# Article information:

Use incrementality testing for effective marketing measurement  
[https://www.thinkwithgoogle.com/intl/en-emea/marketing-strategies/data-and-measurement/incrementality-testing/?\_gl=1\*s95g89\*\_up\*MQ..\*\_ga\*ODcwMTQyNjQ1LjE3MTQ1NTI3NTE.\*\_ga\_BXYLHC2HPB\*MTcxNDU1Mjc1MC4xLjAuMTcxNDU1Mjc1MC4wLjAuMA..](https://www.thinkwithgoogle.com/intl/en-emea/marketing-strategies/data-and-measurement/incrementality-testing/?_gl=1*s95g89*_up*MQ..*_ga*ODcwMTQyNjQ1LjE3MTQ1NTI3NTE.*_ga_BXYLHC2HPB*MTcxNDU1Mjc1MC4xLjAuMTcxNDU1Mjc1MC4wLjAuMA..)

# Article summary:

1. Incrementality testing is essential for effective marketing measurement, providing a nuanced and agile approach to measuring advertising effectiveness while preserving user privacy.

2. The results of an incrementality test allow marketers to quantify the incremental revenue generated by a specific campaign, helping them determine the return on ad spend and make more efficient budget allocation decisions.

3. To maximize profitability, marketers should implement incrementality testing with ease using tools like Conversion Lift in Google Ads, create an annual testing plan to prioritize impactful tests, and complement testing with AI-powered advertising solutions for optimal results.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article provides a detailed overview of incrementality testing as a method for effective marketing measurement. It highlights the importance of understanding advertising impact in a privacy-first way, especially in light of recent changes in privacy regulations and the phase-out of third-party cookies. The article explains how traditional methods like marketing mix modelling and attribution reports have limitations when it comes to accurately measuring return on ad spend (ROAS) and how incrementality testing offers a more nuanced and agile approach.

One potential bias in the article is its heavy reliance on Google Ads as the primary platform for conducting incrementality tests. While Google Ads is a widely used platform, there are other advertising platforms available that may offer similar testing capabilities. By focusing solely on Google Ads, the article may be promoting Google's services over competitors without providing a balanced view of all available options.

Additionally, the article lacks discussion on potential risks or limitations associated with incrementality testing. While it mentions that these tests are designed to preserve user privacy, it does not address any potential ethical concerns or unintended consequences that may arise from running experiments on users without their explicit consent. It would have been beneficial for the article to explore these considerations to provide a more comprehensive analysis of incrementality testing.

Furthermore, the article presents examples of how brands can use incrementality testing to optimize their marketing strategies and boost profitability. While these examples are helpful in illustrating the practical application of incrementality testing, they could be seen as promotional content for Google Ads' features like Performance Max and Conversion Lift. The article could benefit from including case studies from brands that have successfully implemented incrementality testing using different platforms or methodologies to provide a more diverse perspective.

Overall, while the article provides valuable insights into the benefits of incrementality testing for marketing measurement, it could improve by addressing potential biases towards Google Ads, discussing risks and limitations associated with this method, and presenting a more balanced view of available options for conducting such tests.

# Topics for further research:

* Ethical considerations of incrementality testing in marketing
* Alternative platforms for conducting incrementality tests
* Risks and limitations of incrementality testing in advertising
* User consent in marketing experiments
* Case studies of successful incrementality testing outside of Google Ads
* Comparison of incrementality testing methodologies for marketing measurement

# Report location:

<https://www.fullpicture.app/item/7e85b0401854274fe073c8ea8e3dfe51>