



Panel Discussion | **[Incrementality]** Unlocking the Impact of Your Marketing Efforts



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How confident are you in your organisation's ability to measure the true incremental impact of your marketing efforts?



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Question 1

How are you using incrementality testing to better understand the true impact of your marketing campaigns on business results?

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Question 2

What advice would you give for designing effective incrementality experiments that deliver clear, reliable insights without overcomplicating the process?

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Question 3

Looking ahead, how do you see the role of incrementality evolving as brands seek to measure the performance of an increasingly complex mix of channels, creatives, and tactics?

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Roundtable

- What challenges have you faced when trying to implement or scale incrementality testing within your organisation, and how have you addressed them?
- Can you share a practical example of how you align internal teams (e.g., marketing, data, finance) around the value and findings of incrementality testing?