

Optimus Impact in FY'24

In-flight Optimization from Optimus has resulted in **\$446 Mn** Incremental sales in FY24. This impact is an outcome of **12.5%** sales lift observed in Optimus intervened campaigns against campaigns that are entirely manually optimized. Compared to FY'23 (with 1Bn+ Incremental sales), there is a considerable decrease in impact owing to a combination of factors outlined below.

- 1. **Drop in Attributed Sales:** Compared to FY'23, there is a 30% decrease in overall sales attributed to Roundel campaigns. This drop has resulted from a significant drop in the TCIN count % in specific categories like Multi-Division, Toys, Beauty & Entertainment.

Category	TCIN Count change %	Sales Change %
Multi-Division	-98%	-83%
Toys	-91%	-6%
Beauty	-69%	-16%
Entertainment	-66%	-46%

- 1. **Reduced Coverage of Optimus:** In FY'24, Optimus intervened campaigns as % of total campaigns has reduced from 85% to 70%. This can be attributed to a decrease in campaigns opted for Optimization in Q4 due to multiple planned AB tests ([viz](#)). With the implementation of DRAO in place this year, there has also been a decrease in frequency of Optimus interventions which impacted the coverage negatively.
- 2. **Increase in baseline sales (from Manual Optimization):** Optimus sales lift % has decreased from 18.6% in FY'23 to 12.5% in FY'24 as an outcome of increase in baseline improvement from Manual Optimization. Median Counterfactual Sales per campaign has increased by 22% in FY' 24. We believe with improvement in quality of interventions from T&O and MPR interventions (resulting in better Media plans), the opportunity for In-flight Optimization will narrow further in the future.

More supporting information has been documented in confluence [here](#).