
Case Study: B2C Travel Industry

Measuring Executive Visibility
& Co-Marketing Impact



A Fortune 500 global airline partnered with Alembic to measure the true commercial impact of a multi-activation sports sponsorship. The initiative required unifying fragmented data sources and delivering real-time visibility into how marketing dollars translated into revenue outcomes.

Challenge

- Short time horizon: The sponsorship only ran for a few weeks, making the dataset limited and high-stakes.
- Complex sponsorship tracking: Sponsorship ROI is notoriously hard to measure, given the mix of brand exposure, advertising, and in-market activations.
- Need for real-time observability: Traditional methods (MMM, brand lift studies) would require 2–3 months of post-mortem reporting, leaving the airline unable to optimize mid-campaign.

Solution

Alembic ingested and connected disparate data sources across the airline's marketing and sales ecosystem. Using causal AI, the platform provided a real-time, unified view of how sponsorship investments drove actual sales outcomes.

Results

- For the first time, the airline could see how every marketing dollar spent during this sponsorship converted into revenue, in near-real time.
- Enabled in-flight optimization of marketing spend, reallocating toward what was proven to work.
- Demonstrated unprecedented transparency and accountability for brand investments.



"The beauty of Alembic is that I was able to show how every single dollar we spent on this sponsorship actually converted into cash sales.

And we were able to do that in real time. That is unprecedented."

CMO,
Fortune 500 Airline

Key Takeaways

- Alembic transforms high-visibility sponsorships into measurable revenue events.
- Real-time insights eliminate the lag of traditional methods and empower agile decision-making.
- Proves the link between brand investments and financial outcomes even in complex, fast-moving campaigns.