Incrementality

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Incrementality refers to the measurable increase in revenue or key performance indicators directly caused by marketing activities. Through incrementality testing, marketers can isolate the true impact of advertising efforts by comparing the outcomes of a treatment group exposed to marketing activity against a control group. This method provides clearer insights into which campaigns drive genuine additional value, unlike multi-touch attribution, which credits all touchpoints in the customer journey. Incrementality testing helps optimise budgets by identifying where investments generate the most significant returns.

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