



INCREMENTALITY
INSIGHTS SERIES

Geo-testing

August 12, 2021 11 am PST | 2 pm EST



Meet the Panelists



Madan Bharadwaj
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Nick Stoltz
COO



Tair Schwartz
Director, Product



James Gerber
VP, Product

Outline

Geo-Testing overview

Live Demo of Geo Experiment

Recent brand case study

Q&A

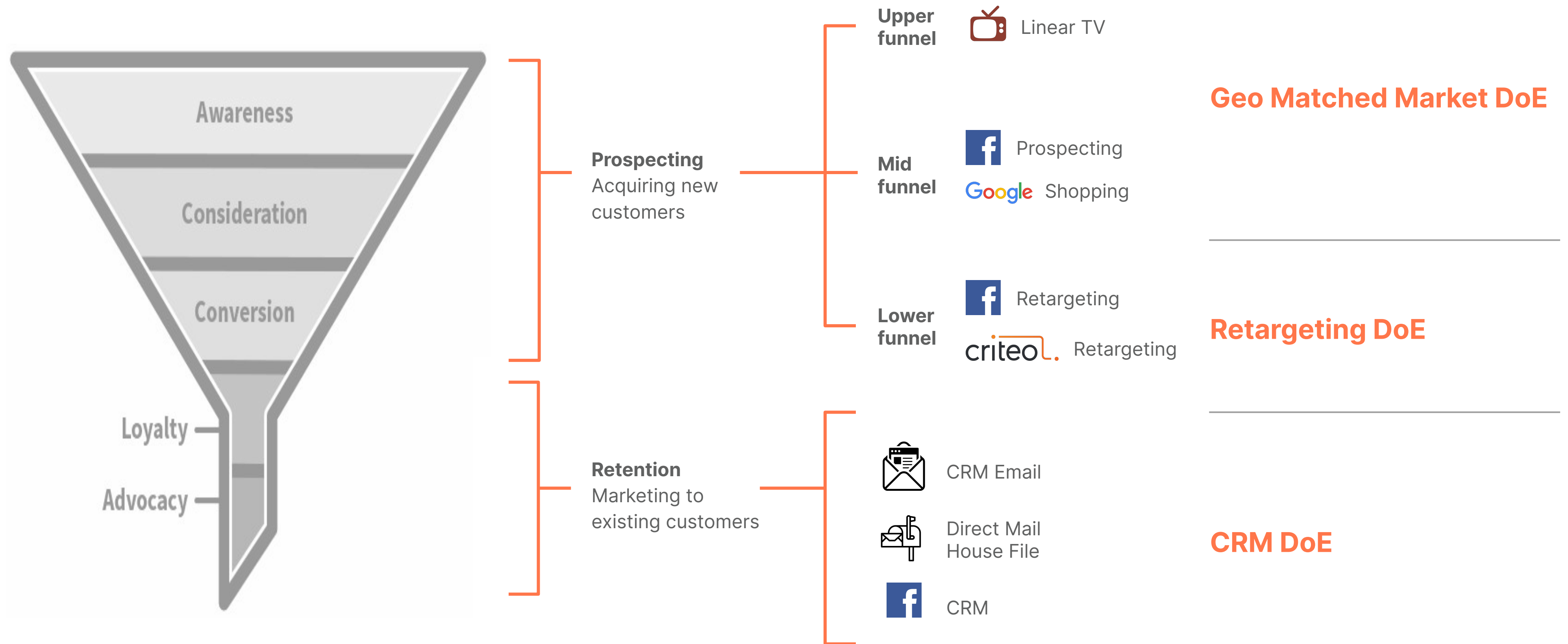
Attendee Poll

**What do you
know about geo?**

Methodology overview

Geo-testing for today's reality

1st Party data based Measurement is the future-proof way forward



2 Experimental Frameworks for Comprehensive Coverage

GEO (DMA, STATE, ZIP)

Reliable methodology using geography, requiring a fraction of capital and produce measurable volume differences for insight into non-measurable channels.

Facebook Today

Search

Pinterest

1ST PARTY ID AUDIENCE SPLITS

Audiences are split into test and control cohorts; Randomized controlled experiments are deployed in-market to measure incrementality.

Prospecting: Snap, TikTok etc.

Retargeting

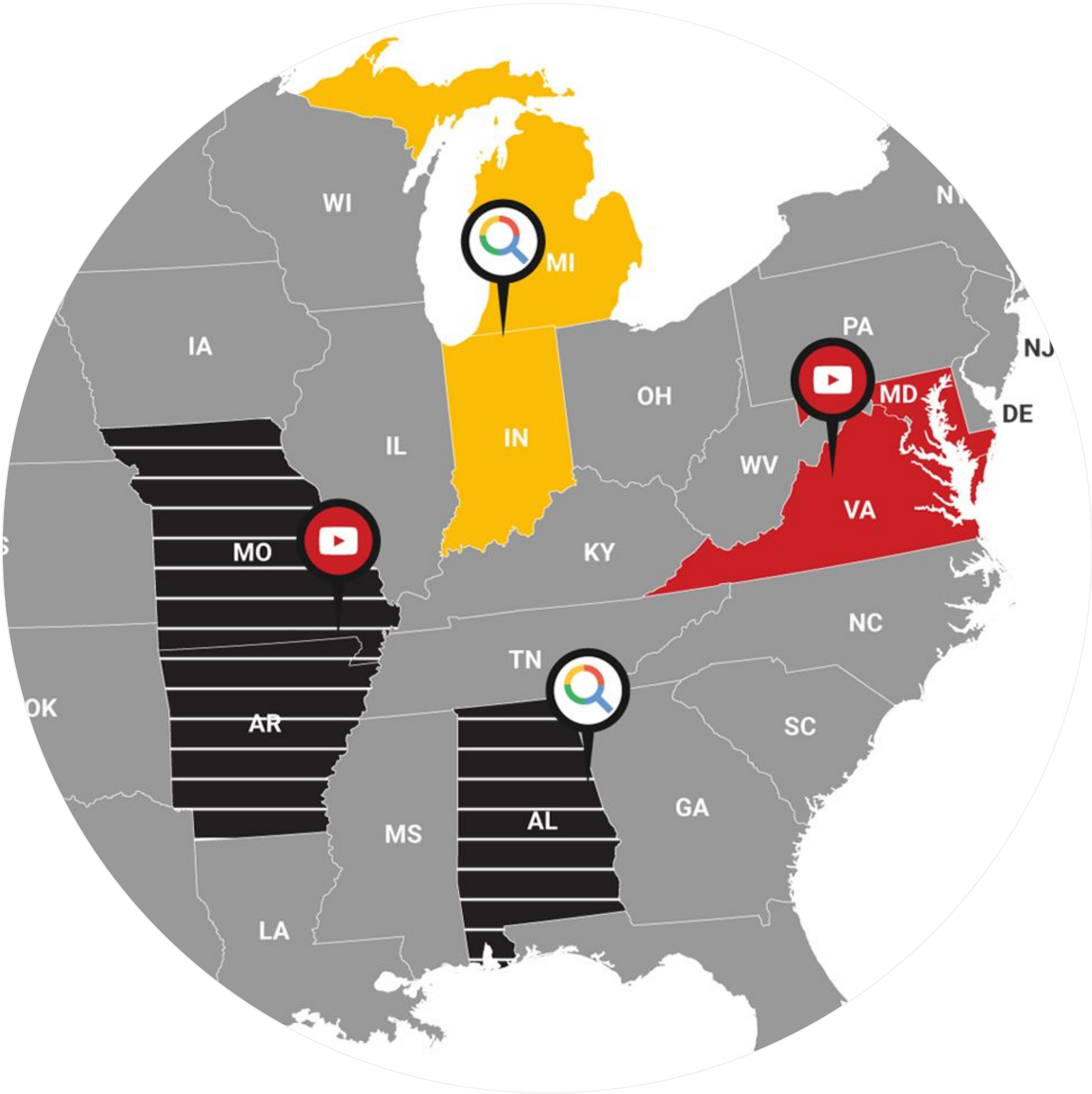
CRM Contact Strategy

Matched Market Overview

Geo-match market cells are optimally designed for three conditions:

- Business-as-Usual
- Hold-Out
- Heavy-Up

Cell A	Cell B	Cell C
Business As Usual	Holdout	Scale Up
All States excluding 5 states in Cell B California New York Texas	Alabama Arkansas Colorado Maine Missouri	Virginia Maryland Indiana Michigan Oregon



Key benefits of geo-testing

Get even more out of your media investments

Comprehensive

Run on any channel against any metric that can be measured at geo level

Unbiased

Based on your source of truth sales data, not platform data

Test & Grow

Run experiments for both incrementality and scale potential

Attendee Poll

**What's stopping
you?**

The Challenge

**Geo is
expensive
and difficult**

Simple geo tests are noisy and require more volume, money and time to get clean, useful reads.

Data-driven geo-experiments are cleaner, more efficient and granular, but require advanced levels of data science.

Our Vision

Make geo experimentation accessible to every brand

New science

Advanced proprietary data science developed by experts

More automation

Complexities automated to increase efficiency and lower costs

SaaS-like delivery

Easy set up, reliable results and insights ready for action

Demo

Geo matched- market experiment design

Experiment Design Tool (Demo user)

Overview	Campaign settings										
Recommendations	<div><div></div> Campaign status: All enabled ADD FILTER</div>										
Campaigns	<div><div></div> Campaign <div></div></div>										
Ad groups											
Product groups											
Ads											
Landing pages											
Keywords											
Audiences											
Demographics											
Placements											
Settings											
Campaign settings											
Account settings											
Less											
Locations											
Ad schedule											
Devices											
Change history											
		Budget	Status	Optimization score	Campaign type	Bid strategy type	Networks	Delivery method	Ad rotation	Camp start	
		\$112.00/day	Limited by budget	81.5%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Sep 2	
		\$377.00/day	Eligible	100%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Jul 30	
		\$112.00/day	Limited by budget	81.5%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Sep 2	
		\$377.00/day	Eligible	100%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Jul 30	
		\$88.00/day	Limited by budget	81.5%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Sep 2	
		\$297.00/day	Limited by budget	81.5%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Jul 30	
		\$44.00/day	Limited by budget	81.5%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Sep 2	
		\$148.00/day	Eligible	100%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Jul 30	
		\$28.00/day	Limited by budget	81.5%	Shopping	Maximize conversion value	Google search; Search partners; Display Network	Standard	Optimize: Prefer best performing ads	Sep 2	
			Limited			Maximize			Optimize:		

Overview

Recommendations

Ad groups

Product groups

Ads

Products

Landing pages

Placements

Settings

Less

Locations

Locations

Excluded

Per store report

Ad schedule

Devices

Change history

● Enabled

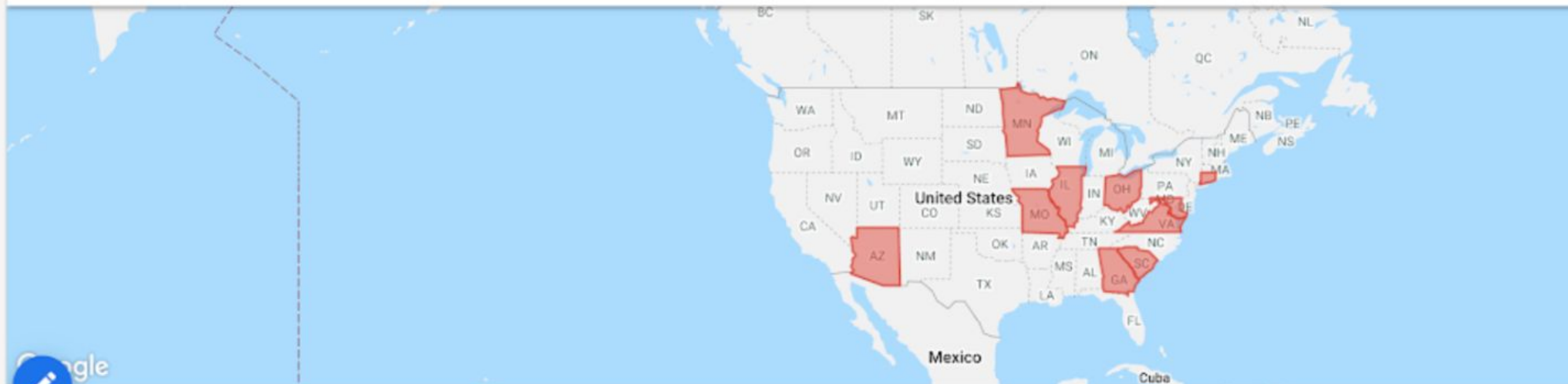
Status: Eligible

Type: Shopping

Budget: \$377.00/day

Optimization score: 100%

Excluded



ADD FILTER

☐ Excluded location ↓☐ Virginia, United States☐ South Carolina, United States☐ Ohio, United States☐ Missouri, United States☐ Minnesota, United States☐ Maryland, United States☐ Illinois, United States☐ Georgia, United States☐ Connecticut, United States☐ Arizona, United States

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Locations

Excluded

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Ad schedule

Devices

Enabled

Status: Limited by budget



Type: Shopping

Budget: \$112.00/day

Optimization score: 81.5%

Locations



ADD FILTER

Targeted locations

<input type="checkbox"/> Targeted location	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
<input type="checkbox"/> Georgia, United States	—	133	19,070	0.70%	\$1.81	\$240.50	2.00
<input type="checkbox"/> Connecticut, United States	—	120	15,470	0.78%	\$2.11	\$252.63	2.00
<input type="checkbox"/> Maryland, United States	—	115	14,655	0.78%	\$1.72	\$198.00	0.50
<input type="checkbox"/> Minnesota, United States	—	56	8,343	0.67%	\$2.05	\$114.56	0.00
<input type="checkbox"/> Arizona, United States	—	55	7,385	0.74%	\$1.74	\$95.57	2.00

Experiment Reporting Dash (Demo user)

Brand Case Study

Revealing the YouTube demand curve

Brand Case Study

Brand

High growth DTC ecommerce brand with less than \$50 average order value (AOV)

Business objective

Identify mid/upper funnel incremental growth opportunities on YouTube

Requirement

Minimize business risk and scale cost while maximizing information return

Solution

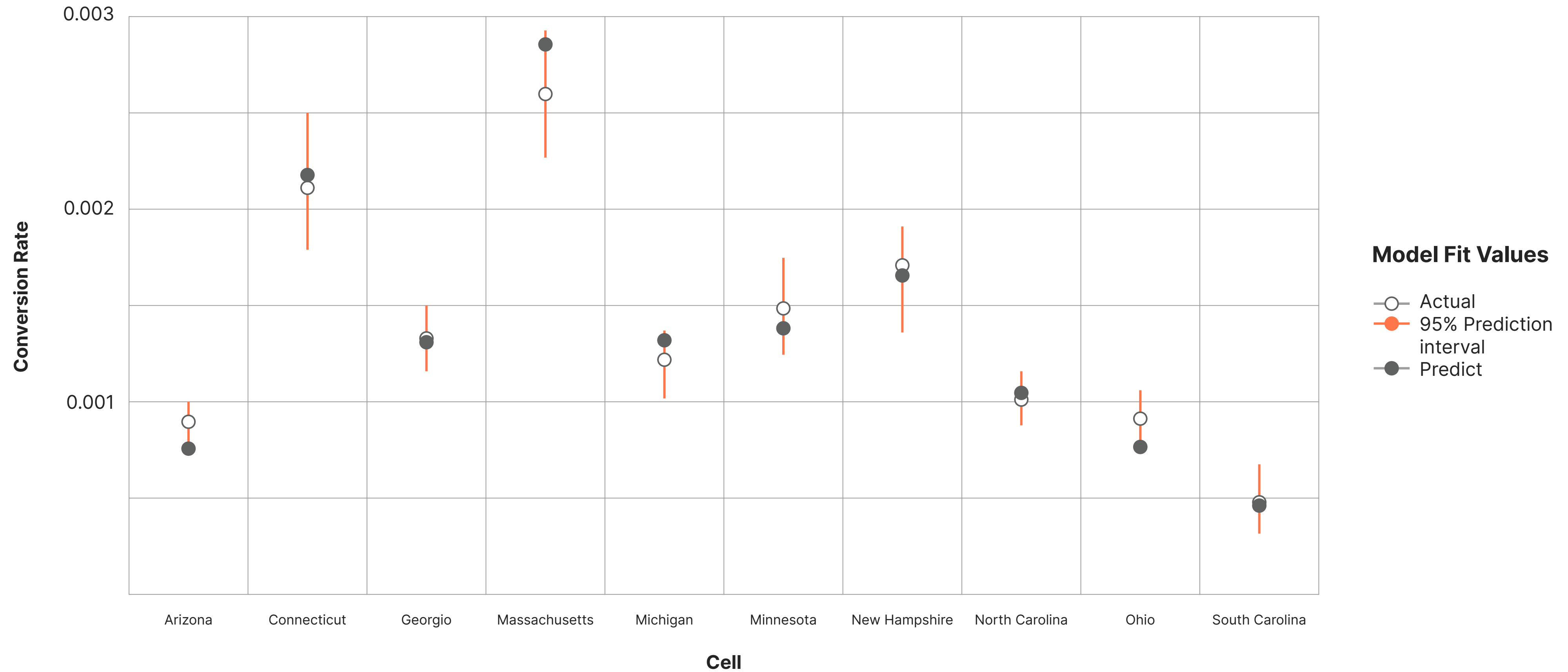
Multi-cell geo tests to inform diminishing returns across investment levels

Critical Considerations

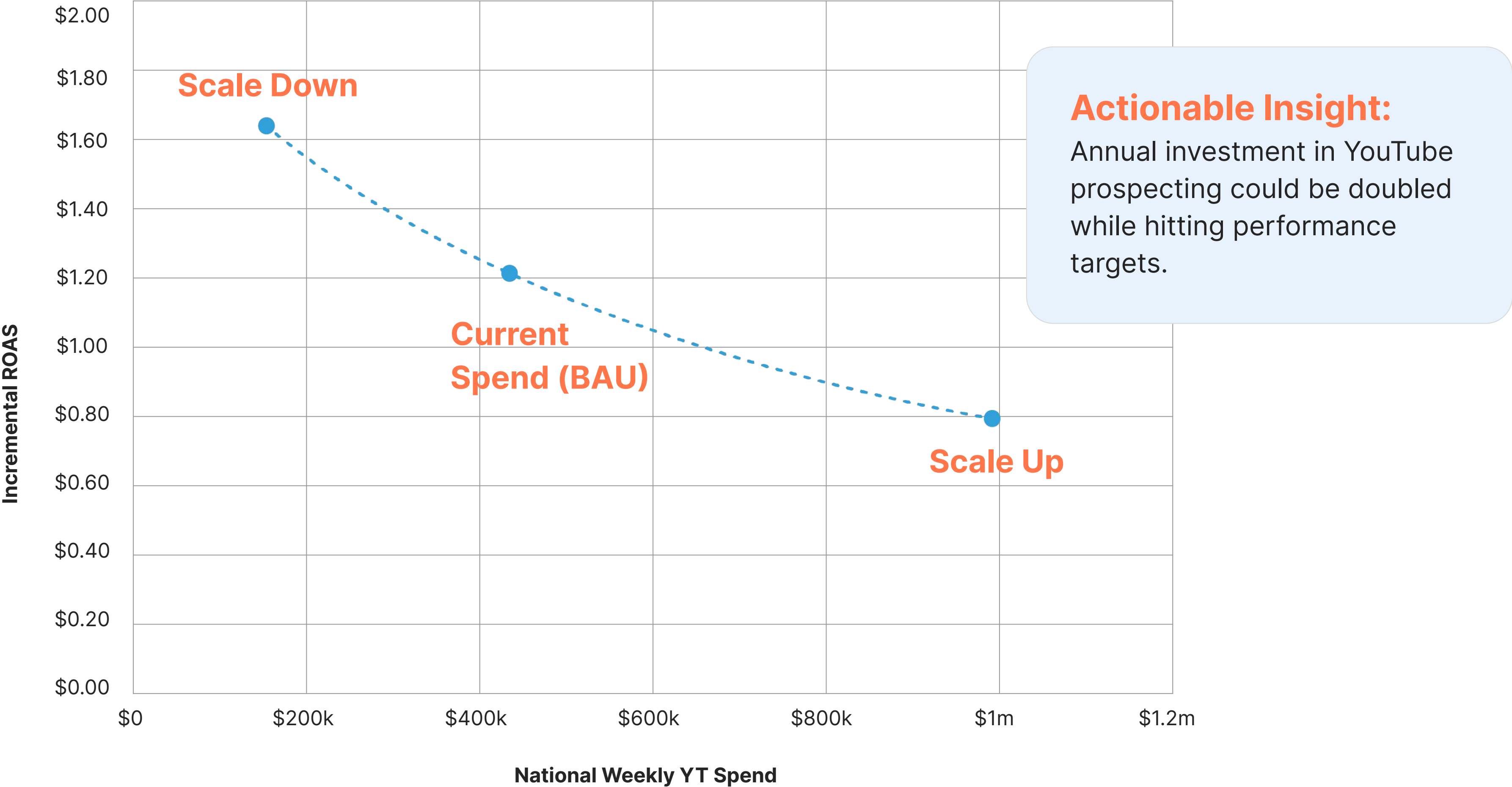
- | How does geo accommodate upper funnel channels with long tail impact?
- | How do I know how much to scale up and scale down to measure an impact?
- | Do I need a cool-down period afterwards?

Lasso Model

Client: 10022, Study: 102



YouTube Return Curve





Questions?

Attendee Poll

**What else do you
want to know?**



Thank You

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