

**Incrementality**

**Elevating Marketing Effectiveness: Lessons And Path To Action From A Global Finance Leader**

**Applying Causal Measurement To Improve Business Growth And Marketing Roi**

Incrementality measurement is a hallmark of marketing effectiveness leaders. Despite its importance, only 28% of marketers say their analytics data helps them to measure campaign performance more effectively.

When equipped with insights on incremental performance, marketers can more optimally allocate resources to activities that generate true business growth and capture new demand. Several characteristics are required for successful incrementality measurement: well-understood and trusted methods, high quality, accurate data, and marketers who collaboratively innovate with measurement leaders to meet their unique needs.

While the business gains of applying causal insights are clear, scaled adoption and maturity is elusive. Come join Elsa, Jen and Jon who will share lessons to advance your marketing tool-kit, with inspiration from Visa’s leading incremental marketing measurement strategy.

**In this session, participants will learn:**

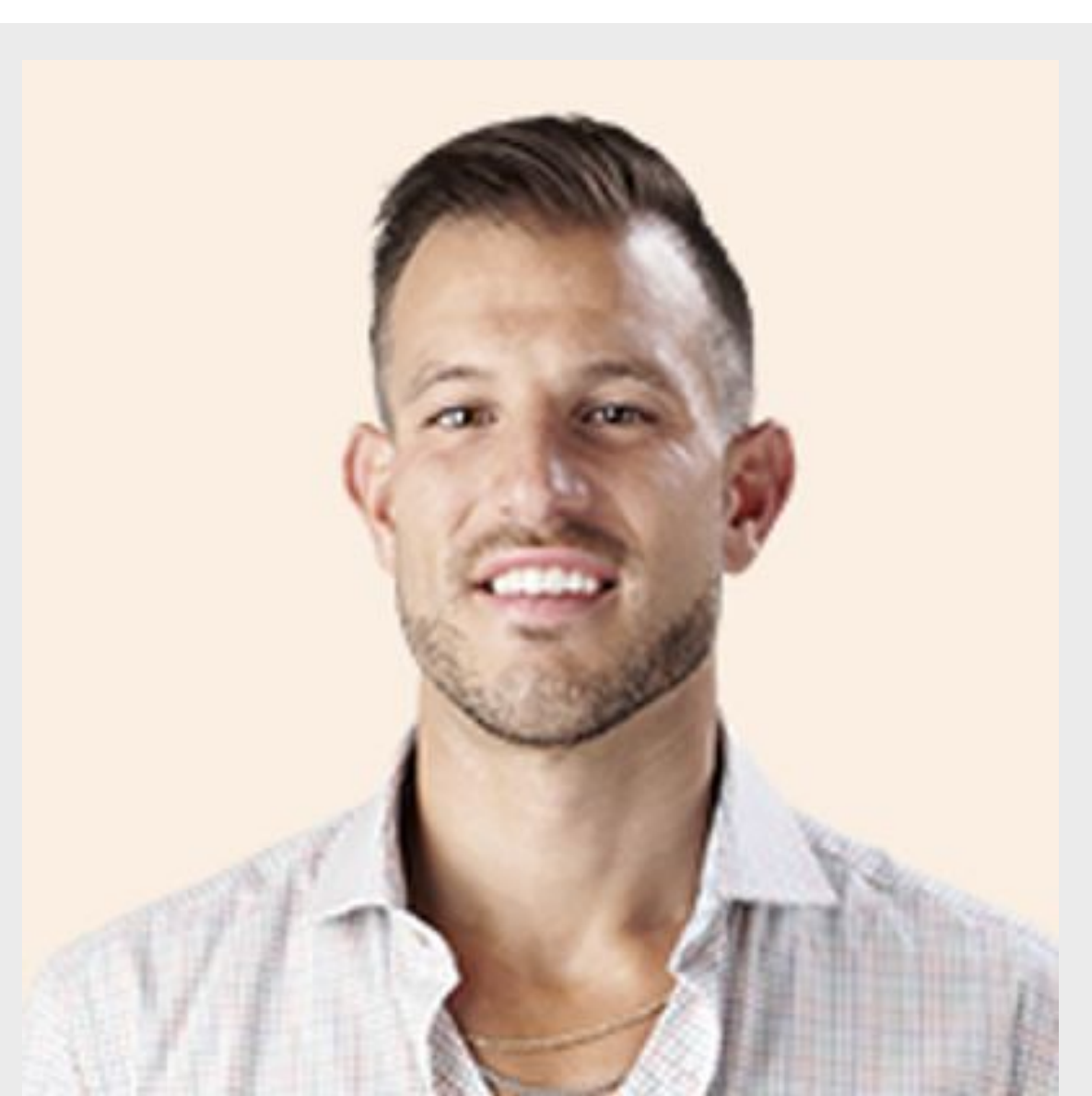
- Why incremental insights are vital to the marketer’s toolkit
- Visa’s journey to incremental measurement today and path forward
- Practical advice to advance causal measurement, across maturity levels
- Effective ways of driving organizational buy-in

**Roundtable Chairs**



**Elsa Mersilian**

EU Head of Analytics  
Visa  
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**Jonathan Lopes**

Job Title,  
Company  
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Jonathan’s 15-year career at Publicis Groupe focuses on developing innovative measurement and data strategies to create business growth. Chicago-based, he loves meteorology and pie.

Elsa M. is a Global Marketing Analyst currently working as at Marketing Strategy and Operations (Europe) at Visa, where she has been instrumental in driving business growth through the development of cutting-edge measurement and data strategies. Her expertise and dedication make her a valuable asset in the field of data-driven solutions.