

# Attribution

# Incrementality

# MMM

Creative A/B

Evaluating New Campaigns

Audience Optimizations

Evaluating New Channels

Creative Performance

Identifying cannibalization

Placement level optimization

True ROAS of Channels

Device targeting optimization

True ROAS of Campaigns

Time of day optimization

Budget Allocation

Diminishing returns

Scenario Planning

Influencer Marketing Measurement

Linear TV Measurement

CTV Measurement

Podcast Ads Measurement

OOH Measurement

Results of Product Promotions

The impact of holidays

Brand vs. Non Brand (Search)

Featuring / PR