Haus

Incrementality Platform Buyer's Checklist

Not all incrementality testing solutions are built the same.
Use this checklist to keep best practices in mind as you evaluate solutions.

Methodology & Scientific Rigor

A scientifically rigorous experiment ensures that results are reliable and unbiased, so you can be confident in your decision-making.

- ◯ Runs experiments with a holdout
- ◯ Uses frontier methodologies to maximize experiment accuracy and precision
- ◯ Uses synthetic controls instead of matched markets
- ◯ Runs thousands of placebo tests before experiments to ensure optimal test design

Experiment Design

Incrementality experiments should be quick and easy to set up, future-proof, and customizable fo your needs.

- ◯ Integrates with your data provider/warehouse for fast data onboarding
- ◯ Doesn't need pixels, cookies, or personally identifiable information (PII)
- ◯ Can enable you to design experiments in minutes
- ◯ Offers holdouts at the DMA and state level
- ◯ Offers 2- and 3-cell experiments
- ◯ Enables you to balance experiment speed vs. precision
- ◯ Provides recommendations for adjusting your ad spend during testing periods

Results & Analysis

Experiment results should be clear, actionable and answer important questions like how ads holistically impact sales channels.

- ◯ Provide a holistic view of how ads impact KPIs and sales channels
- ◯ Offers post-treatment windows
- ◯ Calibrates platform metrics for daily incrementality reporting