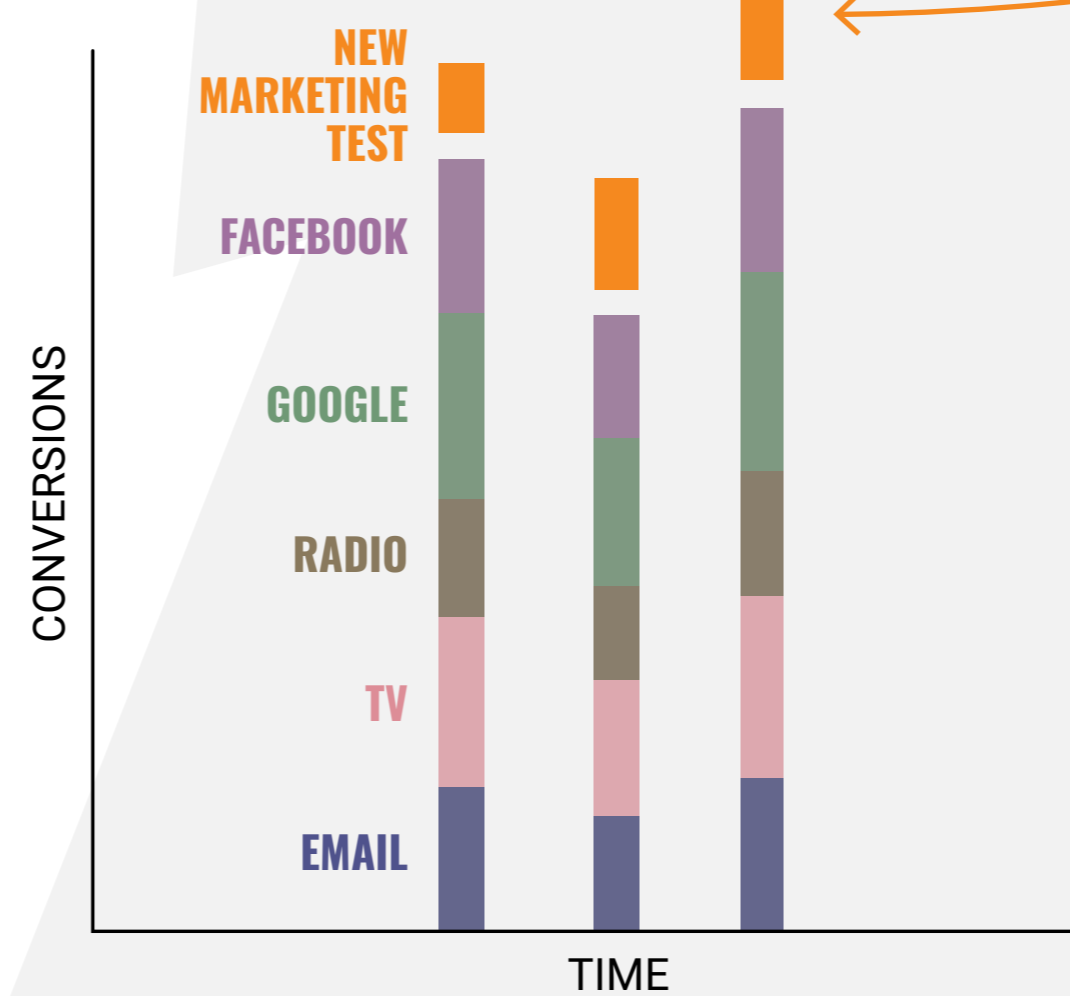


THE PROMISE OF INCREMENTALITY

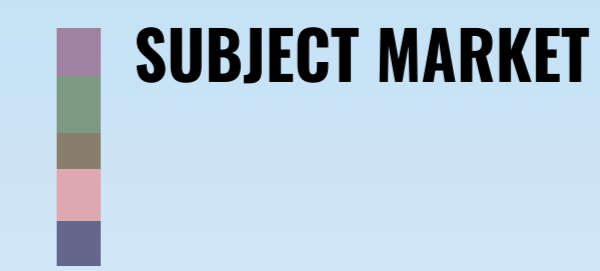
Incrementality measures the impact of an additional (incremental) marketing campaign. The incremental impact of an additional advertising campaign can be more accurately measured ONLY if all other variables are kept constant and if a control group is successfully maintained.

INCREMENTALITY TEST



INCREMENTAL RESULTS

These incremental results can be attributed to the addition of the New Marketing Campaign.



INCREMENTALITY IN REALITY...

The reality is, isolating one marketing variable to test — in a sea of millions of interactions — is difficult to achieve.

A series of controls must be in place to insure the insights received are statistically relevant and meaningful.

It takes time and significant resources to leverage incrementality at scale. For most marketers, achieving insights from incrementality is not practical.

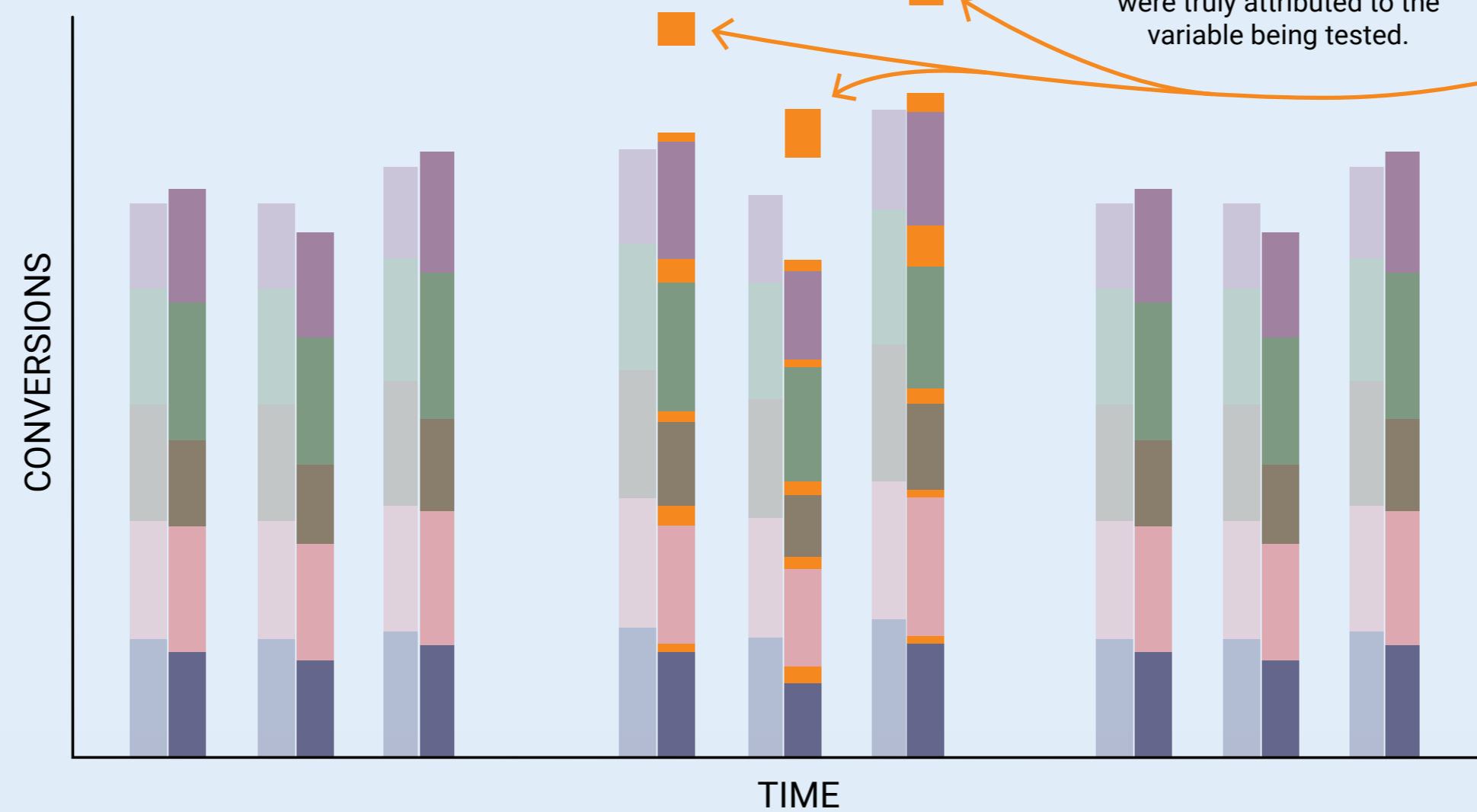
CONTROL PERIOD #1

You need a control period before the test, to establish a baseline.

INCREMENTALITY TEST

You need a control period after the test, to ensure the incremental results were truly attributed to the variable being tested.

CONTROL PERIOD #2



MULTI-TOUCH INCREMENTAL RESULTS

The reality is, campaigns don't live in isolation. The effect of any new campaign will have an impact on all other campaigns in the ecosystem.

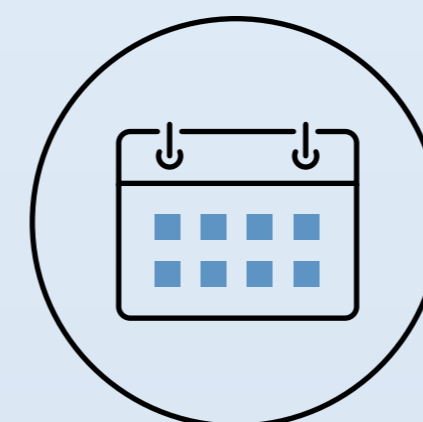
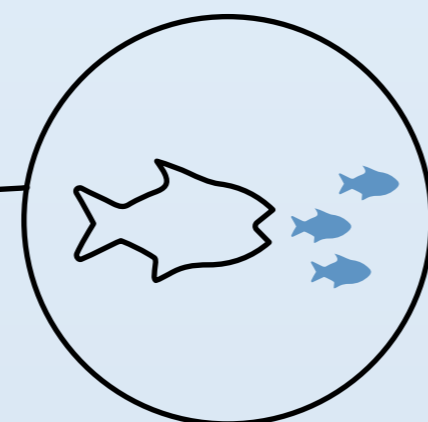
SUBJECT MARKET

CONTROL MARKET

A control market is needed to insure your results have a baseline keeping everything constant — besides the incremental campaign you are measuring.

COMPETITION

Competitive factors can skew results. If the competitive environment changes during the test you either need to control for it or distort the data after the fact.



SEASONALITY

Seasonal factors impact almost all industries. Incrementality tests need to span multiple seasons over multiple years to be accurate.

LOCATION

Different offers work in different markets. If your incrementality test is only performed in one geographic market, don't expect its results to be valid across all other geographies.



DEMOGRAPHICS

Advertising must be delivered to similar demographic audiences. If your test isn't conducted on two identical demographic groups, the results may be significantly skewed.