

Incrementality Experiments

Unlocking unfulfilled growth potential through Incrementality Experiments

Roundtable Summary

Ready to take your measurement game to the next level? Join us for a deep dive into the world of Incrementality Experiments, where we'll discuss how you can boost your ROI, optimize your campaigns, and grow your business with best-in-class measurement techniques. Discover what to do/and what not to do when doing experiments at scale to empower a culture of experimentation. Whether you're a seasoned marketer or a curious newcomer, this is your chance to learn how to scale experiments and support your Test & Learn framework, setting your business up for success in today's ever-changing digital landscape.

Empowering a Culture of Experimentation

Are you tired of throwing money at your campaigns without knowing for sure which channels, campaigns, or tactics truly help grow your business? It's time to shift your focus to Incrementality experiments, the new kid on the block that allows you to measure the true impact of your marketing efforts and make data-driven decisions that will boost your ROI and ensure that marketing will no longer be deemed a cost center.

If you're about to sign up for this session, chances are that you're already a strong believer in Incrementality Experiments. Congratulations - you're already an industry frontrunner! The aim of this session is to, hopefully, inspire you on how to scale the great work you're already doing.

At our upcoming roundtable session, I'll be sharing what we, at Acceleration, learned throughout our process of scaling experiments. Spoiler alert! Standardizing the latest take on measurement is not straightforward - it requires a robust methodology and a strong data pipeline.

But it's not just about the statistics and the data. It's also about the mindset and the framework that underpins a successful experimentation program. You'll discover how you can work strategically with experiments, to leverage the Power of Scale, empowering you to explore new ideas, test bold hypotheses, and ultimately unlock unfulfilled growth opportunities.

Whether you're a marketer looking to optimize your campaigns, a data analyst seeking to uncover insights and improve your attribution models, or a business leader who wants to stay ahead of the competition, this is a session you want to join.

Roundtable Chair



Kasper Madsen

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As a Senior Measurement Consultant in Acceleration Nordics, I specialize in helping Nordic and Global clients incorporate Incrementality Experiments into their Measurement Framework.

For the last couple of years, I have, together with my colleagues at Acceleration, ongoingly been working on how to best leverage different best-in-class techniques to build a standardized methodology and way of working.

But moreover, I've put a lot of energy into conceptualizing Incrementality Experiments for our clients, through frameworks, playbooks and roadmaps, helping them unlock the true value of Experiments – through the Power of Scale.

So, buckle up and get ready to discover how you can unlock the power of Incrementality Experiments. I'm looking forward to this Roundtable session – hopefully, I'll see you there.