

Attribution

Digital Attribution in a Unified Measurement Framework

Roundtable Summary

Many marketers are facing the challenge of measuring the impact of marketing campaigns accurately. At this roundtable we will be discussing the strengths of the individual measurement methods MMM, attribution, and incremental experiments and how they can work together.

Each measurement method has its own strengths and weaknesses, and by using them together, marketers can gain a more complete picture of marketing effectiveness. This approach allows for more informed decision-making and can help ensure that marketing efforts are optimized for maximum impact. Welcome to the discussion of the individual measurement methods and how they can support each other

Use the strengths of the individual measurement method

The combination of marketing mix modeling, attribution, and incremental experiments provides a comprehensive framework for measuring the effectiveness of marketing campaigns.

Marketing mix modeling is a well-established technique for assessing the impact of different marketing channels on sales or revenue. It provides a high-level view of the overall impact of marketing on business outcomes, but it's not always granular enough to help with day-to-day decision-making. Attribution, on the other hand, is a more granular approach that assigns credit to specific channels or touchpoints for conversions or sales. However, it can be challenging to implement in practice and may not always provide a complete picture of marketing effectiveness. Incremental experiments are a powerful technique that can help isolate the causal impact of specific marketing initiatives, but they require careful design and execution to be effective.

Combining these three methods can provide a more comprehensive framework for measuring the effectiveness of marketing campaigns. During our round table discussion, we'll dive into the pros and cons of each method and explore how they can be combined to provide deeper insights.

You'll have the opportunity to learn, exchange ideas with peers, and get inspired. We'll also try to cover common challenges and pitfalls to avoid, when creating a unified measurement framework.

Don't miss this chance to take your marketing measurement to the next level. Join us for our round table discussion and gain a new perspective on measuring marketing effectiveness!

Roundtable Chair



Per Jensen

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As Head of modelling in Acceleration Nordic I am working in the cross field of MMM, digital attribution and incremental experiments

With a background in Mathematics and Physics, and 10 years of experience in measurement of media effects from a wide range of different industries, we are going to have an open discussion about the different measurement methods and the individual strengths and weaknesses

Join the round table for an engaging session that will challenge your thinking and inspire you to take your marketing measurement to the next level!