



Lightning Talk | **[Measurement Ignition]** Fuelling Performance to New Heights



 **Meta**

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Meta



Measurement Ignition

Fuelling Performance to New Heights



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Correlation vs. Causation



Performance is what you care about most

But you can't effectively drive performance unless you understand:

- The true value of your marketing
- Which tactics are performing best
- Which marketing channels are driving the most impact

1,653

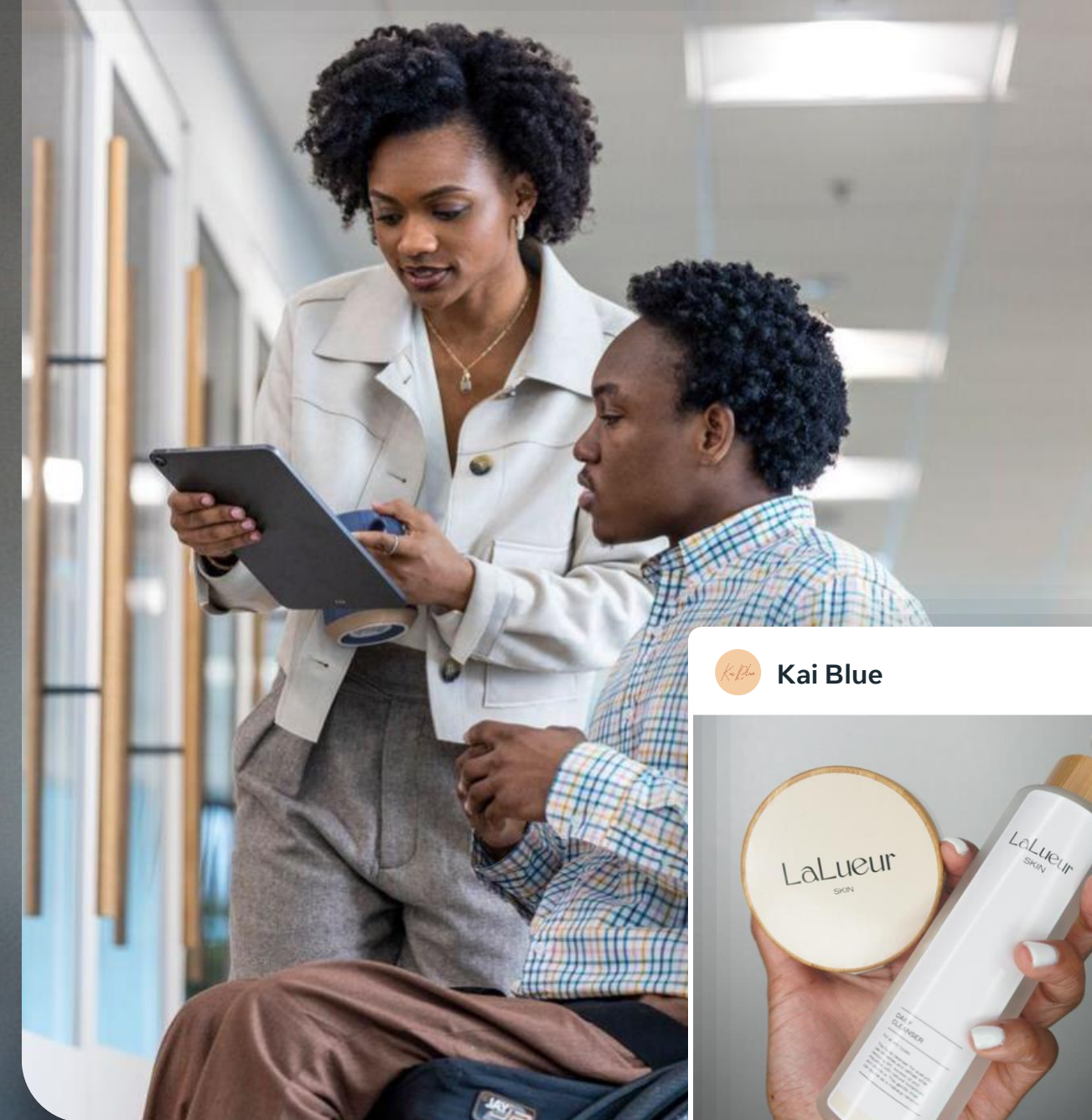
Reach

780

Engagements

549

Clicks



Kai Blue



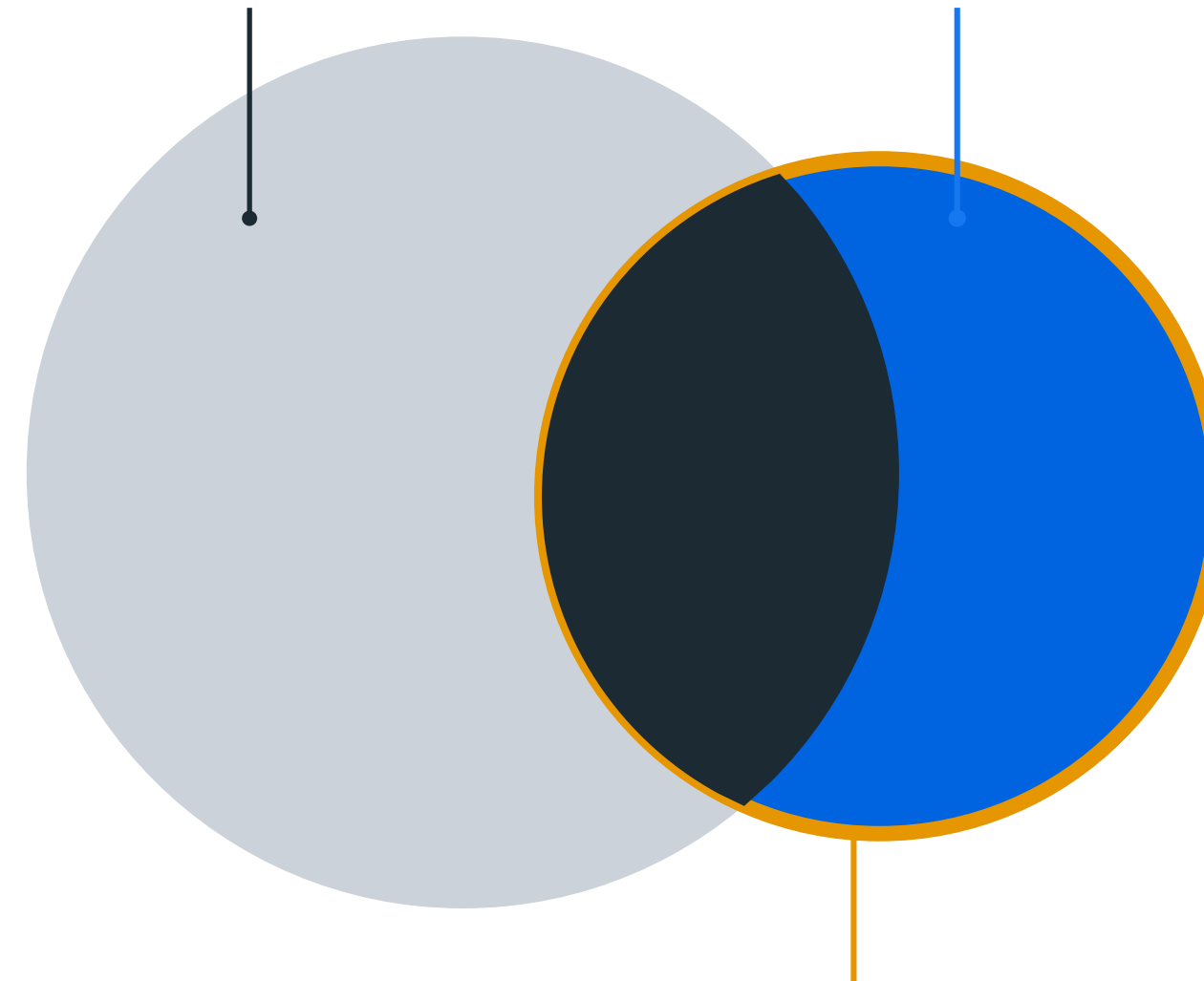
1.4K

Buy Now

Incrementality
measures the
true value of
your marketing
activities

[Organic conversions]
Converted without being
exposed to the strategy

[Incremental conversions]
Converted as a result
of the strategy



[Attributed Conversions]
Was exposed and attributed to the strategy, regardless of whether
they would have been converted on their own

Incrementality is key to effective marketing performance

Business that run 15 experiments in a year see

30%

higher ad performance that year, compared to ones that run no experiments

Source: "Marketers Underuse Ad Experiments. That's a Big Mistake," HBR



Incrementality also drives longer term growth for your business

Business that run
15 experiments in the prior year see

45%

higher ad performance, compared to ones
that run no experiments in the prior year

Source: "Marketers Underuse Ad Experiments. That's a Big Mistake," HBR

Similar Products



Gold trim plate
Markt Goods
\$25



Ceramic plate set
Wind and Wool
\$120



View similar products

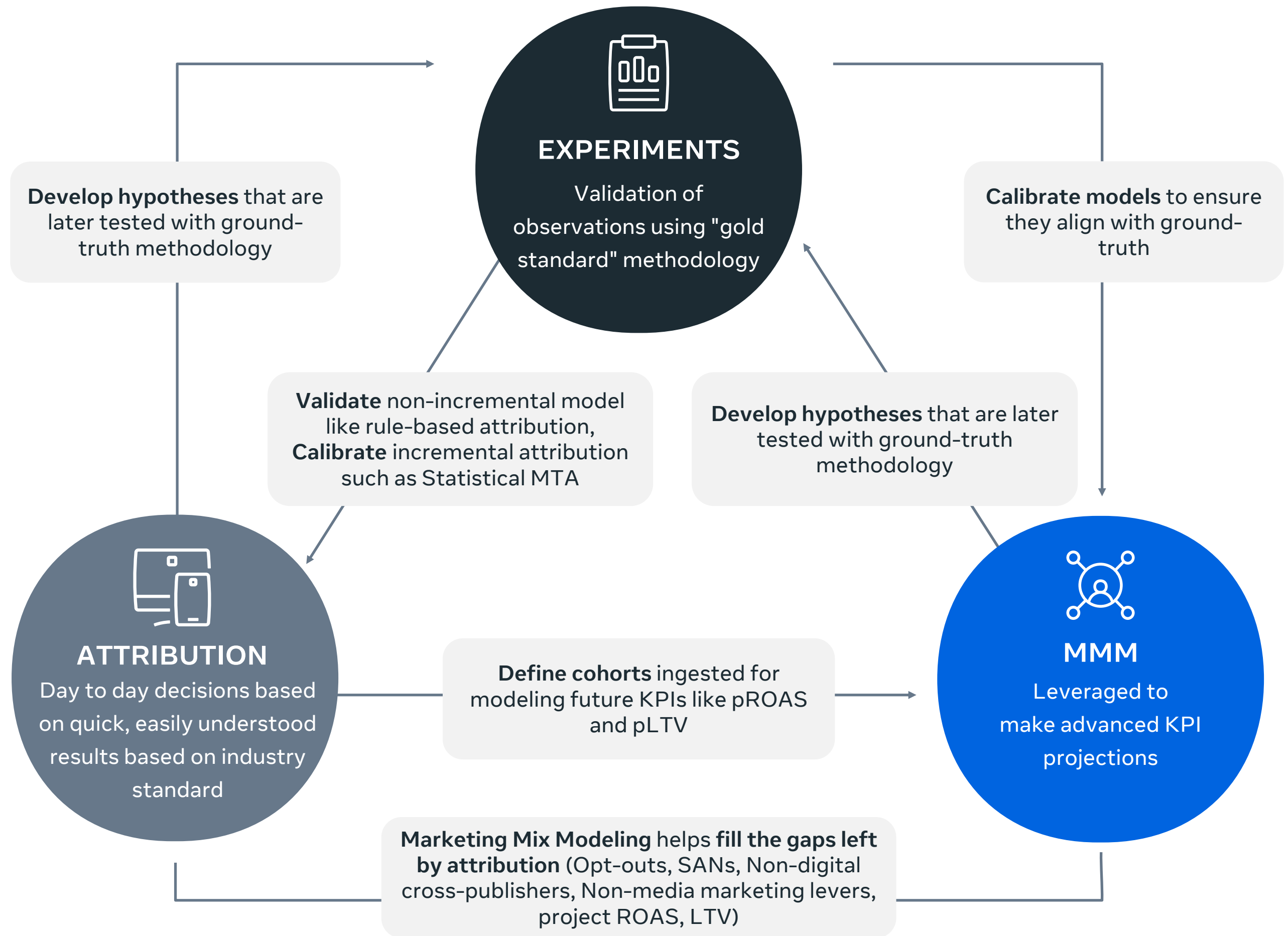
You can use the strengths of certain measurement tools to address gaps in others

Common measurement solutions will have fundamental tradeoffs, like scope, rigor, and speed

MEASUREMENT APPROACH	Scope Cross-channel	Rigor Causal incremental lift	Speed Frequency, real time
Modeling Marketing Mix Modeling			
Experiments Conversion Lift Studies, Geo-Based Testing			
Attribution Ads Manager, Web Analytics			

Adopt holistic measurement frameworks

Some advanced marketers use all three (MMM, Attribution & Experiments) to inform strategy. Each solution can supplement another.





725
Reach

349
Engagements

638
Clicks

142K

Buy Now



85K

Buy Now



There is no 'one-size-fits-all' tool for understanding performance.

Measure the true value of strategies. Fuel your performance to new heights!

is



Overview Test events Diagnostics History Settings



M.G. Mangata & Gallo



Zoomture



129K

