



Fireside Chat

Incrementality

Unlocking the Impact of Your Marketing Efforts



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What's your biggest challenge in measuring marketing incrementality?



Question 1

What common pitfalls do you see when marketers try to measure the true incremental impact of a campaign, and how can they be avoided?



Question 2

How do you choose which channels or tactics to test for incrementality, especially in a multi-touchpoint customer journey?



Question 3

How do you ensure you have the appropriate and high-quality data needed to accurately measure the impact of incrementality experiments?



Question 4

In conversations with stakeholders focused on short-term KPIs like ROAS and CPA, how do you position incrementality insights to highlight their strategic importance?



Roundtable Discussion

What's your biggest challenge in measuring incrementality today?

How do you balance short-term KPIs with long-term impact?

Which channel has surprised you most in incrementality tests?