

Incremental Effects:
Elevating Attribution from
Correlation to Causation



Measurement Tools & Frameworks Context

Balancing modelling,
attribution &
experimental design

Towards an integrated approach



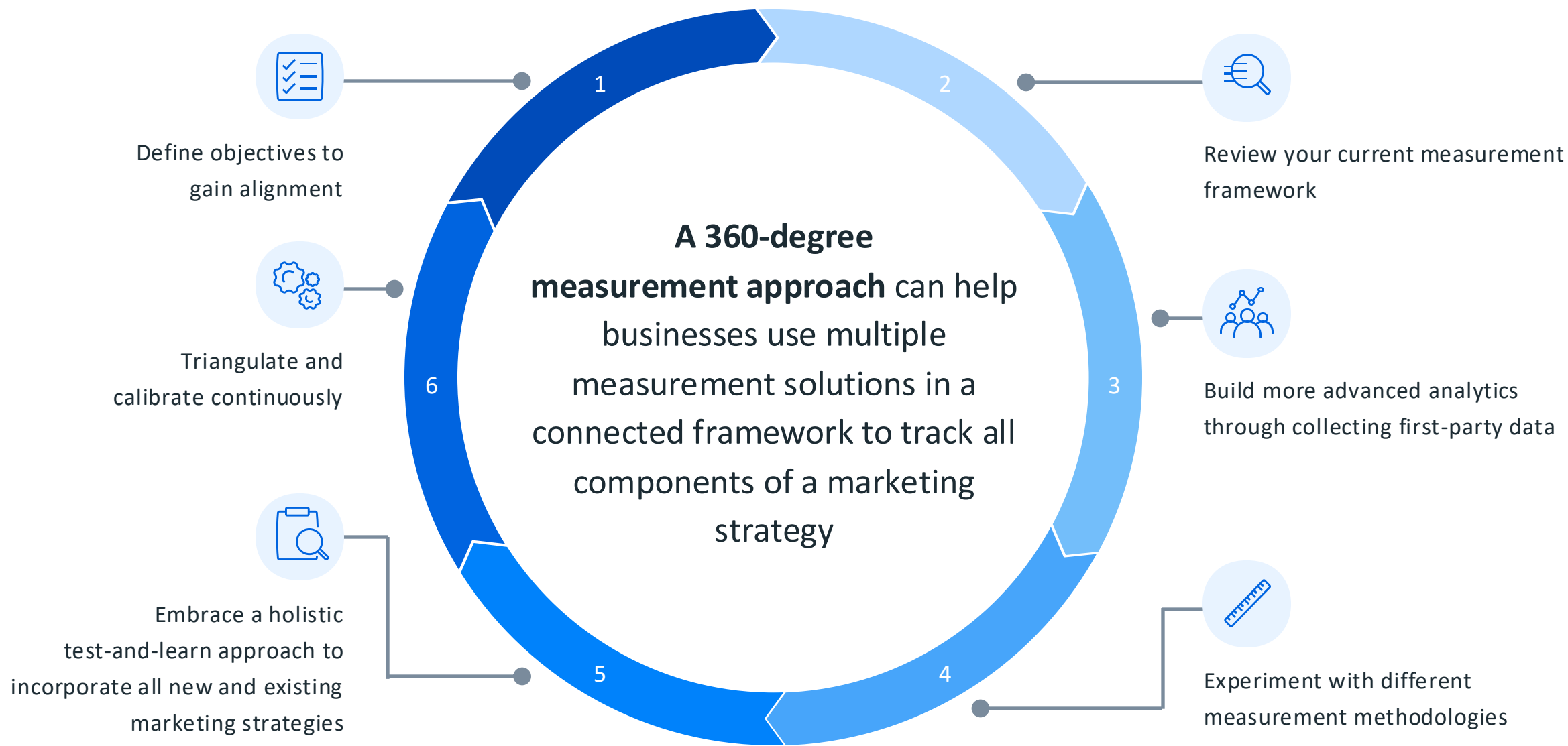
Incrementality in Action: Case examples & discussion

Discussion on how experimentation has influenced advertiser views of attribution & business performance, with -

Bryan Richardson
Spotlight Retail Group

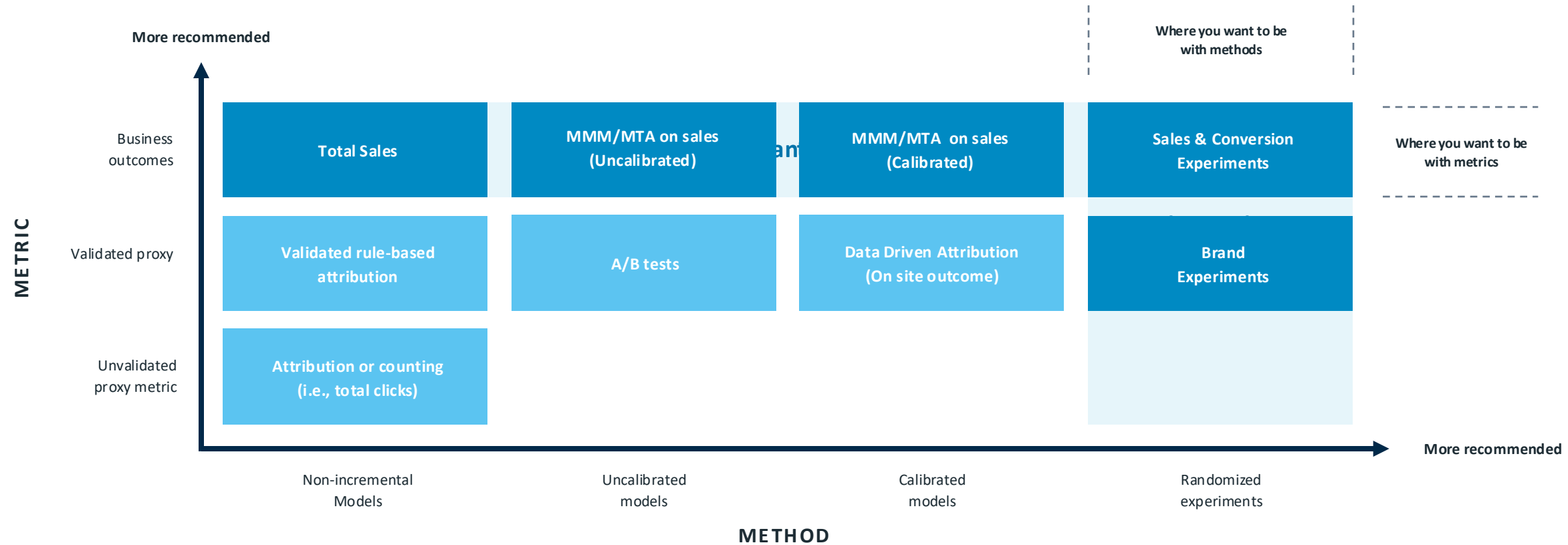


Joe Robinson
P&O Cruises



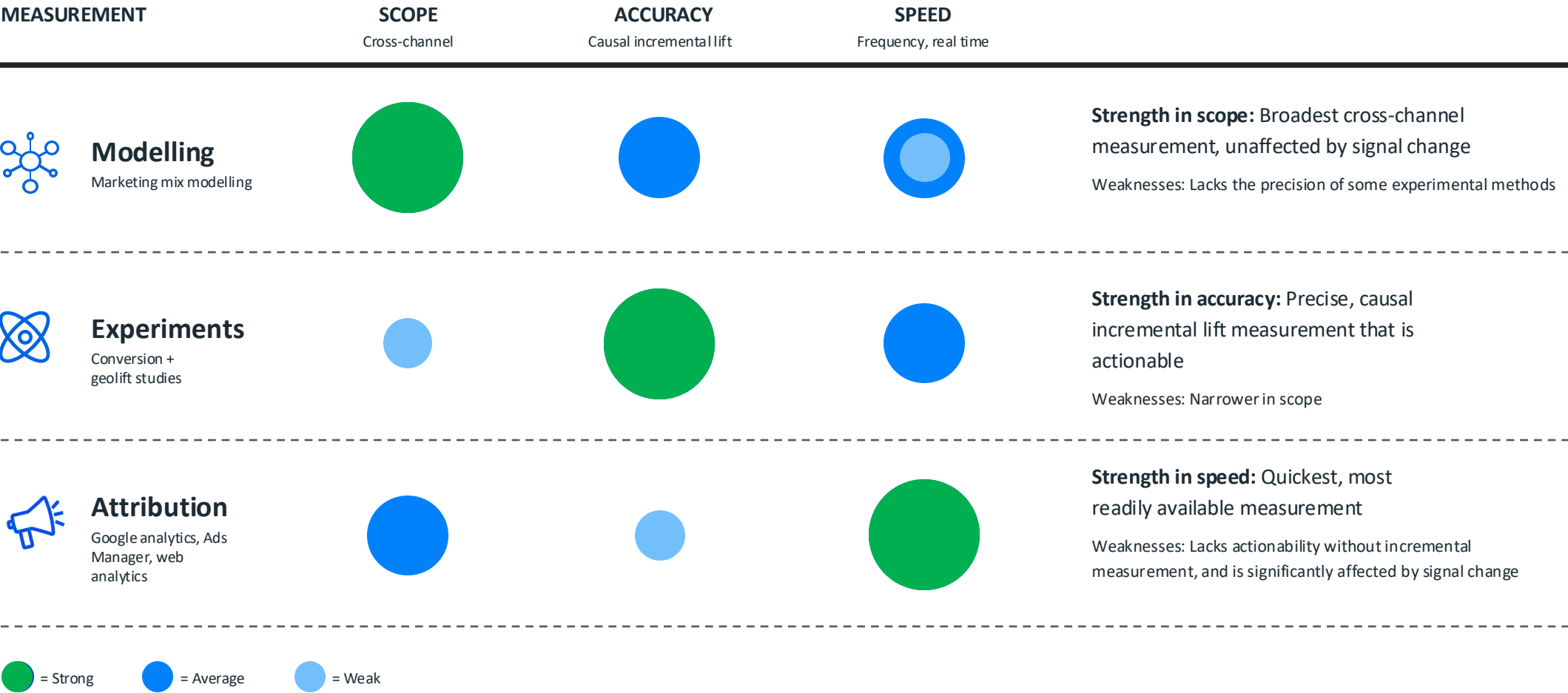
Sources: Measurement 360: an Advanced way to think about measurement strategy” Sept 2022 Deloitte

Measurement Purity: Causal measures, tracking revenue generating outcomes



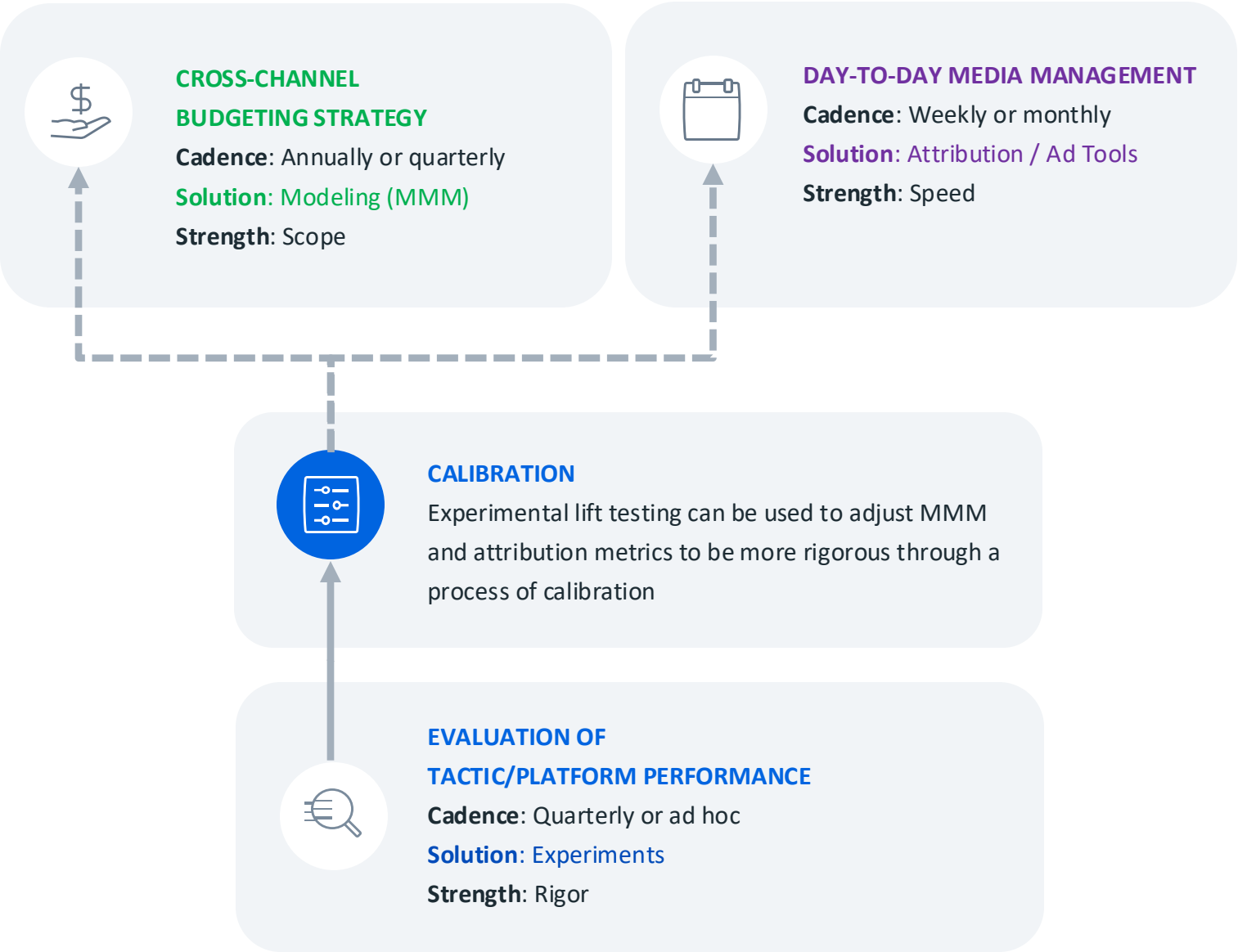
In practice...

Different toolsets come with strengths & challenges



Using experiments to
check on other
measures

Illustrative example of an integrated
process





Andrew Eckford
Marketing Science Lead



Bryan Richardson
Group Social Media Manager



Joe Robinson
Digital Marketing Manager



INCREMENTALITY IN ACTION

CONTEXT:

Review **credit being allocated** to media channels
Understand the **incremental impact of Meta**

EXPERIMENT APPROACH:

Test & control (Meta campaigns) on driving purchases
Assess purchases *caused* by Meta;
Compare the results with attribution reports

RESULT FOR SPOTLIGHT:

13% lift in online purchases amongst those exposed to ads on Meta
2.3x online conversions shown by **lift vs attribution** (on same ads)



EXPERIMENT

Experimental tracking purchases
based on exposure to Meta
(randomised test vs control)



CALIBRATE

Adjust interpretation of attribution
based on experimental results



INCREMENTALITY IN ACTION

CONTEXT:

Review credit being allocated to media channels
Understand the **interaction between social & search**

EXPERIMENT APPROACH:

Randomised test & control (exposure on Meta campaigns)
Track search-referred traffic (through UTM patterns)
Assess how much search traffic was influenced by social

RESULT FOR P&O:

38% lift in paid search traffic amongst those exposed to ads on Meta
11% of paid search sales influenced by exposure to Meta ads



CALIBRATION

Experimental tracking of volume of search behaviour based on exposure to upstream ads



SEARCH ATTRIBUTED

Assess channel credit in attribution, based on values from experiment



PROUDLY CRUISING AS
Carnival IN 2025



Andrew Eckford
Marketing Science Lead



Bryan Richardson
Group Social Media Manager



Joe Robinson
Digital Marketing Manager





'Digital advertising campaign – cruise liner'



'Digital advertising campaign – fabric, craft, dressmaking'



With Thanks