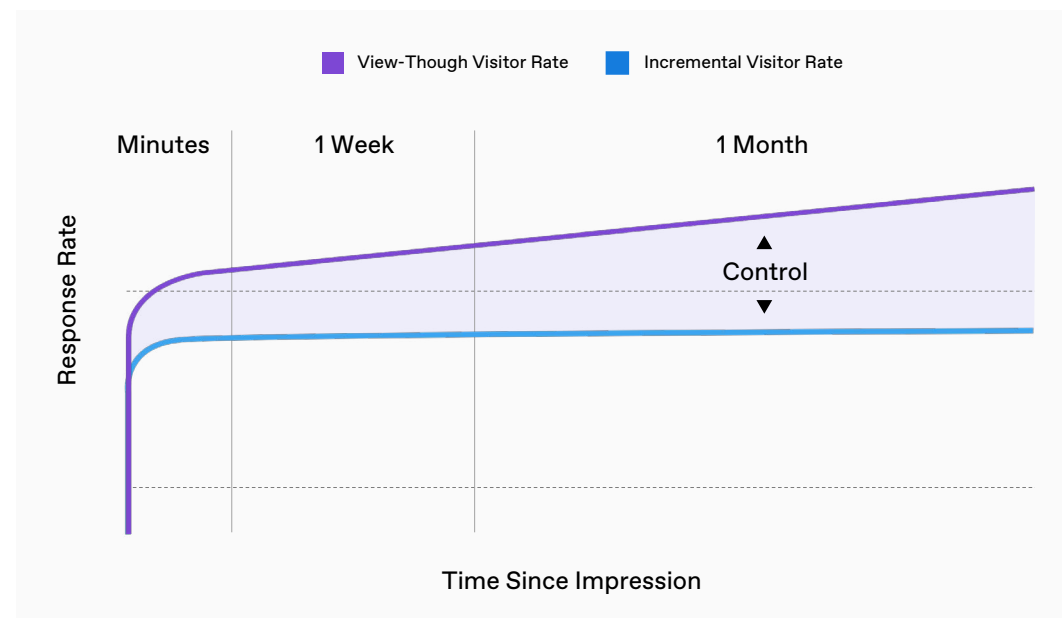


Continuous Measurement of Incrementality

Traditional approaches for incrementality measurement (such as geo-based test and audience holdbacks) are difficult and expensive to run on a continuous basis and/or across all media.

Tatari offers a continuous approach:

$$\text{Incrementality} = \text{View-through} - \text{Control group}$$



View-through

Tatari matches the IP-address of the impression to the IP-address of the response (with device graph adjustment). In a view-through measurement, TV gets credit if the responding user was exposed to TV. Note that the same user may also have been exposed to other marketing channels. For example, if a person sees your Facebook and TV ad, then visits your website, TV will get attribution under the view-through methodology.

View-through is the standard Facebook methodology for measurement. It is generous in nature (i.e. even if TV was one of the ten marketing channels a user was exposed to, it will still get the credit) and can be calculated on various time horizons e.g. 1-day, 7-day, 28-day. The longer the attribution window, the higher the chance that TV will get credit (since a user may get exposed to other channels over time).

Control group

Leveraging (anonymous) data across a large set of clients, Tatari can always discern a set of users (or IP addresses) that are similar to your site visitors or buyers, yet they never saw your TV ad. The similarity to your exposed group is established by the fact that (for example) these people were watching TV on the exact same day or time, may have been watching similar programs, or may even have the same demographic profile. The reason for a site visit or purchase by a user in the control group is essentially ANY reason (even word-of-mouth!), except for TV advertising (since the user never saw your TV ad).

Incrementality

Tatari measures incrementality by subtracting the control group from view-through. By doing so, we effectively remove any reason (except for TV) for visiting the site; what is left are the true incremental TV visitors or buyers. Phrased differently, without the TV ads, these people would never have visited the site (or purchased).

The incremental approach is very strict in the sense that TV only gets credit if it was the sole contributing factor to a site visit or purchase. Using the same example from above, if a person sees your Facebook and your TV ad, then visits your website, TV gets no credit under an incrementality methodology¹.

Additional resources:

[The Importance of Incrementality in TV](#)

[View-through vs. Incrementality \(video\)](#)

¹This is somewhat simplified. Certain users may not respond to Facebook if they only see the Facebook ad. However, if they see both the Facebook and TV ad, they may change their mind and respond to the Facebook ad after all (this is often described as the Halo-effect from TV). In such circumstances, even if the response originated from Facebook, TV will still get credit.