

85SIXTY

Measurement Playbook

Because the data only matters if you know what to do with it.

2025 Edition



TABLE OF CONTENTS

Introduction	3
Why is media measurement important?	3
Modern Measurement	4
What are different ways to measure media efficacy?	5
How frequently should I use each measurement approach?	6
Attribution	7
What are the different attribution model techniques?	8
What is the difference between each attribution model?	9
Which attribution model is typical for different media channel tactics?	10
Media Mix Modeling	11
How did media mix modeling become a modern approach?	12
What is media mix modeling, and what should I use it for?	13
Incrementality Testing	14
What is incrementality testing and how does it work?	15
What media channels offer incrementality testing?	16
Unique Considerations	17
How do you measure creative or audience targeting in media?	18
Bring it Together	19
What is our analytics onboarding process?	20
What is an example of fully utilizing all measurement approaches?	21
Technical example of applying measurement results for optimizing media	22
What is an example report featuring different measurement methodologies?	24
How can you phase into comprehensive use of all measurement methodologies?	25
What is the difference between each mainstream measurement partner?	26

Why is media measurement important for my business?

Media measurement helps identify patterns that improve the return on marketing investments. It's not about finding absolute truth, but about optimizing how marketing dollars are spent to maximize returns. This process—called **attribution**—assigns credit to the digital channels and touchpoints that contribute to a customer's journey and ultimate conversion.

While there are countless factors that influence human behavior, measurement provides the insights needed to recognize which tactics are most often linked to desired outcomes.

What should I try to accomplish in media measurement?

Today's landscape—privacy laws, tracking prevention, fewer cookies—has weakened data signals. Brands can't rely on “set it and forget it” tagging.

To succeed, companies need **modern tracking infrastructure** that delivers accurate, high-quality data and adapts with evolving strategy.

Modern tracking infrastructure requires investments in:

**Automated
Tag Monitoring
& Alerts**

**Server-Side
Data Collection
& Tagging**

**Formalized and
Rigorous QA & UAT
Procedures**

**Ad Blocker
Resiliency & Repeat
Visitor Identification**

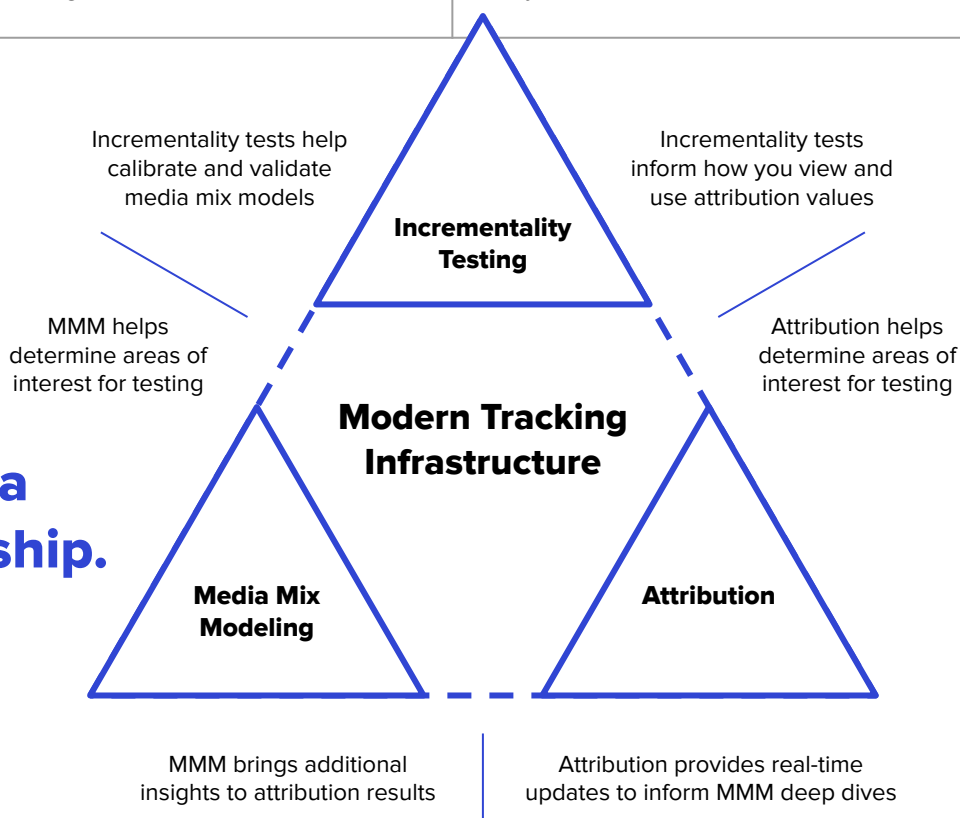
CHAPTER 1

Modern Measurement

What are different ways to measure media efficacy?

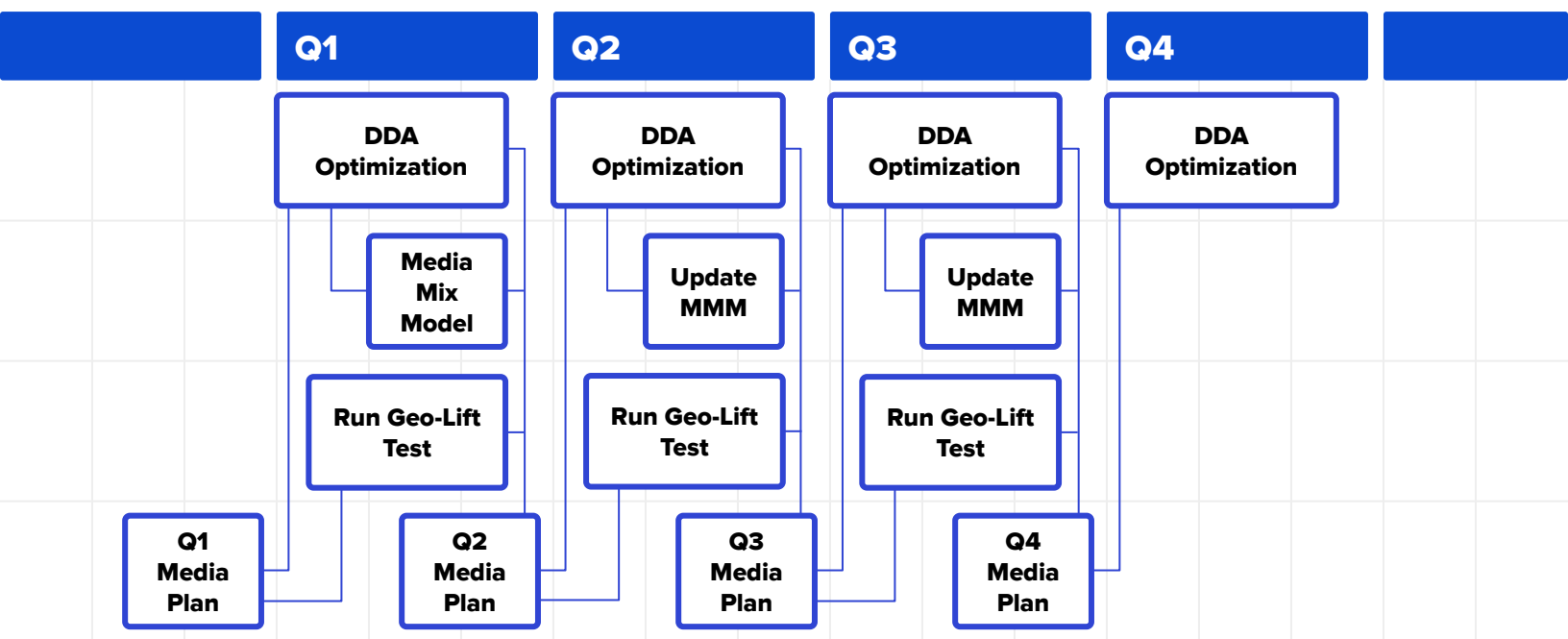
Methodology	Strengths	Weaknesses
Attribution	Deterministic data capture. User-level path analysis down to ad/creative. Near real-time feedback for rapid optimization.	Often dependent on cookies/device IDs. Limited visibility: offline media, walled-garden data gaps, and regulation changes. Over-weights lower-funnel interactions.
Media Mix Modeling (MMM)	Privacy-compliant, cookie-less. Holistic view of online and offline channels; models diminishing returns & carry-over effects. Enables “what-if” budget scenarios and long-range planning	Requires 2+ years of varied spend data and meaningful scale. No granularity past channel/tactic, refresh cadence is weekly, monthly or quarterly. Outputs are statistical estimates, not deterministic facts.
Incrementality Testing (Geo-Lift)	Provides true causal lift via holdouts, a “gold-standard” validity. Works without user-level IDs. Geo tests are platform-agnostic.	Sacrifices media to testing cells & operational complexity. Set-up and wash-out periods can be lengthy and costly. Measures one channel at a time.

Modern tracking infrastructure has a symbiotic relationship.



How frequently should I use each measurement approach?

Each measurement approach is applied at different intervals throughout the year—some more frequently for ongoing optimization, and others less often to validate and calibrate performance—see the flow below for an example cadence.



In an ideal workflow, a business will utilize all three media measurement methodologies in parallel with their ongoing media campaigns.

CHAPTER 1, SECTION 1

Attribution

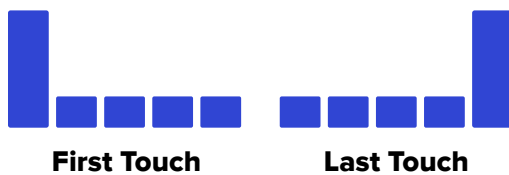
In Modern Measurement

attribution:

the **process of identifying and assigning credit** to various digital marketing channels and touchpoints that contribute to a consumer's journey and ultimate conversion.

What are the different attribution model techniques?

Single-Touch Attribution



Touchpoint-based attribution models typically rely on cookie-based user identification.

Multi-Touch Attribution



Data-Driven Attribution



Algorithmic or modeled attribution models generally do not rely solely on individual user touchpoints.

What is the difference between each attribution model?

Attribution Model Trait	One Click-Touch	One Touch + View	Multi-Touch Attribution	Modeled or Algorithmic
Relies On Cookies	Yes	Yes	Yes	No
Relies On User Identification	No	No	Yes	No
Simple To Understand	Yes	Yes	Potentially, depending on transparency	Not in detail
Simple To Calculate	Yes	Yes	Possibly	No
Theoretically Represents Customer Impact	No	No	Possibly	Possibly
Who Is It Good For?	Small e-commerce businesses with a short purchase cycle and only lower funnel paid media running.	Small e-commerce businesses with a short purchase cycle, lower funnel media, and Meta ads.	Mid- to large-sized e-commerce businesses with short purchase cycle and full-funnel advertising.	- Any and all brands if using Google Analytics 4 (GA4). - Large businesses with complicated user journeys, such as offline touchpoints, should use an enterprise solution.
Summary	- Easy to understand and implement, but far too simplistic for most purchasing paths. - Discounts any non-click heavy media.	- Easy to understand and implement, but far too simplistic for most purchasing paths. - Incorporates view-based touches, but not for all media.	- More complex to implement, especially with modern tracking challenges. - Historically was more reliable and accurate than it is today.	Becoming the modern standard, it is resilient to tracking challenges related to privacy and incorporates many different interaction types.
Example Providers With Capability	 Google Analytics 4  Triple Whale  Northbeam	 Triple Whale	 Triple Whale  rockerbox  Northbeam  funnel	 Adobe Analytics  Google Analytics 4  Northbeam  Triple Whale

Which attribution model is typical for different media channel tactics?

Example Media Platform: Google Ads					
Trait	Paid Search Brand	Paid Search Non-Brand	Performance Max	Demand Gen	YouTube
Model	Data-Driven Attribution (DDA)				
Lookback Window Range	90-day click (GA4), 30-day click website pixel		90-day click (GA4), 30-day click-through (CT) website pixel, 1-day view-through (VT) website pixel		
Variability Details	Brand searches are typically a final stage of purchase journey, resulting in a click-based focus	Non-brand searches are a high-intent in-market signal, which aligns with click-based focus	Image and video ads in the middle or beginning of the buying journey align well with VT attribution.		
Strengths	Channel tactic has high 1:1 correlation to CT conversion.	Intersects consumers in the exploration phase who are likely to convert within 30-90 days.	Multi-channel ad versions enable delivery of most-effective format that will spur action.	Ad signals targeting similar to social platforms, thus VT attribution aligns comparison.	VT attribution reflects how users avoid clicking away from personal content.
Weaknesses	Channel is susceptible to taking credit for conversions that were driven from other sources.	Seen as less efficient compared to Brand due to lower CVR with undecided consumers.	Must consider target audience purchase journey phase to ensure VT attribution is not over reported.	VT can over-attribute credit when users are further down the purchase journey phase.	Credit for initial exposure can be underrepresented depending on view-through window.
Channel or Platform Differentiators	Excludes VT conversions. Channel typically supports higher converting audience.	DDA helps uncover assisted conversions across the funnel.	VT conversions only assigned to specific outlets (e.g. Display and YouTube tactics)	Provides visibility into VT contributions that are typically tied to highly-visual passive ad formats.	Important outlet for awareness and consideration campaigns where CT conversions are not the main KPI.
How Do We Use This Data?	Reallocate budgets across campaigns according to conversion performance.	Refine keyword targeting and budget allocation based on which phrases correlate to eventual conversions.	Shift budgets to asset groups delivering better conversion credit.	Prioritize ad versions that show strong post-exposure activity.	Optimize creative length and content based on engagement and conversion influence.

CHAPTER 1, SECTION 2

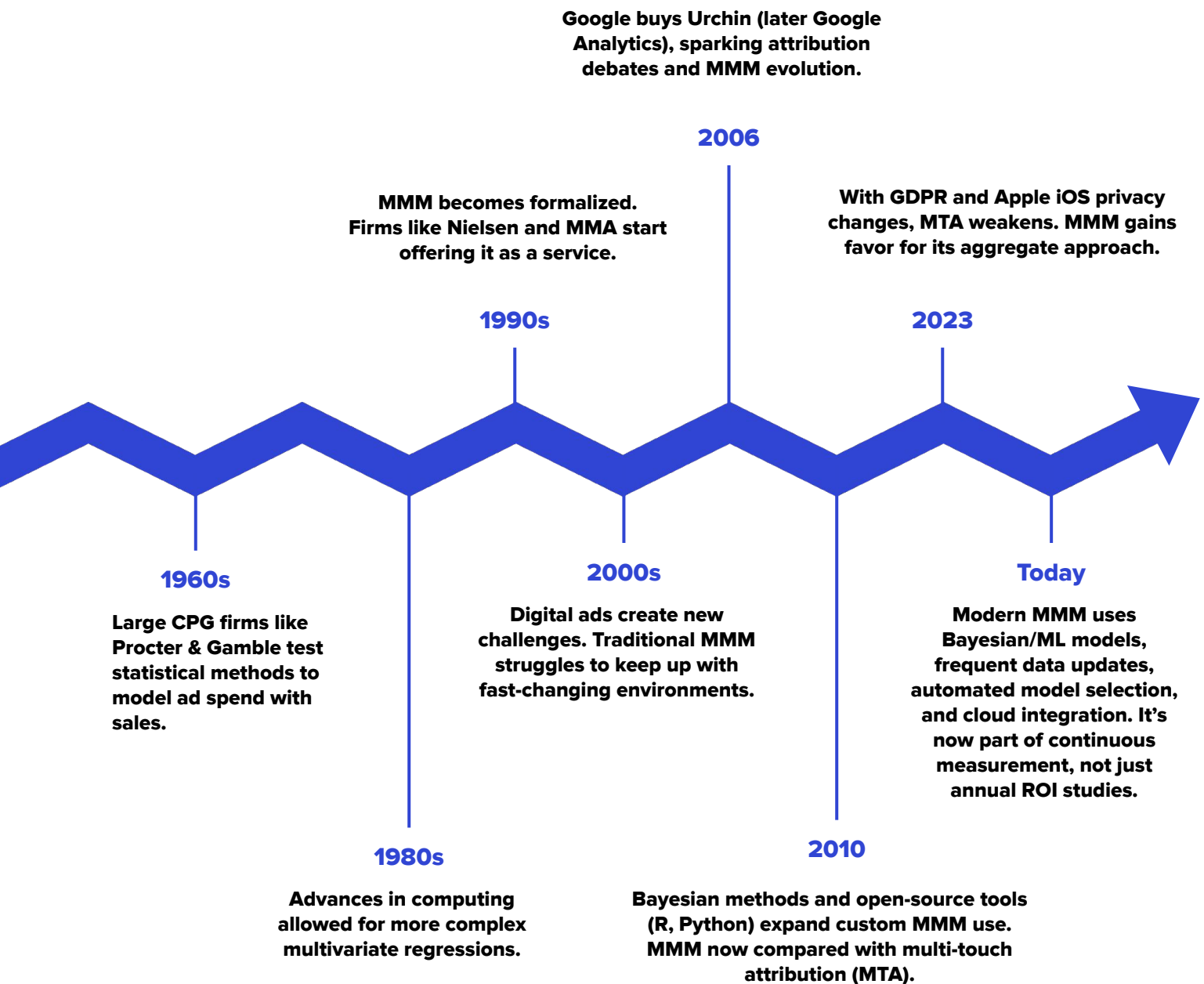
Media Mix Modeling

In Modern Measurement

media mix modeling:

a **statistical analysis technique** that quantifies the impact of different marketing channels and external factors on sales or other business outcomes to optimize future marketing spend

How did media mix modeling become a modern measurement approach?

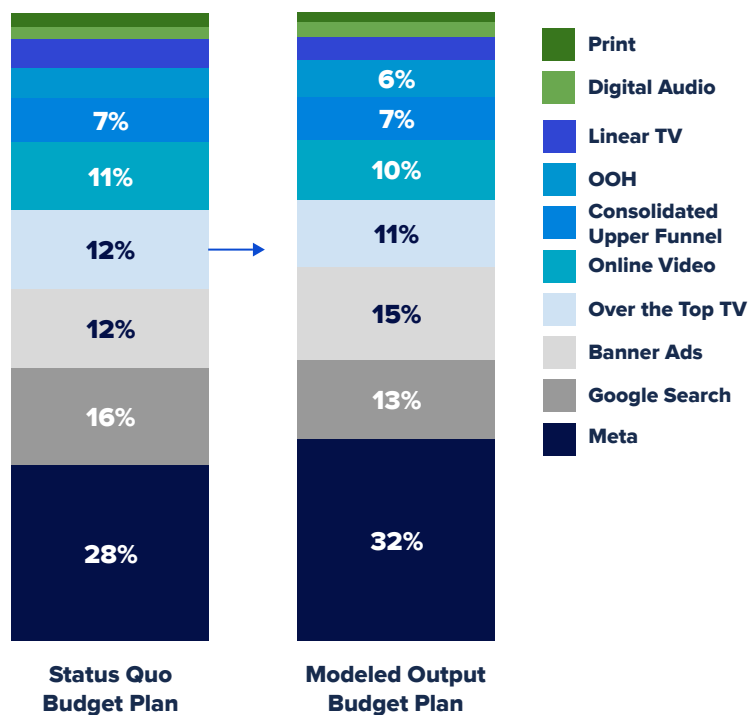


What is media mix modeling, and what should I use it for?

Media mix modeling is a statistical technique used to run what-if scenarios and guide long-term media planning. For example, based on historical data, how might results shift if you increased investment in CTV?

Common approaches include Bayesian regression, linear regression, and time series or hierarchical models. They're most accurate with 2+ years of data and use a **response variable** (e.g., revenue, transactions), **media inputs** (impressions, spend), and **econometric factors** (promotions, seasonality).

Example Media Mix Modeling Output



In this example, our media mix model suggests to increase proportional budget towards Meta and banner ads, while reducing allocation in Google search to increase revenue.

Open-Source Tools

Meridian Robyn

Third-Party Providers

keen. rockerbox Measured Prescient AI

CHAPTER 1, SECTION 3

Incrementality Testing

In Modern Measurement

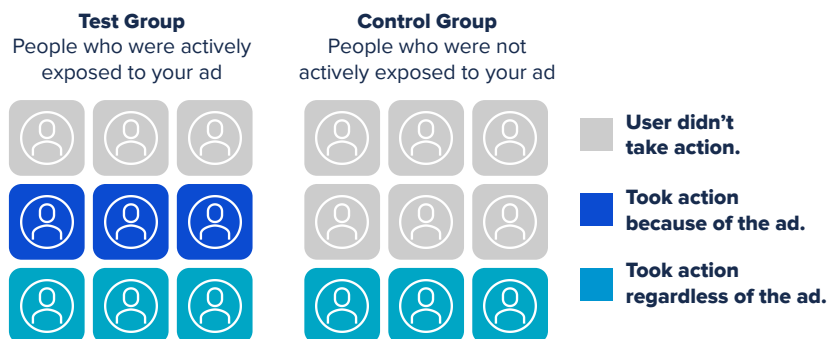
incrementality testing:

a method of measuring the true causal impact of a marketing activity by comparing outcomes between exposed and unexposed groups, isolating the lift directly attributable to the campaign

What is incrementality testing and how does it work?

01 Design Your Experiment

Design a test that isolates a group of *exposed* versus *non-exposed*, usually through geographic differences.



02 Calculate Incremental Lift

Use attributed results from each group to calculate a true incremental lift for the experiment.

In this example, we calculate that the ad drove a 40% increase in conversions to those exposed to it.

(Conversion Rate of Test Group - Conversion Rate of Control Group)

Conversion Rate of Control Group

$$\frac{(14\% - 10\%)}{10\%} = \frac{4\%}{10\%} = 40\%$$

03 Use Results to Take Action

03A:

Update Media Mix Model

Use MMM model priors to instruct the model that you have a strong assumption that the true ROI is within a range and the model takes your assumptions into consideration.

03B:

Optimize In-Platform Campaigns

Use this more-informed ROI figure as an adjustment value to in platform ROI numbers to have a more informed optimization strategy.

What media channels offer incrementality testing?

Type of Test	Google	Meta	The Trade Desk
Brand Lift			
Offering	Measures brand impact using single-question surveys delivered to users. Metrics: Ad Recall, Awareness, Consideration, Favorability, Purchase Intent.	Measures incremental brand impact through randomized survey exposure and control groups. Metrics: Ad Recall, Brand Awareness, Message Association	Measures brand impact using third-party survey integrations, with additional CPM-based cost. Metrics: Awareness, Ad Recall, Consideration, Recommendation Purchase Intent, Favorability.
Requirements	Cost (10 days): \$15,000 for 1 question, \$30,000 for 2 questions, or \$60,000 for 3 questions	\$120,000 minimum spend over a maximum of 3 months. Applies at either the campaign or account level.	Requires minimum impression volume (varies by campaign and partner, typically starts at 2MM impressions). Costs range from \$0.40-\$0.55 CPM..
Search Lift			
Offering	Measure consideration by analyzing organic searches on Google.com and YouTube to understand how campaigns influence customer intent.	Not available.	Not available.
Requirements	Cost (30 days): \$15,000	Not available.	Not available.
Conversion Lift			
Offering	Measures the incremental number of conversions driven by a campaign by splitting unique users into test and control groups. Applies to Video, Demand Gen, PMax, and Search.	Measures the true impact of your ads on conversions by comparing results between a group exposed to ads and a randomized control group that is not exposed.	Measures lift by splitting users into test and control groups through randomized bidding. Lift is typically observed on conversion rates.
Requirements	No fixed cost requirement. Minimum data threshold: 1,500 conversions within 30 days.	\$30,000 minimum spend with a campaign duration of at least 7-14 days on a campaign with a conversion objective.	Runs on Display, Video, CTV, Audio, and Native. Lift is strongest for high-value events (e.g., purchases).

CHAPTER 2

Unique Considerations

How do you measure creative or audience targeting in media campaigns?

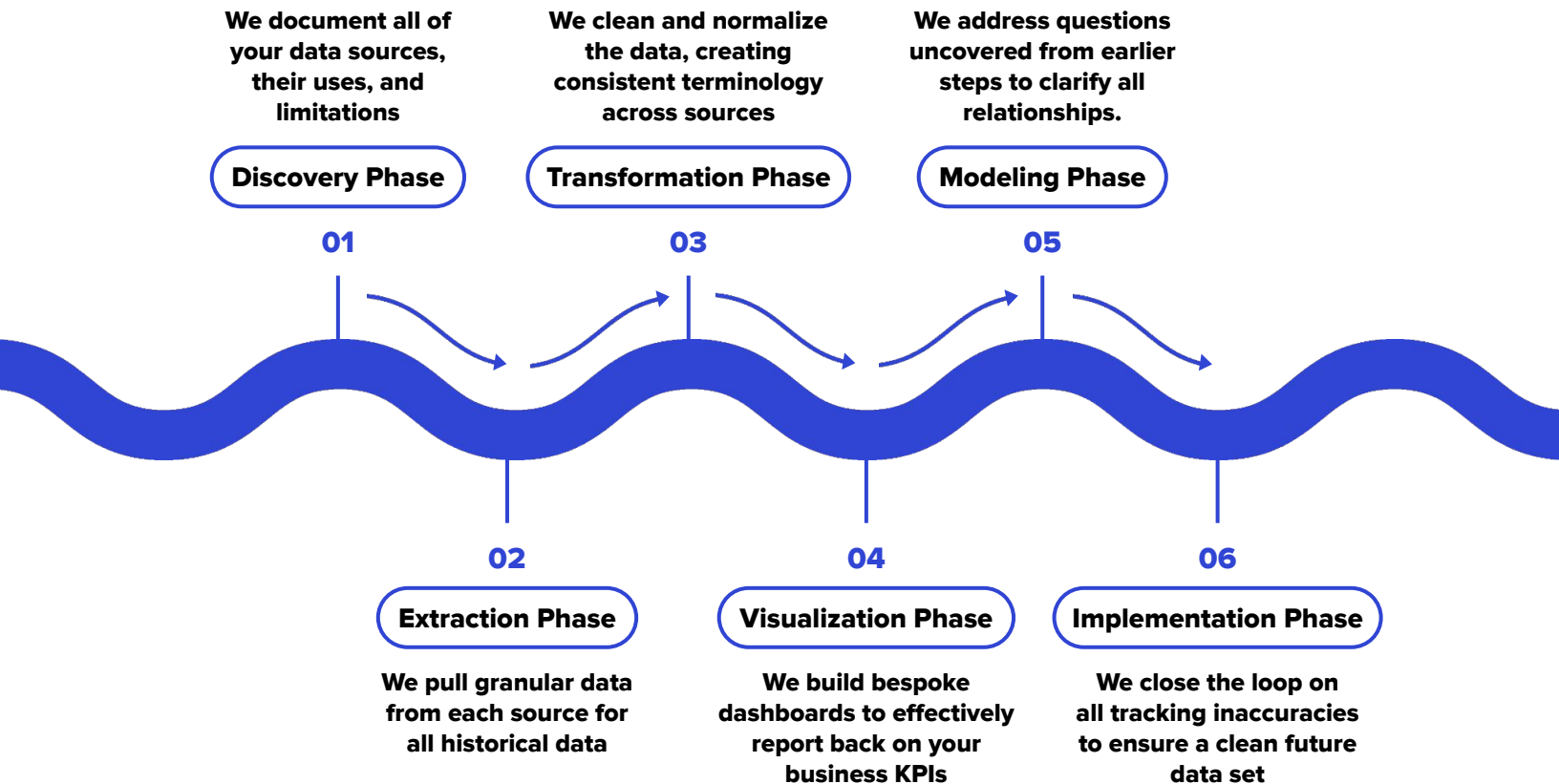
Methodology	Creative	Audience Segments
Role in Measurement	Media platforms will report on specific creative-level performance and show which ads outperformed or underperformed, with specific results such as CTR (e.g. Meta Ads Manager).	Campaigns can be built in a way to make specific audience components, such as tactic- or segment-level, trackable through different attribution providers and media platforms.
Expected Output	Informs creative strategy and opens opportunities to optimize future creative towards top-performing attributes.	Informs audience strategy, such as in 1st party data segmentation, and opens opportunities to optimize targeting.
Example Measurement	Traffic Ad 1 outperformed Traffic Ad 2 and 3 by 25% in click-through rate.	Audience 1 outperformed Audience 2 and 3 by 30% in conversion rate.
Media Mix Modeling		
Role in Measurement	Long-term measurement of bulk creative refresh impact is possible, but more granular measurement such as ad format types or content types is outside of the scope of MMMs.	Tactic-level of audience performance, such as prospecting or retargeting, can be deduced from media mix modeling. More granular measurement, such as site visitors versus cart abandoners, is outside the scope of MMMs.
Expected Output	If significant, the model will suggest the impact of the creative refresh on revenue to inform creative strategy and investment.	If significant, the model's output will guide extrapolating findings from the tactic-level to the audience or placement to be optimized.
Example Measurement	MMM suggests creative refresh presence may increase revenue, all else being equal.	MMM suggests increased prospecting investment may increase revenue.
Incrementality Lift Testing		
Role in Measurement	Short-term measurement of creative impact by developing an A/B testing plan with creative variations and setting up an in-platform split test.	Short-term measurement for individual segments to determine the true impact an ad / channel has on a specific audience, but the feasibility will typically depend on audience size.
Expected Output	This will convey what creative variation is more effective in-market with what level of statistical significance.	This will convey the effectiveness of specific audiences.
Example Measurement	Ad 1 outperformed Ad 2 with +10% more sales and 25% more efficient CPA, with the same level of spend.	Audience 1 outperformed Audience 2 with +10% more sales and 25% more efficient CPA, with same level of spend.

CHAPTER 3

Bring It All Together

BRING IT ALL TOGETHER

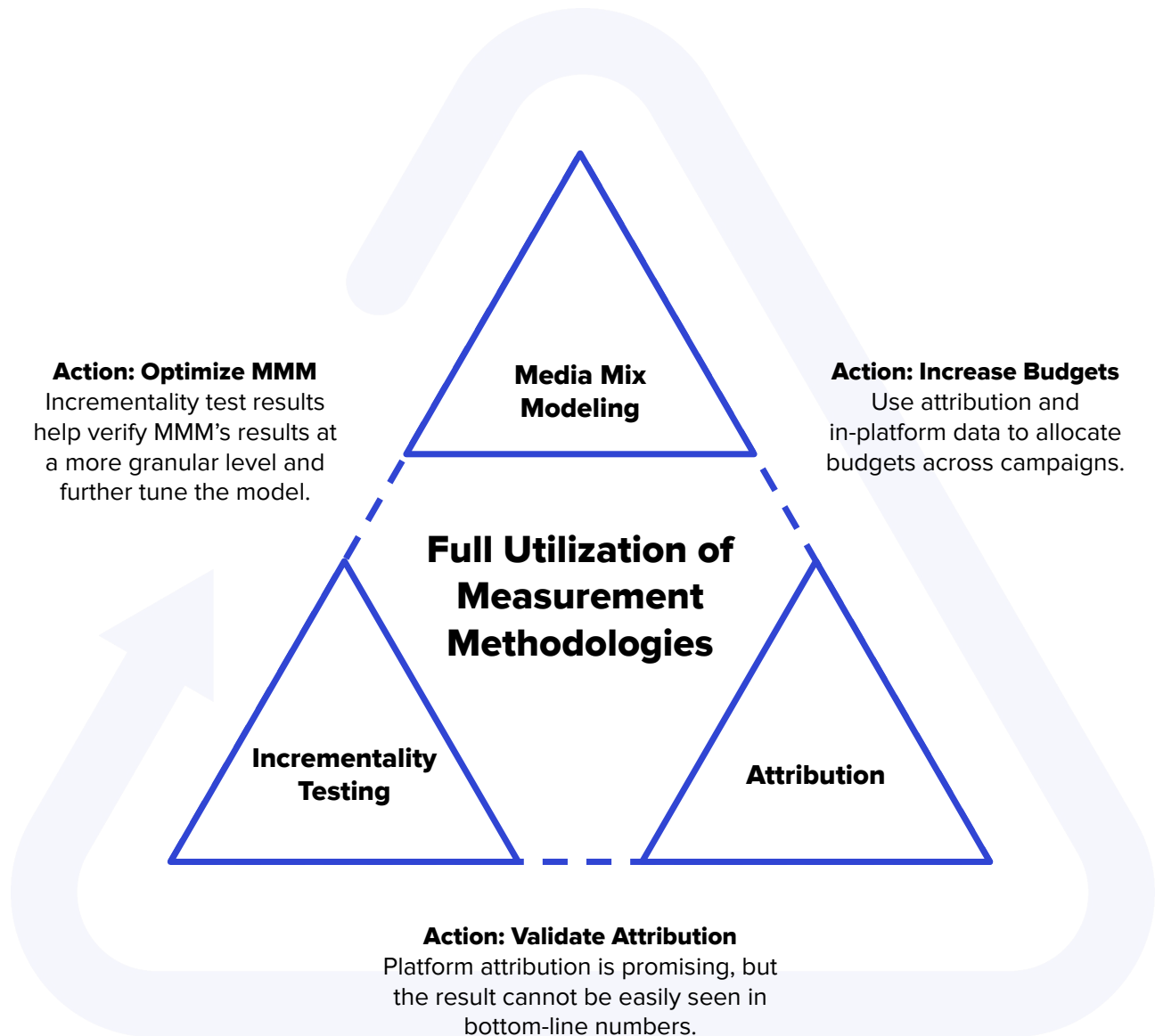
What is our analytics onboarding process?



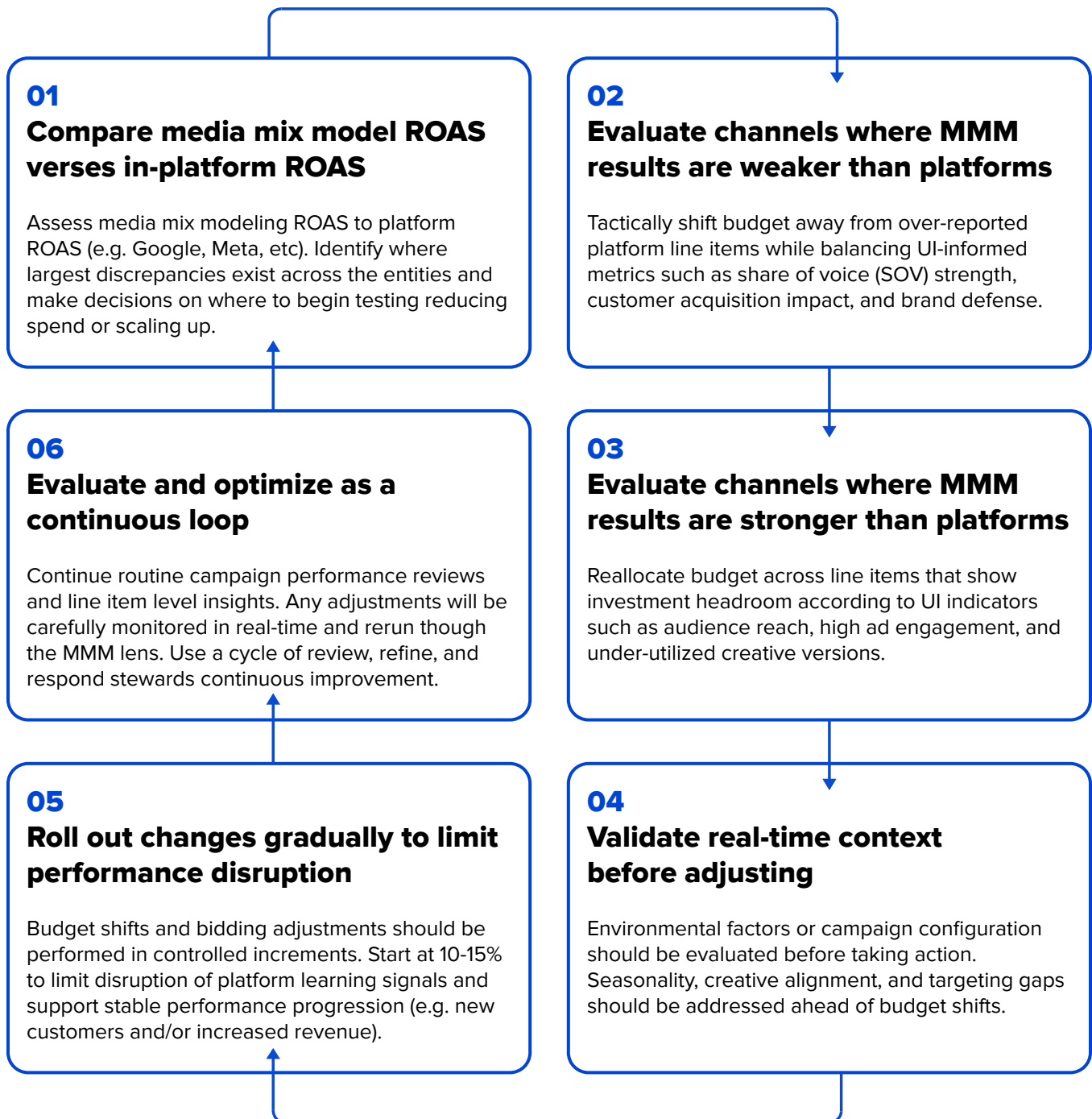
Media measurement is done in the interest not of knowing the truth but of *optimizing how one deploys media investments in the interest of maximizing returns.*

BRING IT ALL TOGETHER

What is an example of fully utilizing all measurement approaches?



Technical example of applying measurement results for optimizing media



BRING IT ALL TOGETHER

Technical example of applying measurement results for optimizing media

Multi-Measurement Readout

Example Tactic	Platform ROAS	iROAS	MMM ROAS	Blended ROAS
Meta Prospecting	200%	240%	210%	225%
Meta Retargeting	450%	80%	100%	90%
Google Branded Search	800%	50%	70%	60%
Google Non-Branded Search	350%	280%	300%	290%
CTV Awareness	50%	110%	120%	115%

What does this mean?

The **Blended ROAS** value guides spending allocations in higher incremental value channels while slowing investments in over-attributing tactics.

In the above multi-measurement readout, example tactical recommendations would include:

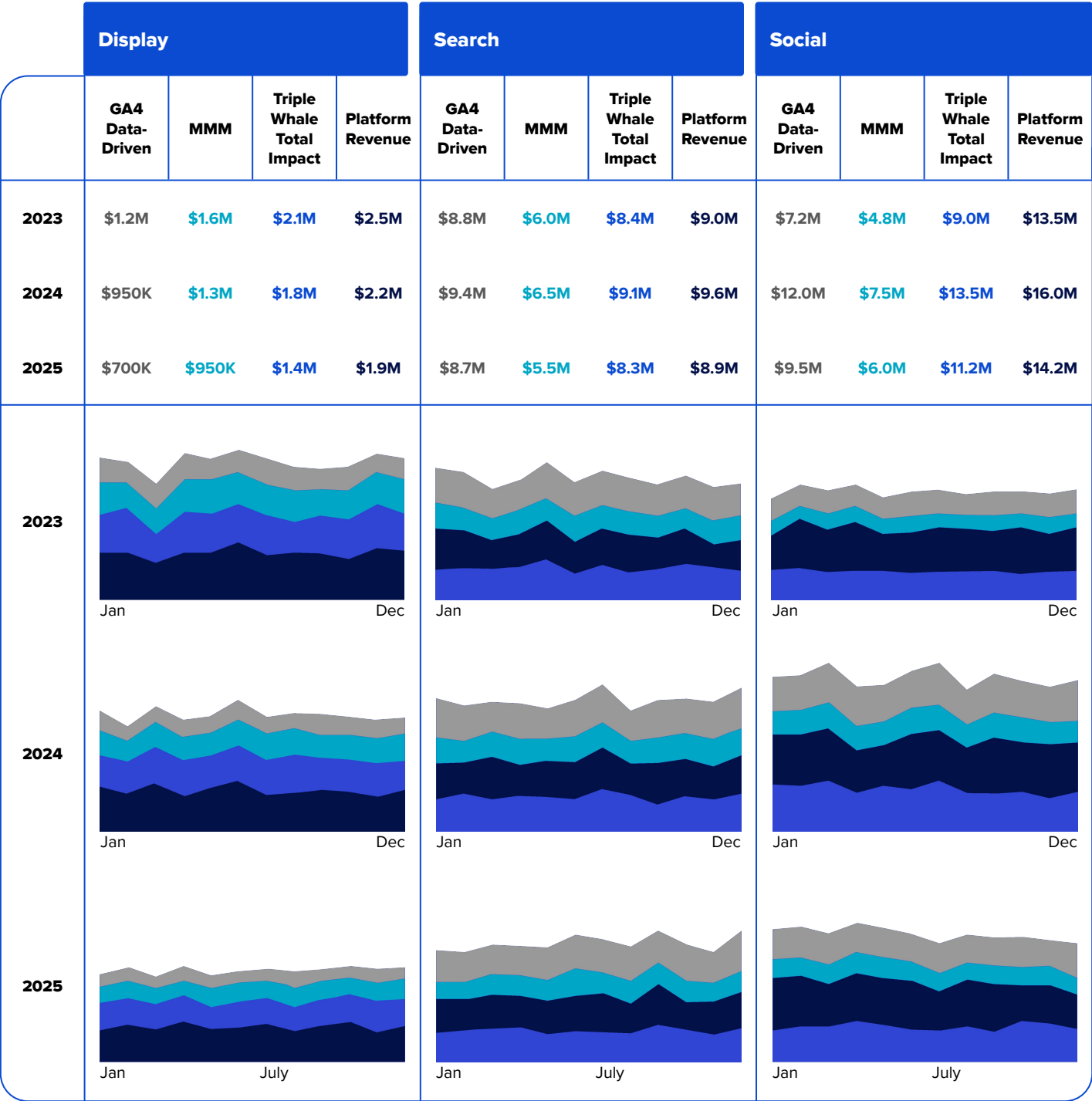
Action Item 1

Reallocate funds from Meta retargeting into Meta prospecting. We assume that Meta retargeting is being over-attributed in platform results. Therefore, we should identify and enact specific budget shifts that may vary by platform.

Action Item 2

Increase Brand Search's target ROAS in-platform, which will typically improve efficiency and reduce spend as a byproduct of updated goals, allowing us to shift budget to support underfunded, but well-performing, channels like non-brand search and CTV.

What is an example report featuring the different measurement methodologies?

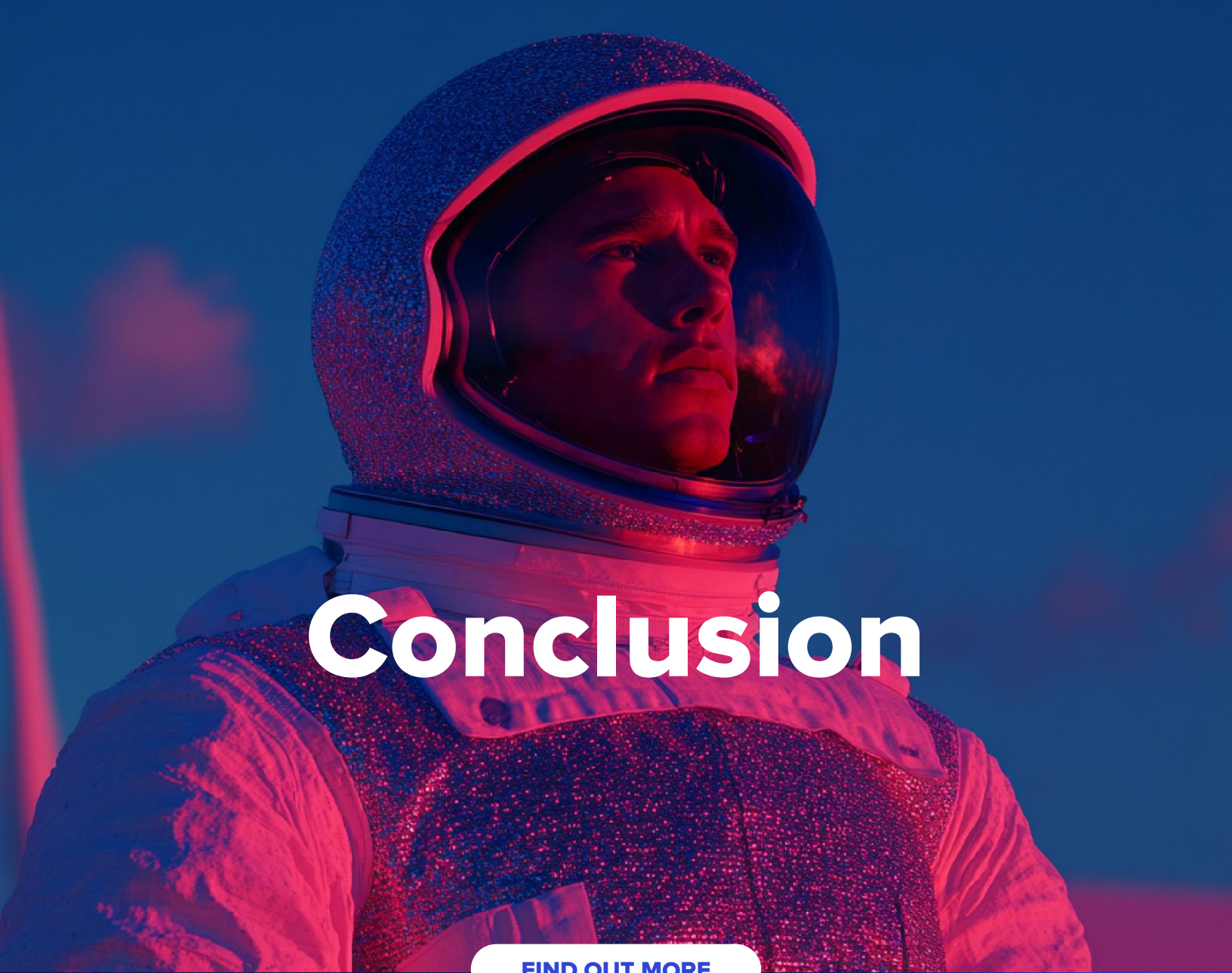


How can you phase into comprehensive use of all measurement methodologies?

Methodology	Basic	Medium	Advanced
Attribution	→ At this stage, the priority is ensuring that Google Analytics 4 (GA4) is properly tracking eCommerce performance data. → It is also important to compare attribution data from GA4 with what's being reported by your media platforms (like Meta or Google Ads) to identify any discrepancies or data quality issues.	→ At this stage, the priority is ensuring that Google Analytics 4 (GA4) is properly tracking eCommerce performance data. → It is also important to compare attribution data from GA4 with what's being reported by your media platforms (like Meta or Google Ads) to identify any discrepancies or data quality issues.	→ Transition to a more sophisticated attribution approach using enterprise-level, algorithmic solutions. → These tools model all online and offline customer touchpoints, bridging gaps in the user journey (e.g., when a user switches devices or makes a purchase in-store), giving a holistic view of performance across the full marketing funnel.
Media Mix Modeling	→ At the foundational level, marketers can start identifying the point of diminishing returns on media investment and conduct basic cross-channel regression analyses. → This helps determine which channels are contributing to performance and at what level investment becomes less efficient.	→ Begin implementing simple Media Mix Modeling tools that analyze standard media performance metrics (like impressions, clicks), eCommerce revenue, and a few key econometric factors (such as seasonality or promotional periods).	→ Move to fully developed MMM solutions that are tailored to your brand. → These solutions account for a wide range of factors, including specific brand influencers, offline media, and their contribution to total business revenue—not just digital performance.
Incrementality Testing	→ Use built-in platform tools like Meta's lift tests to run basic incrementality experiments. → These include holdout or suppression groups and spend up/down tests to assess the true impact of marketing efforts.	→ Expand testing across platforms by using tools like Google Ads lift studies in addition to Meta. → This often requires manual setup and coordination of test groups, timelines, and metrics to ensure consistency and reliability.	→ Adopt enterprise testing platforms (e.g., Haus) to manage always-on experiments across channels. → These tools support automated test design, calendar planning, and centralized measurement strategies at scale.

What is the difference between each mainstream measurement partner?

Platform	Attribution	MMM	Lift Testing	Differentiators	Cost	Good For:
Google Analytics 4	✓	✗	✗	Data-driven attribution	Free	Any brand, especially in Google ecosystem.
Adobe	✓	✓	✗	Deep customization, advanced segmentation, strong reporting	\$\$\$	Enterprises using Adobe stack.
Triple Whale	✓	✓	✓	eCommerce-focused dashboards, zero-party data	\$\$	DTC brands, strong Shopify focus.
Northbeam	✓	✓	✗	Granular cohort analysis, eCommerce-specific	\$\$	Ecommerce / DTC. Offers a Shopify integration. *MMM coming soon
Measured	✓	✓	✓	Industry leader in incrementality testing & plan optimization	\$\$\$\$	Mid-to-large omnichannel brands.
Rockerbox	✓	✓	✓	Broad integrations (100+), strong spend analysis	\$\$\$	Mid-size to enterprise; combines MTA and MMM.
Keen	✗	✓	🚧*	Adaptive, AI-driven MMM (Bayesian methods) to optimize media mix and forecast outcomes	\$\$	Mid-to-large omnichannel brands.
Fospha	✓	✓	✗	Seamless Shopify + GA4 integration, strong for DTC	\$\$	DTC brands needing MMM and attribution.
Haus	✓	🚧*	✓	Robust causal attribution, incrementality-first approach	\$\$\$\$	Advanced testing-focused brands. *MMM in development
WorkMagic (Recast)	✓	✓	✓	AI-driven attribution models, newer entrant with Shopify focus	\$	Cost-effective option for DTC brands.

A close-up, low-angle shot of an astronaut in a white space suit with a gold-colored helmet, looking upwards against a deep blue sky with soft, wispy clouds. The lighting is dramatic, with a strong blue and purple hue. The word "Conclusion" is overlaid in large white text.

Conclusion

[FIND OUT MORE](#)

Contact us at: info@85sixty.com

Measure What Matters: From data transformation to visualization, we make performance clear.

At 85SIXTY, we turn your data into actionable insights with advanced analytics, real-time reporting, and predictive models that drive smarter decisions and accelerate business growth.

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