



INCREMENTALITY EXPERIMENT

VISITATION LIFT MEASUREMENT WITHIN
GOOGLE CAMPAIGN MANAGER





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THE CENTRAL IDEA





THE HOLY TRIANGLE



INCREMENTALTY MEASUREMENT OR LIFT

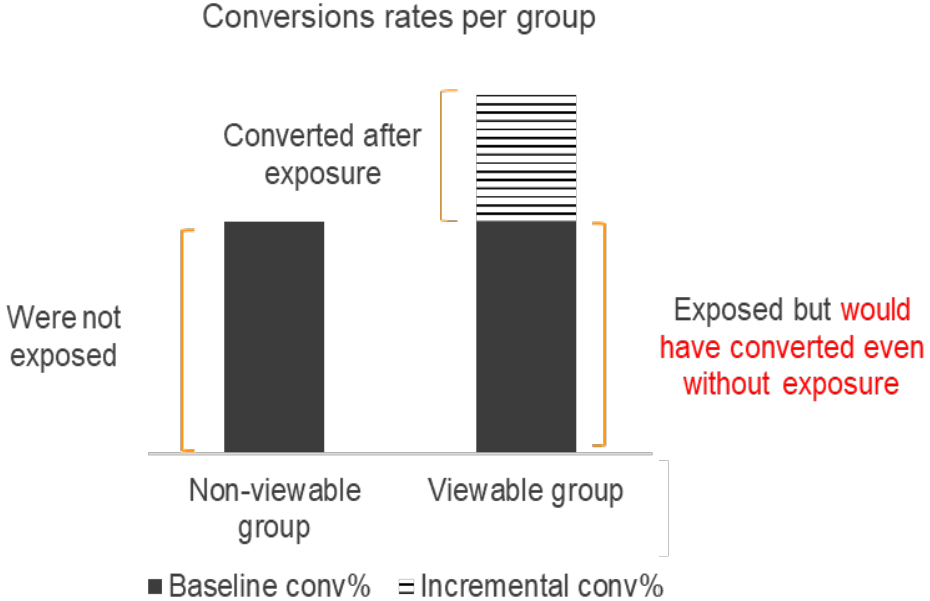
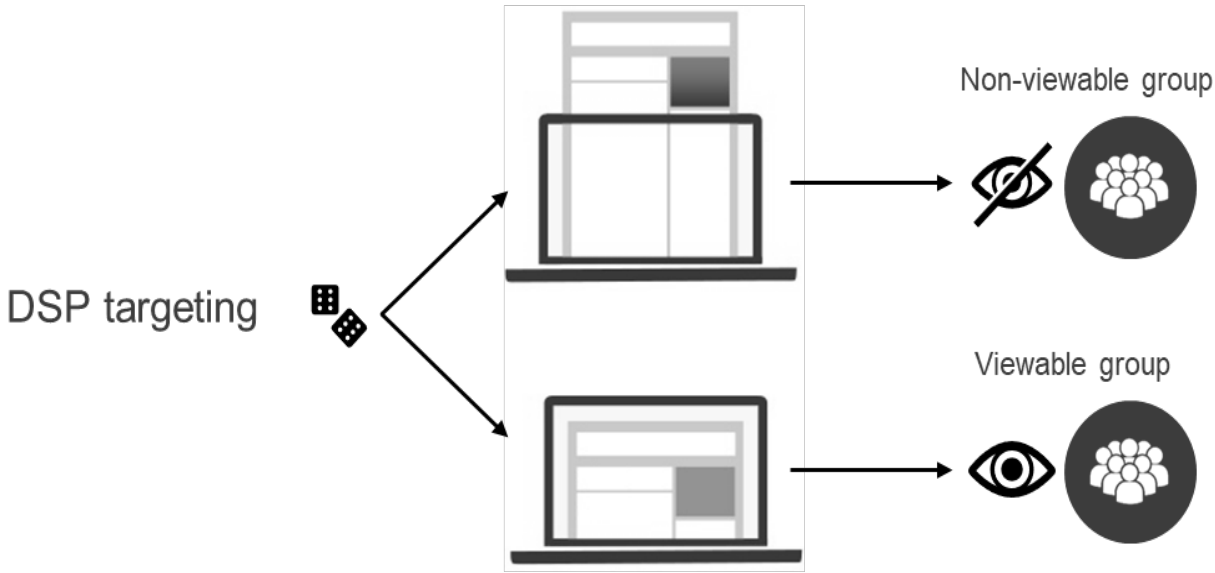
IS A CONTROLLED EXPERIMENT
WHERE THE TARGET POPULATION
IS SPLIT INTO TWO:

TEST GROUP : AD IS SHOWN

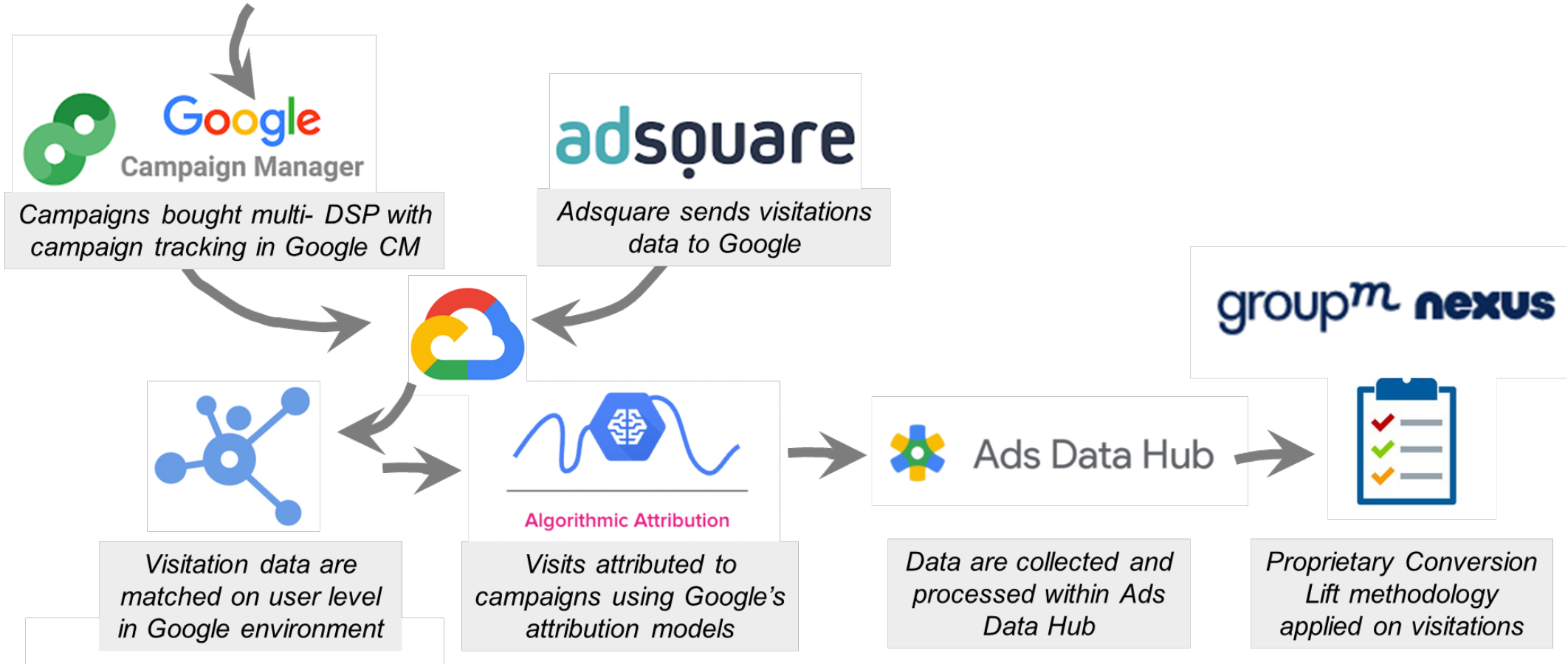
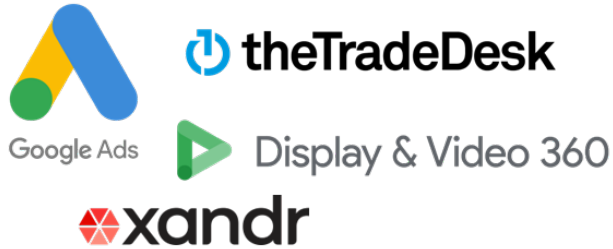
CONTROL GROUP : AD NOT SHOWN

DIFFERENCE IN OUTCOME
METRIC BETWEEN THE
TEST AND CONTROL
GROUP IS THE
INCREMENTALTY OF THE
CAMPAIGN

TRANSPOSING A VALIDATE METHODOLOGY



SET-UP 4 SUCCESS



THE DIFFERENT PHASES

→]
GEO CODING & ZONE

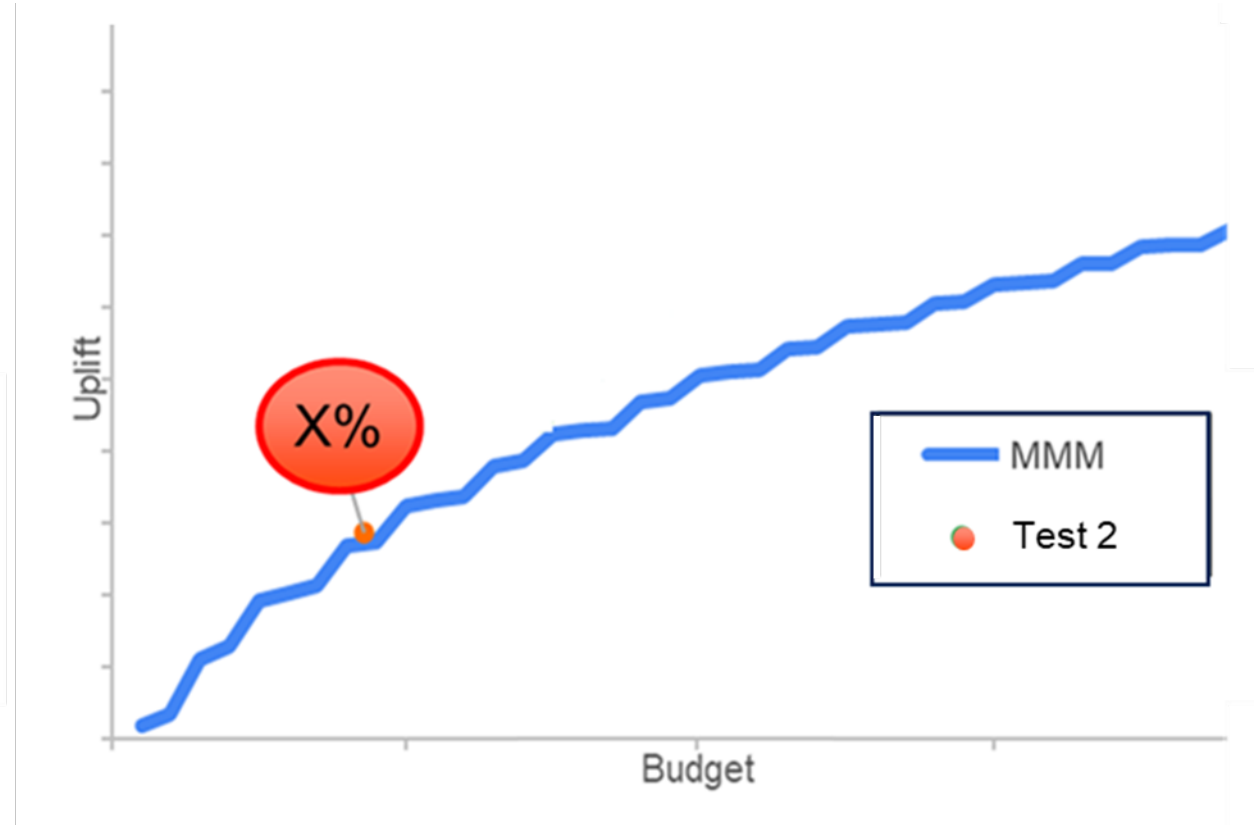
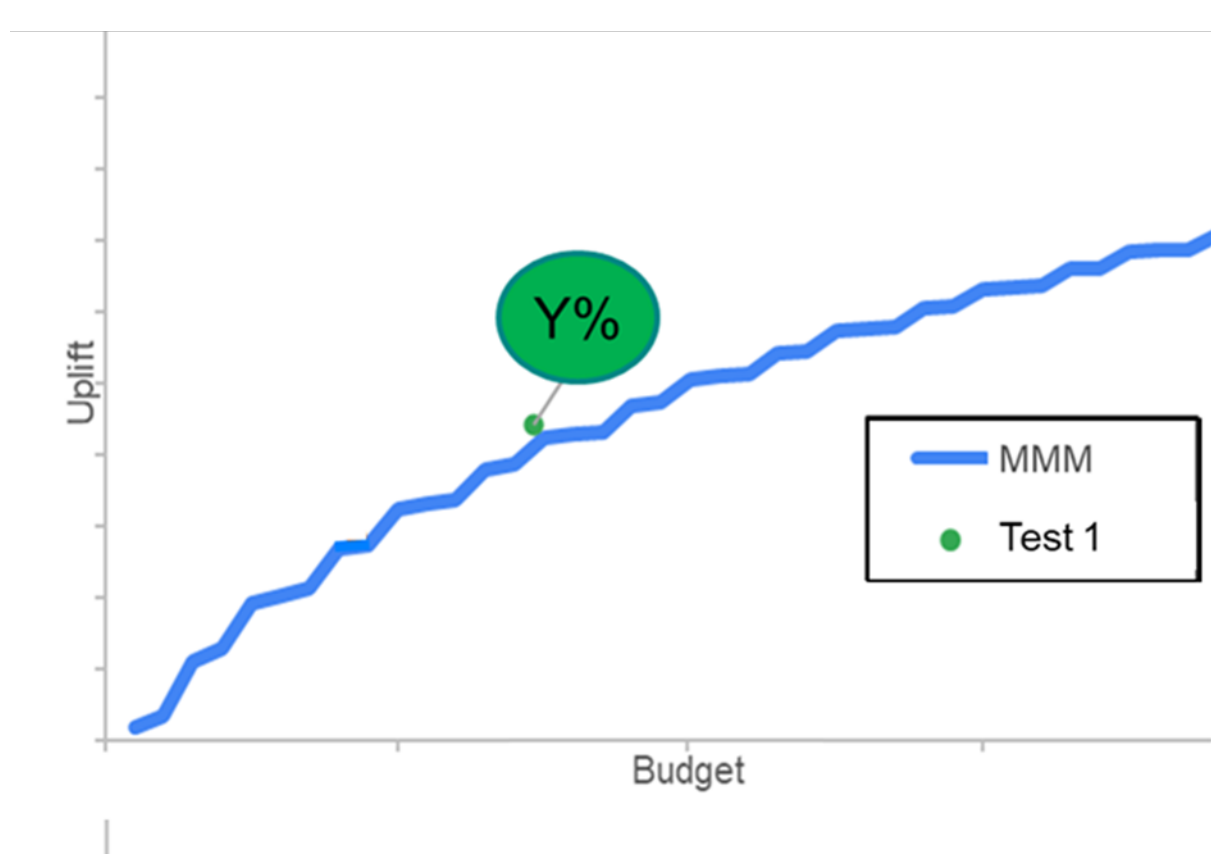
[]
DATA COLLECTION

◎
ATTRIBUTION

□ □
□ □
ANALYSIS

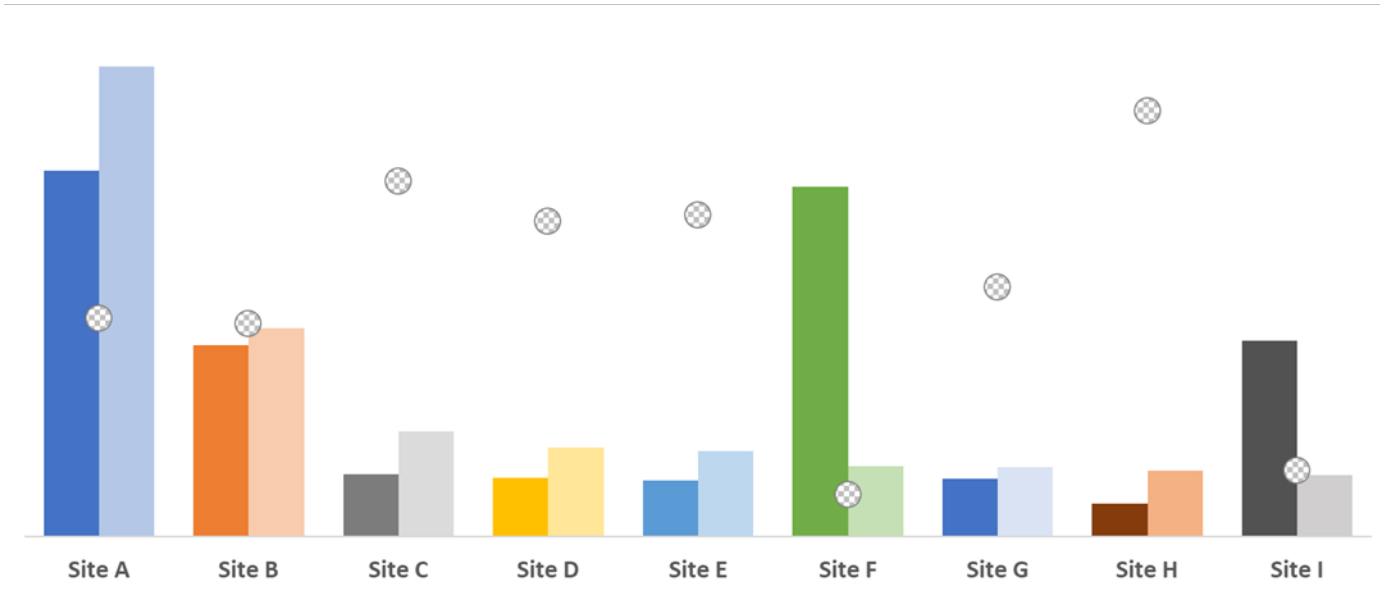


VALIDATED VIA MMM TECHNIQUES

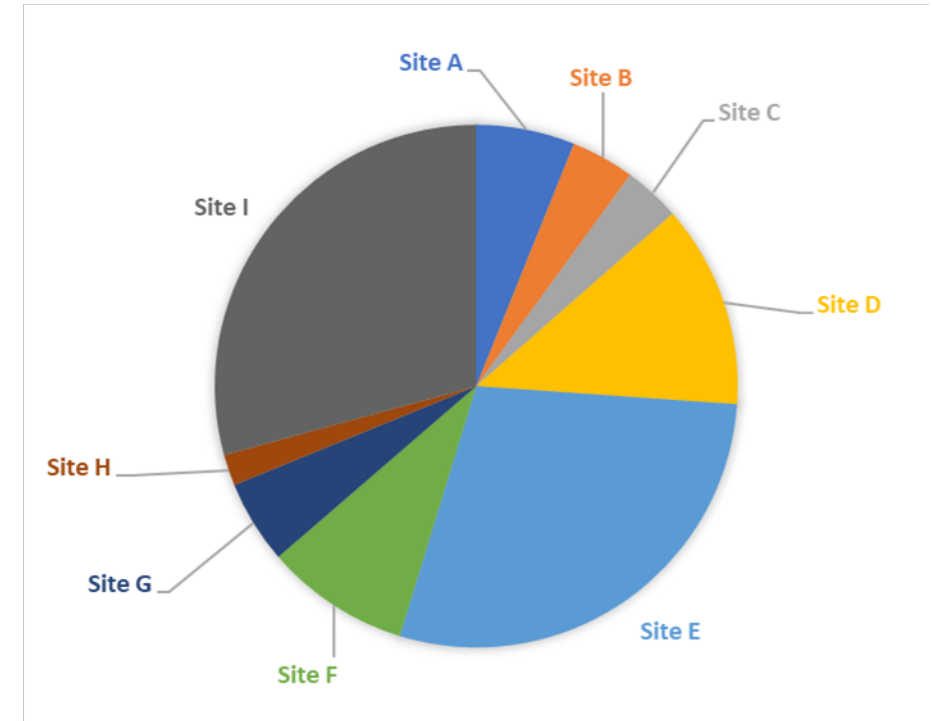


DEEP DIVES VIA EXPERIMENTAL DESIGN

Share and origin of visitation compared to impression share



Website impact share in visitation uplift





A MAZE ...ING



TRACK-BY-TRACK: 'SGT. PEPPER'

WITH A LITTLE HELP FROM MY FRIENDS



AN EMEA-FIRST ANALYTICS EXPERIMENT



They understand the value of our capabilities

able to adapt our solutions to their needs and managed to build their own control group methodology.

This approach is a real innovation in the EMEA region

Kévan Abdoli

General Manager EMEA

