

Incrementality Experiments

Seeking for Real incrementality

Roundtable Summary

In today's digital landscape, brands are leveraging digital channels to reach new audiences, engage with customers, and drive revenue. However, it can be challenging to determine which of these strategies are driving real incrementality and which are cannibalizing each other without bringing real additional revenue to the brand.

In this roundtable discussion we would like to reflect with you on:

1. The real meaning of incrementality
2. Strategies for achieving Incrementality
3. How to overcome usual barriers to Incrementality

We will share our experiences and insights on how to effectively utilize digital channels to drive incremental revenue and we expect all of you to enrich the debate with your own experiences. This is a unique opportunity network with peers in the industry on a quite common challenge.

Don't miss out on this valuable opportunity to gain practical insights and discuss about them with different industry experts.

Roundtable context & background

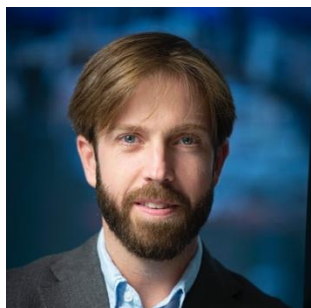
In today's digital landscape, brands are constantly seeking new ways to drive revenue and stay ahead of the competition. However, with limited budgets, changing consumer behavior, and fierce competition, it can be challenging to identify the most effective strategies for driving incremental revenue through digital channels.

During this roundtable, we will explore the key challenges and opportunities that brands face when trying to drive incremental revenue through digital channels. We will discuss best practices, case studies, and emerging trends in digital marketing, and provide practical insights that can be applied to businesses of all sizes.

Roundtable Chairs



Velit Dunder
Global Ecommerce VP,
Radisson Hotel Group
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Borja Lizarraga
Intelligence Iberia Lead,
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Velit Dunder is a key member of the Radisson Hotel Group executive team, serving in the role of Global Ecommerce Vice President. On this role Velit is responsible for developing and implementing the Company's global ecommerce strategy, defining and executing Company's acquisition strategy through their online direct channel, the cornerstone of RHG's growth strategy.

Radisson Hotel Group is a global hospitality company that operates more than 1,100 hotels in over 100 countries.

Borja Lizarraga leads Accenture Song Iberia Intelligence capability, and as so is responsible for the data strategy Accenture Song is deploying in RHG as a key element on their Performance Marketing Strategy services.

Accenture Song is a global agency group within Accenture