

# INCREMENTALITY TESTING READINESS CHECKLIST

Incrementality testing measures the true impact of a single channel or tactic. By comparing a test group to a control group, it determines whether that specific investment drives additional business outcomes — or simply captures demand that would have occurred anyway.

Incrementality testing answers a focused question: **Is this channel actually causing lift?** It isolates causality at the channel level, rather than evaluating the entire marketing portfolio.

## HOW LEADERS USE IT

- ✓ Validate the impact of one channel before scaling investment
- ✓ Measure the lift from increasing or decreasing spend
- ✓ Pressure-test platform-reported performance
- ✓ De-risk large budget shifts
- ✓ Validate or calibrate an MMM

ASSESSMENT CATEGORY	STRATEGIC QUESTION	WHY THIS MATTERS	OPTIMAL BENCHMARK
<b>Statistical Precision</b>	What is the average daily volume of your primary success metric (e.g., Sales or Leads)?	High volume allows the experiment to reach "statistical significance" faster, providing a definitive answer on whether a channel is truly driving growth.	An average of 50+ conversions per day for the total business.
<b>Impact Threshold</b>	What is the estimated contribution of the channel being tested toward your total spend?	To measure lift accurately, the channel being tested must represent a significant enough portion of the mix to be detectable in a "Test vs. Control" environment.	Test subject contributes at least 5% of total business volume.
<b>Market Segmentation</b>	At what level can you geographically target your advertising (DMA, City, State)?	Geo-testing relies on splitting markets into groups. More granular targeting (like DMAs) allows for a more sophisticated and accurate test design.	Ability to segment targeting into 20+ distinct geographic markets.
<b>Strategic Holdouts</b>	Is the organization open to a "Control" window (maintaining a baseline in specific regions)?	Temporarily withholding spend in a small group of markets is the gold standard for measuring what would have happened without advertising.	Openness to a 30–60 day "Test vs. Control" window in select regions.
<b>Investment Scaling</b>	Is the organization open to a "Heavy-Up" test (increasing spend in specific regions)?	Rapidly increasing spend in certain markets allows us to find the "ceiling" of a channel's efficiency and predict the ROI of future scaling.	Openness to a 30–60 day strategic increase in spend in select regions.
<b>Testing Environment</b>	Are there other major promotions or external factors planned for the next 90 days?	A "clean" testing environment ensures that the results we see are caused by the test itself, rather than a holiday sale or a competitor's activity.	A stable window in the marketing calendar, free from major overlapping disruptions.
<b>Strategic Hypothesis</b>	What specific question are we aiming to answer with this test?	A clear "If/Then" statement ensures the test is designed to provide actionable evidence for future budget decisions.	A defined belief (e.g., "Increasing spend on Channel X will drive a Y% lift in total revenue").
<b>Data Availability</b>	Is the success metric being measured available for analysis at the regional level?	We must be able to view business results (not just ad clicks) by geography to verify that the marketing is moving the bottom line.	Regional/Geo-level reporting available for the primary success metric.

# MEDIA MIX MODELING (MMM) FEASIBILITY CHECKLIST

Media Mix Modeling (MMM) evaluates your entire marketing portfolio at once. It analyzes historical spend and performance data across all channels to estimate how each contributes to overall business outcomes such as leads, sales or revenue. MMM is a strategic allocation tool. It helps leadership decide where the next dollar should go across the full marketing mix.

**MMM answers the big question:** How should we allocate our total marketing budget? It provides a portfolio-level view of contribution, accounting for seasonality, lag effects, and channel interaction — not just platform-reported attribution.

## HOW LEADERS USE IT

- ✓ Reallocate budget across channels based on modeled impact
- ✓ Forecast the business effect of shifting spend
- ✓ Identify diminishing returns at scale
- ✓ Inform annual and quarterly investment planning

ASSESSMENT CATEGORY	STRATEGIC QUESTION	WHY THIS MATTERS	OPTIMAL BENCHMARK
<b>Investment Scale</b>	What is your total annual paid media investment (excluding organic)?	MMM requires sufficient variation and signal across channels to produce stable outputs.	\$1M+ annually per business unit or modeled market.
<b>Strategic Agility</b>	Can budget be reallocated based on model findings?	MMM is only valuable if insights can influence allocation decisions.	Marketing budgets are flexible and can be optimized within a 90-day window.
<b>Business KPI Selection</b>	Is there a single, clearly defined primary KPI tied to profit?	MMM works best when optimizing toward a financially meaningful outcome.	One consistent KPI (Revenue, SQLs, Applications) aligned with finance.
<b>Business Data Alignment</b>	Are business outcome metrics consistently defined across marketing, CRM, and finance systems?	MMM relies on trustworthy business data. Misaligned definitions lead to misleading model outputs.	Shared metric definitions and reconciled reporting across marketing, CRM, and finance.
<b>Customer Journey Length</b>	What is the average time from first touch to final conversion?	Long or inconsistent purchase cycles impact modeling accuracy.	Stable, measurable conversion window with known lag.
<b>Portfolio Diversity</b>	How many active marketing channels are consistently invested in?	MMM needs multiple channels to understand contribution dynamics.	Ideally 3-10 consistently funded channels.
<b>Data Continuity</b>	Do you have at least 24 months of clean spend and performance data?	Long-term data allows the model to detect seasonality and lag effects.	24+ months of weekly or daily spend + outcome data.
<b>Spend Variability</b>	Has there been meaningful fluctuation in spend levels across channels?	MMM detects impact through variation. Flat budgets limit learnings.	Multiple increases/decreases in spend across major channels.
<b>Market Distribution</b>	Are campaigns national, regional, or highly localized?	Regional complexity affects modeling structure and granularity.	Clear documentation of geo-level investment differences.
<b>Future Growth Vision</b>	Are there upcoming strategic shifts in channel mix or spend?	Major shifts create natural experiments and improve model power.	Clear visibility into planned spend reallocations.