	CUT

MMM-derived ROAS per channel and tier. Score = composite of True ROAS, confidence interval width, and spend efficiency. Spend = period total.

FINDING **Top three channels account for 24 percent of spend** and return 4.2–4.8x incremental ROAS. Mega Influencer, Linear TV, and OOH are all below the blended 2.6x.

Current versus optimal budget share.

Key channel moves · current vs optimal share of total media budget

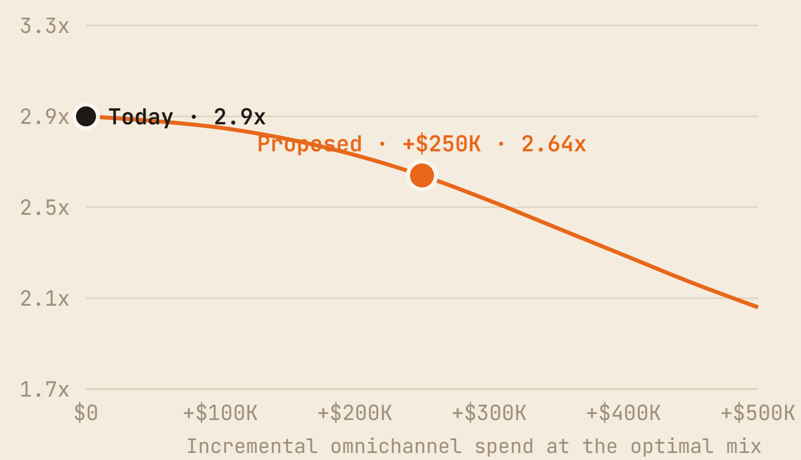


Optimal share derived from constrained allocation at point of maximum incremental return. Existing upfront and direct-response commitments honored.

Recommended reallocation, ranked.

RANK	CHANNEL	CURRENT	OPTIMAL	CHANGE
01	Search · Non-brand	12%	17%	↑ +5pp
02	Amazon Ads	7%	11%	↑ +4pp
03	Influencer · Nano	5%	8%	↑ +3pp
04	CTV	4%	7%	↑ +3pp
05	TikTok	9%	11%	↑ +2pp
06	Audio	4%	5%	↑ +1pp
07	YouTube	5%	5%	—
08	Influencer · Micro	8%	8%	—
09	Influencer · Macro	6%	5%	↓ -1pp
10	Meta	13%	10%	↓ -3pp
11	Search · Brand	10%	5%	↓ -5pp
12	Linear TV	8%	4%	↓ -4pp
13	Influencer · Mega	4%	2%	↓ -2pp
14	Out of Home	5%	2%	↓ -3pp

Marginal spend response · blended True ROAS at the optimal mix



FINDING At the optimal mix, the blended response curve holds above 2.6x through the first +$250K of additional spend. Return falls below 2.4x only beyond that threshold.

Ranked decisions.

01 Cut Search · Brand to a floor bid

Search · Brand returns 1.4x Estimated True ROAS — it captures intent Non-brand and Amazon already created. Freeing 8pp of search budget to Non-brand and Amazon returns 4.8x and 4.2x on genuinely new demand.

02 Shift Linear TV budget to CTV

Linear TV returns 1.5x with a wide uncertainty band and no weekly attribution path. CTV delivers 2.6x with weekly measurement and addressable targeting on the same audience. Existing upfront commitments honored through Q2.

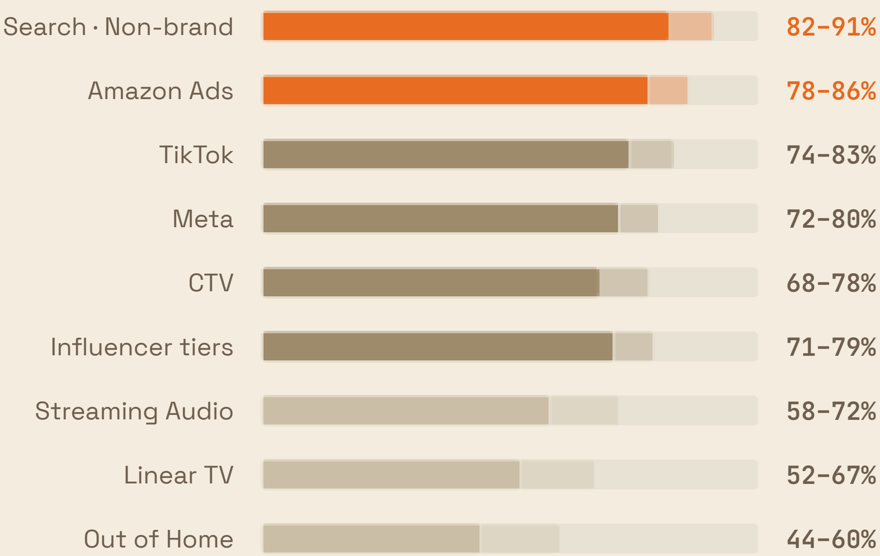
03 Shift Meta budget to TikTok at the margin

TikTok returns 3.5x vs Meta at 2.9x. The gap is consistent across the full 21-week period. This is a marginal rebalancing, not a platform exit — Meta retargeting floors are maintained.

FINDING **Reallocating 18 percent of budget** from harvest and below-blended channels to demand-creation channels is projected to increase blended True ROAS from 2.6x to 3.1x.

How the estimates were produced and validated.

Model validation · recovery of known true ROAS in simulation



share of underlying market dynamics recovered in simulation

A Bayesian MMM estimates incremental contribution per channel using channel-level adstock decay (Search 1–2 wk, Social/Audio 2–4 wk, TV 4–8 wk) and saturation curves. Holdout periods and geo-matched control markets benchmark Search, Social, and CTV. Platform-reported ROAS is used as a prior only; gaps against the MMM estimate are documented by channel.

INPUT	DETAIL
Media spend	Channel-level weekly spend across 14 rows, Jan 1 – May 31 2026. 8 channel types.
Revenue data	Total brand revenue (DTC, e-commerce, Amazon) reconciled against MMM decomposition.
Adstock model	Per-channel decay: Search 1–2 wk, Social/Audio 2–4 wk, Influencer 1–3 wk, TV 4–8 wk.
Saturation curves	Diminishing returns calibrated to historical spend ranges. Estimated per channel and tier.
Holdout periods	3 geo-matched holdouts for Search, Social, and CTV. Used to validate MMM estimates.
Platform reports	Prior only. Gaps vs. MMM ROAS documented per channel. Brand Search gap: ~4.8x.

FINDING Search and Retail Media recover 78–91 percent of true ROAS in holdout simulation. Audio and OOH carry wider uncertainty bands — handled conservatively in the allocation.

go upstream

MEDIA DECISION INTELLIGENCE, GROUNDED IN INCREMENTALITY

Decisions out. Outcomes back. Each cycle compounds what the system knows.