EDGF

POWERED BY LEARFIELD

Incrementality Testing

MEASURING WHAT OUR MEDIA ACTUALLY CAUSES

Internal Measurement Brief | Arts + Live Entertainment Pilot

AUGUST 2026

WHY THIS MATTERS

Right now, we optimize on inference instead of measurement

Our framework already says the right thing: don't chase last-click ROAS, and don't protect upper-funnel just because attribution can't see it.

TODAY: DIRECTIONAL PROXIES

- View-through activity
- Downstream / halo signals
- Assisted conversions
- Platform-attributed ROAS

= our best estimate of what a channel contributed

INCREMENTALITY: CONTROLLED MEASUREMENT

- Create a comparable holdout
- Withhold the media being tested
- Measure the difference in outcomes
- Use ticket sales when the data supports it

= a stronger estimate of what the media caused

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THE CORE IDEA

How many of these sales would have happened anyway?

COMPARABLE POPULATION

EXPOSED GROUP

1,000

sales

sees Display

–

HOLDOUT GROUP

850

sales

no Display

INCREMENTAL LIFT

150

incremental sales

The holdout gives us the counterfactual: what would have happened without Display. The difference between the groups is the incremental effect we are trying to estimate.

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THE METHODS

Three ways to run one. Pick the method to fit the question.

BEST FIT FOR OUR FIRST PILOT

GEO HOLDOUT

Matched markets. Display runs in test geos and is withheld in control geos. Compare business outcomes.

BEST FOR

CTV, Display, TikTok, Search

High rigor • High effort

FAST FIRST READ

PLATFORM-NATIVE LIFT

Platforms create randomized exposed and holdout groups and report lift within their own measurement environment.

BEST FOR

Meta, TikTok, Google / YouTube

Useful, but platform-specific

CLEANER MESSAGE ISOLATION

PSA / GHOST-BID

Control users receive a neutral ad or are withheld through an experimental mechanism so treatment exposure is isolated.

BEST FOR

Display / CTV where supported

More setup • Design-dependent

Start where the decision value is highest, not where the setup is easiest.

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THE #1 MISTAKE

Don't try to test the whole mix at once

If we change six channels at once and sales move, we still don't know what caused it.

META | CTV | DISPLAY | SEARCH | TIKTOK | OTHER

↓

ONE BLENDED LIFT NUMBER

Useful to know the mix worked. Not useful for deciding what to do next.

START NARROW: Does Display create incremental ticket sales?

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THE OPPORTUNITY

The pilot: does Display create incremental ticket sales?

HYPOTHESIS

Display (DV360) creates incremental ticket sales beyond what would have occurred without Display.

01 FIRST READ: BUSINESS OUTCOME

Total ticket sales or revenue by geo

Did Display create incremental business value?

02 SECOND READ: DOWNSTREAM BEHAVIOR

Search, branded demand, site behavior, Meta

Where or how might the lift be showing up?

METHOD Matched geo holdout: Display on in test markets, Display withheld in control markets. All other media stays as consistent as possible.

DURATION Set by the power analysis and a clean business window, ideally within one stable sales phase.

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HOW TO BUILD IT

Seven steps. The early ones decide whether the test is credible.

01

Qualify the client

Enough volume, geo-level outcome data, clean window.

02

Run the power check first

Can we detect a business-relevant lift? If not, redesign.

03

Build matched geo groups

Match on pre-period sales, size and baseline performance.

04

Lock the setup

Withhold Display in control. Keep other media consistent. Log changes.

05

Run and monitor

Watch delivery and tracking. Do not optimize the treatment mid-test.

06

Measure lift + uncertainty

Report the estimated lift, range and statistical confidence.

07

Translate to a decision

Feed the result into the Next-Dollar Test and bank the benchmark.

POWER CHECK = GATE 1

If the test cannot detect a realistic effect, we don't launch it as designed.

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WHAT KILLS A TEST

Four failure modes to protect against from the start

01

Unmatched geos

If the groups weren't parallel before the test, the post-test gap is hard to interpret.

02

Insufficient volume

An underpowered test can miss a real effect and come back inconclusive.

03

Contamination

Control markets seeing Display, cross-geo audiences or national buys shrink the measured difference.

04

Crossing a sales phase

A natural on-sale or final-push surge can get confused with treatment lift.

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MAKE IT A CAPABILITY

From one-off test to a repeatable product

01	**Test brief template**	Hypothesis, method, metrics, geos, duration, power, success criteria.
02	**Pre-launch checklist**	Power passed, geos matched, contamination addressed, change log open.
03	**Standard readout**	First read + second read, lift range, confidence, decision recommendation.
04	**Benchmark library**	Measured incremental ROAS / cost per incremental sale by channel and sales phase.
05	**Test cadence**	One useful business question at a time. Build the library over time.

THE CLIENT VALUE

We can make budget recommendations using measured contribution, not attribution alone.

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NEXT STEPS

What we need to green-light the pilot

01 Pick 2–3 candidate clients

02 Run the power analysis

03 Match geos + validate pre-period

04 Lock the test window + other media

05 Run, measure + bank the first benchmark

First pilot: Display → incremental ticket sales

Media Activation + Mark + Jeremy + Partner Success