

How Incremental Testing and Measurement Can Amplify Campaign Performance

Evaluate your current media mix to improve efficiency — and scale customer growth



amsive

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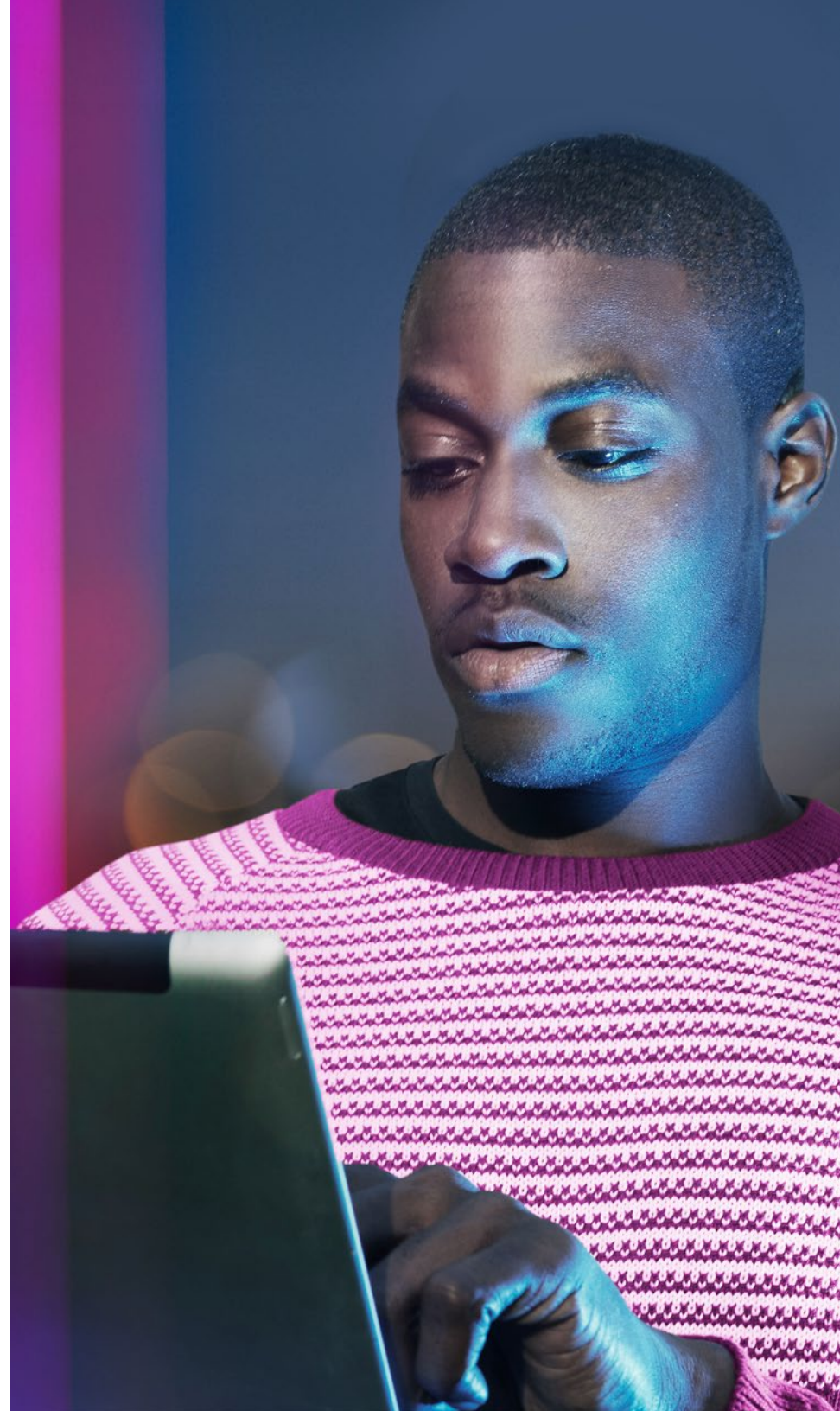
Introduction

As media consumption, technology, and consumer behaviors shift, a properly tuned media mix changes ahead of the marketplace, ensuring each ad dollar works as hard as possible. Yet, it can be easier said than done.

The data you need to know what's working (and what's not) lives in many places—first-party databases, walled gardens, and with data partners to just name a few. Putting the pieces together to build a precise measurement and optimization framework for your marketing strategy doesn't happen instantaneously.

Experimentation, iteration, and optimization ensure an accurate and actionable view of what's needed to get the most out of your media mix. With the end of third-party cookies in sight, incremental measurement has taken center stage.

Dive into incremental measurement: testing types, direct vs. indirect, channel implementation, and more. With accurate measurement in place, you'll discover what exactly fuels exceptional results — to amplify ROI and scale customer growth.



The Truth About Measurement

As marketers contend with multiple sources of truth, the smart and strategic use of measurement and comprehensive, transparent, and repeatable control testing provide solutions for media effectiveness.

Attribution and incrementality provide useful metrics to inform media mix planning and budget allocation. For marketers, attribution indicates the touchpoints that contribute to a conversion. Incrementality adds insight into how many prospects convert due to marketing efforts, above and beyond what would happen if there was no advertising at all.

CASE STUDY

Turning Insights into Action

A national Medicare plan needed to drive membership growth across all its Medicare Advantage plans. Our team developed a performance-focused strategy that took advantage of pivotal opportunities within key digital channels alongside direct mail execution. The result of accurate testing, measurement, and optimization throughout the campaign? Impressive increases in membership enrollment.

110%

YOY membership
increase for digital channels

13.5%

YOY membership
increase for all channels

13%

YOY organic website
traffic increase

Incremental Measurement is Gaining Importance

Although some consider it more challenging to measure, incrementality paints a more comprehensive picture of your marketing success. Determining budget and channel spending is as old as advertising itself – and many of the tried-and-true measurement tactics produce reliable results for sound decision-making today.

While attribution is being reworked with the loss of cookies, incremental measurement is less affected. The difference? Cookies track what happened (attribution), not the added performance over what would have happened without advertising exposure (incrementality).

Did you drive more results – downloads, shares, sales, etc – with your campaign than if you had done nothing? Incremental measurement answers this and much more.

Ad Testing Offers Incremental Insights

Testing and experimentation are vital to incrementally measuring the optimal media mix—helping companies adapt to a cookie-free world and remain agile as new marketing channels become popular.



Testing is a great way to maintain a reliable, centralized source of truth in-house.

Bill Reynolds Vice President, Audience Strategy

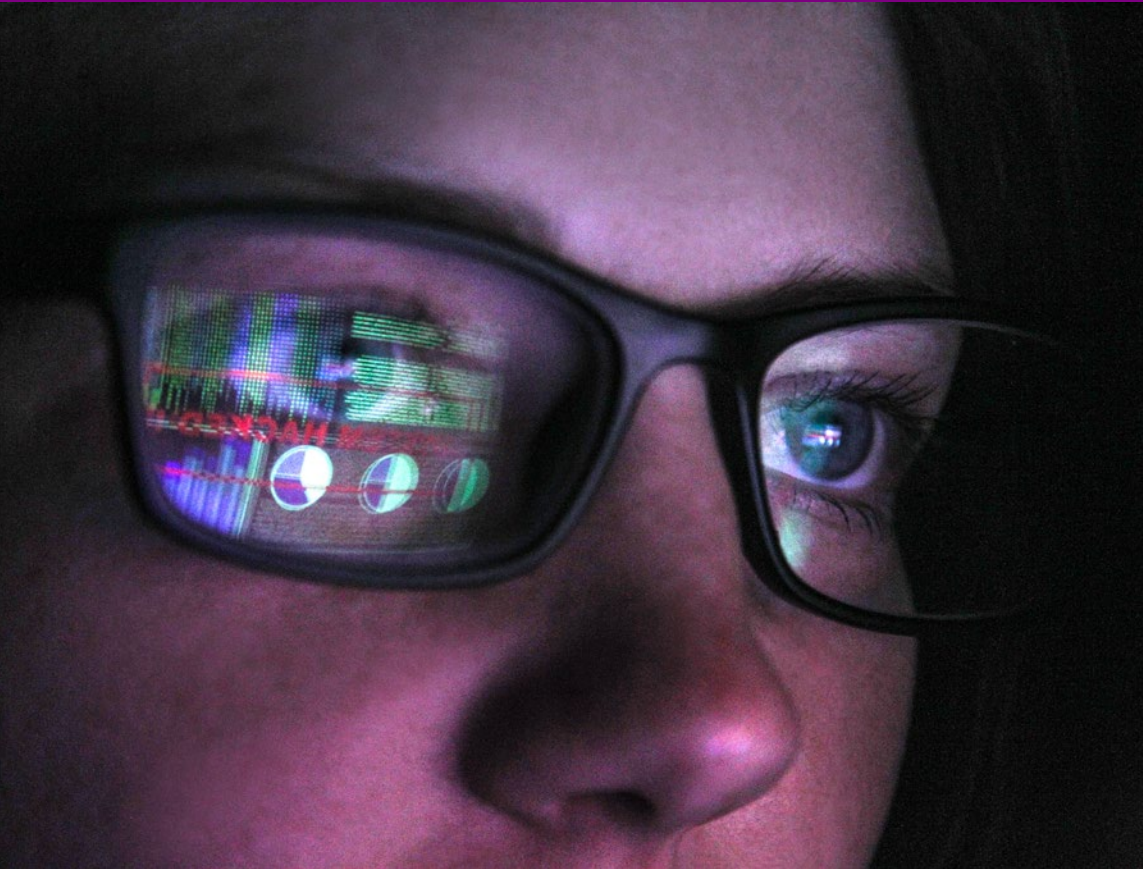
With millions of variables to test, companies testing their media mix must think strategically about what to test for and the metrics most relevant to their business model. They can then experiment with different channels, analyze their media mix holistically, and fine-tune ad presence methodically.

RULES OF THE ROAD

Use only high-quality test data.

Cast a broad net to include upper funnel correlations.

Create a strong testing framework for clear results.





Develop Control-Test Experiments

One of the best methods to measure incrementality is to compare conversion rates of “exposed” vs. “holdout” groups across audiences, publishers, and creative channels — known as a control-test experiment (CTE).

CTEs are an excellent way to measure incrementality because they estimate how likely someone is to convert when exposed to a certain campaign variable while also measuring how many people would have naturally converted without advertising exposure at all.

Since there was no way to do a holdout in last-click conversion environments, over time, marketers had lost touch with some other time-tested strategies for crediting conversions and determining media mix.

Jump into Geographic Testing

How it works?

Successfully relied upon for decades, geographic testing is one of the most straightforward ways to measure incrementality.

For example, by increasing AdWords spending in one state (the treated/exposed group) but not another (holdout/control group), marketers can determine whether a change drives incremental results.

Geographic tests are easier to implement than audience split tests, but they rely on the test designer's ability to choose geographic areas that are as similar as possible. For example, one wouldn't trust a geographic test in which the selected geographies were San Francisco and Oklahoma City due to their disparate demographic and psychographic makeups.





CONTROL-TEST EXPERIMENTATION

Audience Split-Tests Offer Insight

How it works?

Audience split-tests work by deciding to target ads to only a specified audience but then splitting that audience into a group that will see the ads and another smaller group that won't. The group that doesn't see the ads is the "holdout" group, and it typically encompasses 10% of the overall audience. Results for the target audience and the holdout audience are measured separately.

Marketers hope that the target audience will have a higher conversion rate than the holdout audience. If that happens, and if there is enough data for statistical significance, then the difference between the target audience and the holdout audience is the incrementality that's driven by the advertising.

Audience split tests can be more accurate than geographic tests because they remove the variability inherent in different geographic areas. However, they do have a higher potential for cross-contamination between the target and holdout groups, especially if the advertiser is simultaneously running other advertising that may be seen by either or both groups.

Direct vs. Indirect Incrementality Measurement

Direct and indirect incrementality measurements are two methodologies to quantify the impact and success of marketing campaigns.

Both direct and indirect incrementality measurement yield beneficial analyses – but the difference in costs can be considerable: direct measurement requires significant traffic and budget, often putting it out of the reach of mid-market companies.

Alternatively, indirect incrementality measurement offers valuable insights to complement—or even supplant—direct incrementality measurement.

DIRECT INCREMENTALITY

Direct incrementality seeks to quantify a specific metric—like cost per acquisition or response rate—through a direct consumer survey.

INDIRECT INCREMENTALITY

Indirect incrementality assesses changes in tactics, regions, or audiences to find whether there is added lift in desired outcomes (web visits, conversion, revenues).



INCREMENTALITY MEASUREMENT

Expertise in Matchback ROI Analysis

Matchback ROI analysis is a form of indirect measurement marketers can ask agency partners to provide. “Matchback” is a well-established term, originating in direct mail marketing—where marketers would cross-reference the list of customers who responded against the list of customers who received mailed advertisements to identify 1:1 conversions and calculate return on spend.

In today’s digital world, marketers can do the same type of analysis for digital advertising. Matchback can prove that individuals were influenced by advertising, even if they didn’t leave behind a digital footprint by clicking on an ad or making an online purchase.

INCREMENTALITY MEASUREMENT

Igniting Inclusion/ Exclusion Testing

Inclusion/exclusion testing is used to help solve numerous marketing questions.

Using an inclusion/exclusion test, marketers establish baseline traffic and conversion metrics, then make a change to specific audiences or geographic regions and compare the effects on leads, traffic, and conversions.

Inclusion/Exclusion testing can answer questions such as: Should I even bother running a branded keyword search, given that we have such a strong organic presence already?





Programmatic buys can provide more learning opportunities, especially when results are compared across platforms.

James Connell *Group Director, Digital Media & Analytics*

More Measurement with Programmatic Buys

Programmatic buys—purchasing ads and media mixes through a “Demand Side Platform” (DSP) based on identity graphs and matchbacks—is a general approach to audience activation. Rather than targeting a specific placement, programmatic enables marketers to target an audience in many different ways. For instance, a person might see an ad on a connected TV, then a display ad on the web—which reinforces the message. The increased frequency drives reactions such as awareness and consideration, which can then be measured and used for optimization.



Today's TV Landscape

TV ads are viewed, especially by older generations, as a type of ad only reputable brands use, creating high levels of brand trust beyond just awareness. This translates into the new TV landscape.



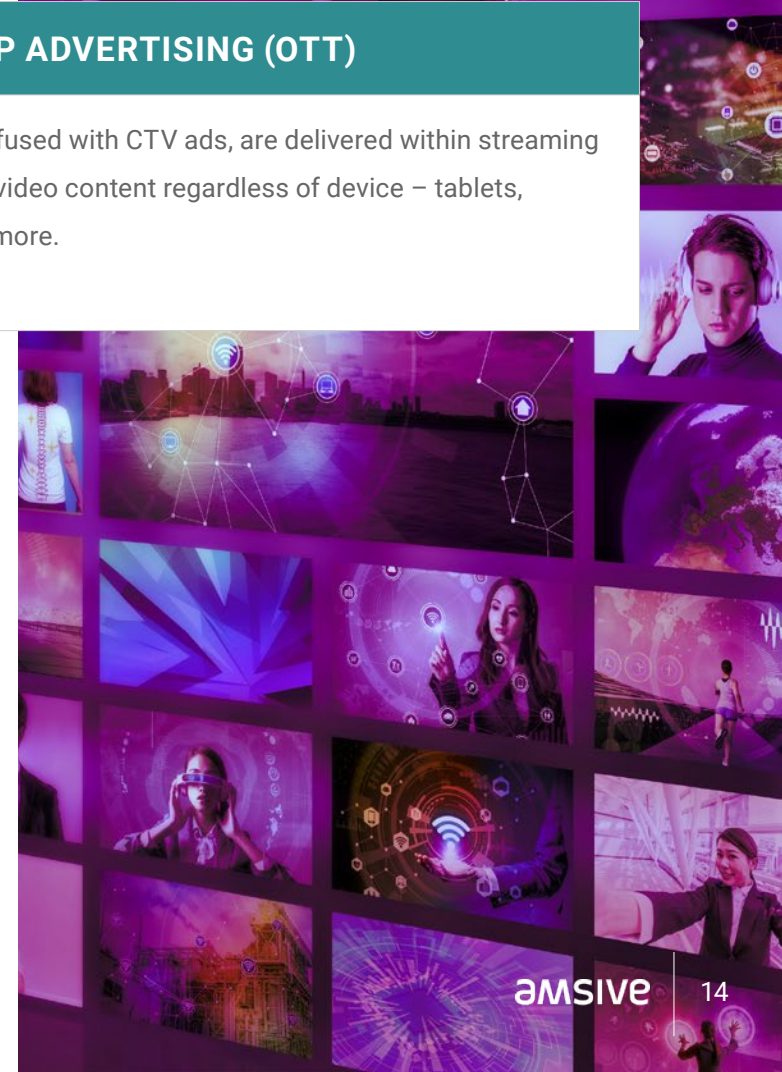
CONNECTED TV (CTV)

Part computer, part television, and part digital media player, a smart TV, known to advertisers as connected TV, is a traditional television with an internet connection. As of 2022, 80% of US households own at least one smart TV.

OVER-THE-TOP ADVERTISING (OTT)

OTT ads, often confused with CTV ads, are delivered within streaming full-episode player video content regardless of device – tablets, smartphones, and more.

But there's so much more CTV and OTT ads can do. Our teams have achieved increased incremental conversions directly attributed to people after they see a CTV ad, tracked via our call tracking. This means someone sees a CTV ad and calls the number on the screen, a number unique to only one CTV spot, and that can be specifically attributed within our tracking system. We've also seen increased conversions when CTV ad audiences are retargeted with display ads post-TV spot. Furthermore, OTT ads open up eyes to "view-through conversions." That's when someone sees a CTV ad on their connected TV device, then goes to their phone to do a Google search or goes to the website and converts, and we're able to attribute this back to the CTV ads.



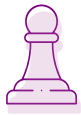
Take The Next Step Towards Better Performance

Assess your current measurement framework and campaign optimization. Are you spending as efficiently as possible to be able to compete? Do you have a unified view of your campaign measurement with clear insights to develop long-term growth strategies? What testing are you implementing currently, and what do you want to experiment with? Data-led marketing offers a million decision points to optimize and improve your marketing – expertise and strategic thinking ensure you identify and act on the ones that matter most.

- ✓ Geographic Testing
- ✓ Audience Split-Tests
- ✓ Matchback ROI Analysis
- ✓ Inclusion/Exclusion Testing
- ✓ Programmatic Buys
- ✓ CTV & OTT Advertising

Let's talk.

Reach out to learn more about our approach to incremental measurement, and how to turn data insights into action. From strategy to optimization, Amsive gives you performance-focused services, solutions, and tools to know and achieve more, amplifying results for your marketing — and your brand.



STRATEGY



CONSUMER
INTELLIGENCE



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ANALYTICS



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