Incrementality Testing Process

Method I: Geo Exclusion

1. Used AI models ran against DV360 data to derive which cities to exclude for client's DMA.
    a. DCPA test will exclude:
        Littleton, Colorado, United States (City)
        Centennial, Colorado, United States (City)
        Greenwood Village, Colorado, United States (City)
        Castle Rock, Colorado, United States (City)
        Englewood, Colorado, United States (City)
        Parker, Colorado, United States (City)
        Highlands Ranch, Colorado, United States (City)

2. AI recommended a single DV360 campaign. Geos excluded from the campaign. The campaign only targets the test segments / treatment. Use TNEW historical data to look at pre-campaign performance vs performance after ads start.
3. Control gets no budget. We will use historical TNEW data to see how both the test and control segments increased before the test period and after the test period. We may find the control grew by 6% due to natural programming but the test grew 10% after ads were served for instance. In this scenario, it would imply a 4% lift. Below is sample math to help explain how we can measure this with a single campaign and historical TNEW data.
4. Example (made up data) of how we can measure this:

    Before test

    Treatment (targeted geos):

    1,000 purchases

Control (excluded):

4,000 purchases

During test:

Treatment:

1,300

Control:

4,400

The control increased:

10%

So we'd expect treatment to increase by approximately 10% without advertising:

1,000 × 1.10 = 1,100

Actual:

1,300

Therefore:

Incremental purchases

1,300 − 1,100 = 200

200 is your estimated lift (then, you can throw into a lift formula to get a percentage out of it)

5. Outcome. The goal is to end up with a potential lift of exposed ads. If the control (excluded geos) is 1,000 purchases, and the test (exposed ads) is`1,200, then the lift would be 200 and we could call that a 20% lift.