CASE STUDY

Mons Royale: Finding the ROI That Was Already There

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PREPARED BY

Inovient, LLC.
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About Mons Royale

Mons Royale didn't set out to build a global brand. They set out to replace an entire material category. Founded in 2009 by competitive freeride skier Hamish Acland and designer Hannah Acland in Wānaka, New Zealand, the brand was built on one conviction: Merino wool outperforms synthetic fibers, and the outdoor industry just hadn't caught up yet.

That conviction became a company. Today, Mons Royale is stocked in over 1,000 retail doors across Europe, North America, and Australasia, a B Corp-certified, purpose-driven brand with offices on three continents and a product line engineered for skiing, snowboarding, trail running, and mountain biking. They didn't win by compromising between performance and sustainability. They proved you don't have to choose.

The Challenge: Scaling Revenue Without Scaling Spend

Growth creates a familiar pressure: how do you keep revenue climbing without simply spending more to get there?

Mons Royale had strong product momentum and growing international recognition. What they needed was clarity, specifically, which channels were driving returns, and which were absorbing budget without delivering proportional impact. Their existing media mix had been shaped more by convention and intuition than by data. In a multi-market, seasonal category where paid, owned, and earned channels all interact, that ambiguity is expensive.

Why This Problem is Universal



Source: Mons Royale. Retrieved from Bivouac Outdoor, bivouac.co.nz

The outdoor and performance apparel market is seasonal, global, and increasingly crowded. Most brands in this space allocate budgets based on historical patterns or category norms, not on rigorous modeling of what's working. When channels overlap and attribution is murky, incremental spend often

flows to the most visible channel rather than the most efficient one. The result: growth that costs more than it should.

Insika AI’s Solution: A Model That Told the Truth About the Budget

Mons Royale worked with Inovient to deploy Insika™AI's AI-powered Media Mix Model, a comprehensive analysis of historical campaign performance, channel saturation, and cross-channel correlations designed to answer one question: where should the money go?

The findings were a strategic pivot, not a minor adjustment.

Prior to the analysis, the majority of Mons Royale's paid media budget was concentrated in Facebook, with a smaller allocation to Google Ads. Insika AI's model inverted that logic entirely.

What the Model Revealed

- **Google Ads was significantly underinvested**, delivering outsized returns relative to its share of budget, with substantial room to scale before hitting diminishing returns
- **Facebook wasn't just a social channel** and correlation analysis showed Facebook spend was actively amplifying organic search performance, a cross-channel effect invisible to standard attribution models
- **Neither paid channel was near saturation**, meaning the brand had real headroom to increase spend profitably across both

The recommended reallocation: shift the majority of budget to Google Ads, maintain meaningful Facebook investment to protect the SEO halo effect, and direct a portion toward SEO optimization to compound organic visibility over time.

The outcome wasn't just a better budget split. It was a data-backed rationale for every dollar, and a foundation for ongoing optimization as the model continues to learn.

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