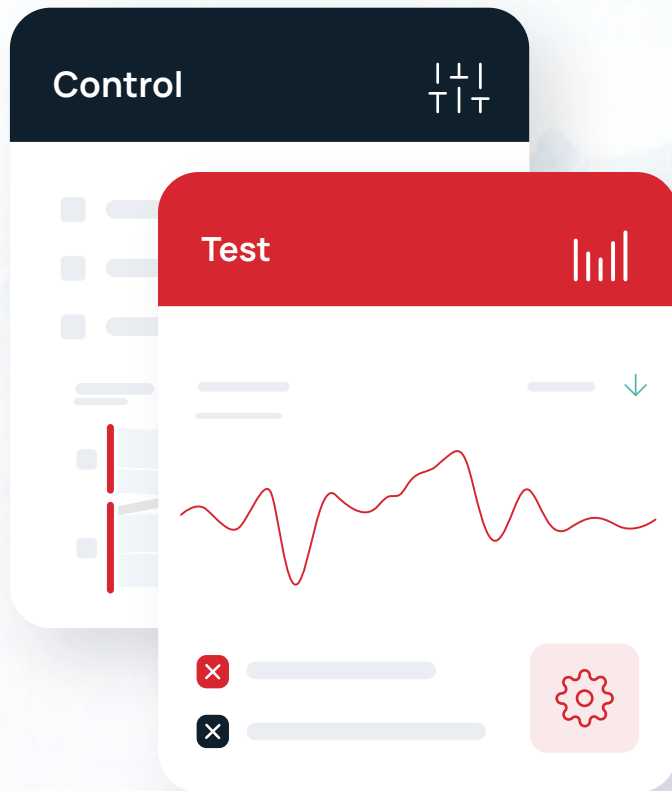


Why Paying for Lift Testing Tools May be a Waste of Money

An OptiMine White Paper



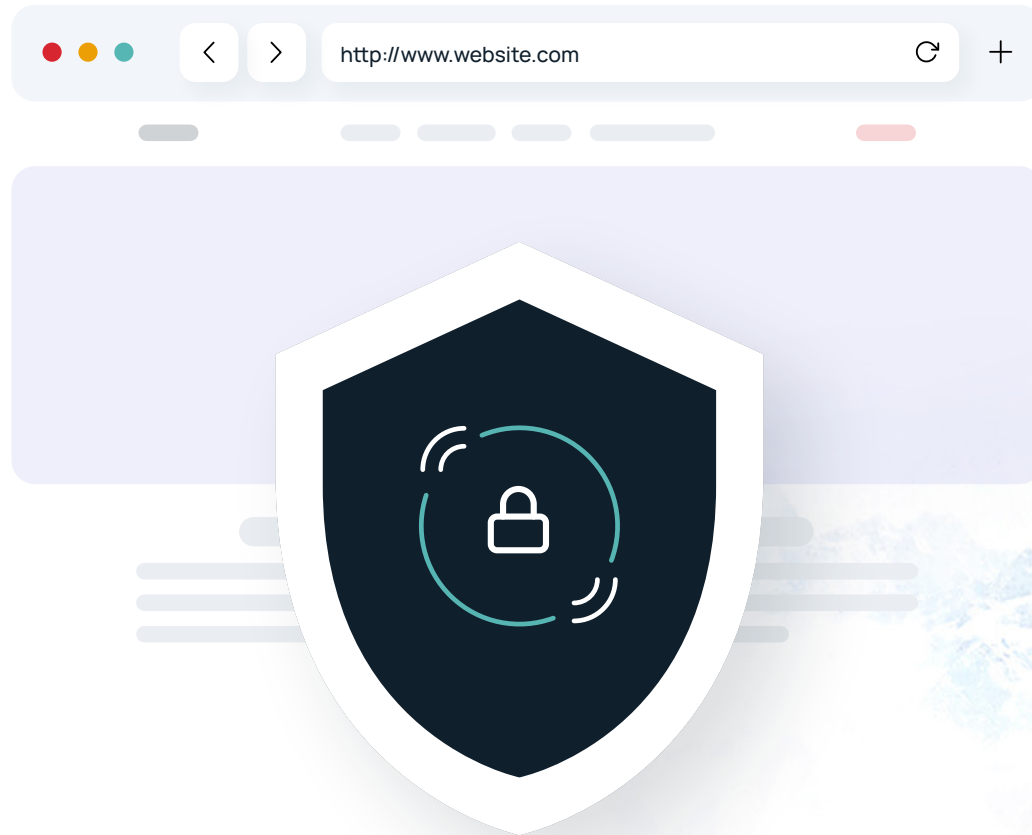
The State of Marketing Measurement Today



Major forces are re-shaping the way brands measure the performance of their marketing. Privacy changes driven by tech companies combined with major new state-by-state privacy regulations are wiping out traditional measurement approaches, while an explosion of new channels create complexities for brands.

Data loss has rendered multi-touch attribution dead, and is creating testing accuracy issues for A/B testing. And proven traditional approaches such as marketing mix modeling are struggling to keep pace with the needs of modern marketers. This all adds up to a need for a new approach to measurement moving forward.

Lift Testing Under Privacy Pressure



Privacy Changes Impacting Lift Testing

Lift tests, also known as A/B tests, and randomized control tests ("RCTs") face major problems in the digital advertising space since data loss due to cookie death and tech companies' blocking of individual tracking prevent a clean, stable separation between test and control groups. Even small errors between test groups kill the accuracy of the test itself.

Data Loss Drives Use of Old Approaches

As a result of data loss and accuracy issues, brands are now forced to re-consider older approaches to testing including geo tests, where test and control groups are split by discrete, separate geographies. These approaches are extremely easy to set up and run, but introduce large risks (reduced revenues due to certain winning approaches being turned off during the test).

Lift Testing Challenges



**Difficult to Keep
"Always On"**

Tests are Just a Point in Time.
Nearly Impossible to Run
Tests Across All Channels &
Campaigns Continuously



**No Yield and
Saturation Curves**

A/B Testing Doesn't
Provide the Optimal
Level of Spend.



**Doesn't Break Out
Cross-Funnel Impacts**

Lift Testing Doesn't Isolate
and Break Out Cross-Channel
& Funnel Impacts.

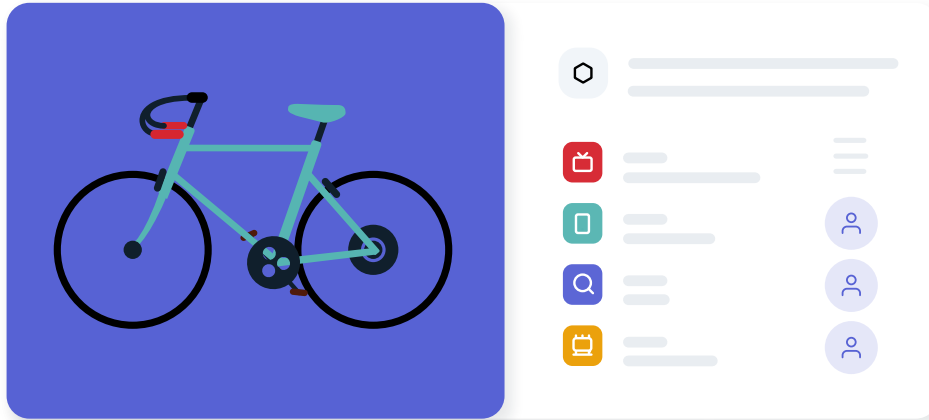


**More Testing
= More Lost Sales**

Many Tests Require Testing
Lower Ad Spend or Losing
Approaches, and Reduce
Sales in the Process

Your Economic Advantage: Lift Testing is Free Almost Everywhere

Your Brand Saving Significant Money

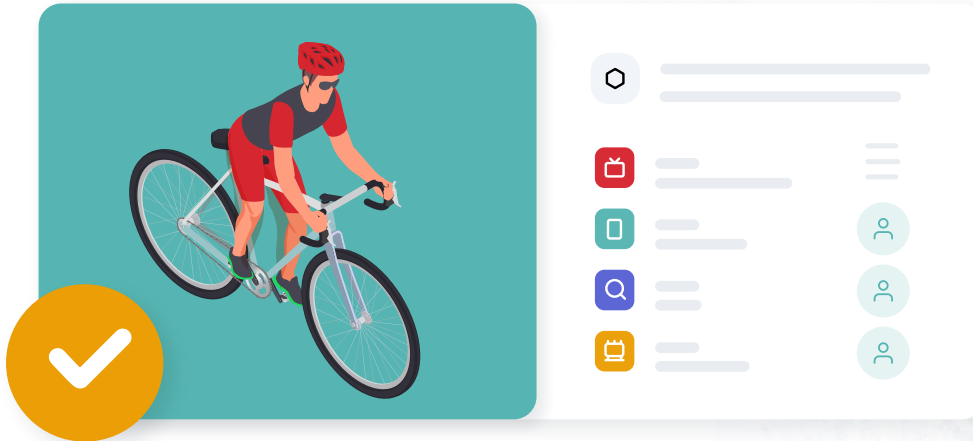


Automated A/B Testing Platforms are Expensive

Sophisticated A/B testing platforms have sprung up over the last several years to help brands automate their test-based marketing measurement. The problem? They're very expensive, and face the aforementioned accuracy issues due to data loss.

The Good News: Many Ad Platforms Offer Free Testing Tools

Brands don't need to spend significant sums to license A/B testing software. Nearly all of the major digital ad platforms offer robust testing tools for free, allowing brands to save significantly and use those savings to invest in more marketing and analytics. Why pay licensing fees when testing tools are available for free?



Free & Low Cost Lift Testing Resources

Thankfully, brands can use a wide variety of free and low cost testing tools without licensing expensive software to conduct their A/B tests. Below is a quick list of just some of the many free and low cost tools available in the market:

Testing Type	Tools	Helpful Notes & Links
Ad Platform (FREE)	Google Ads	Simply set up search and display ads by geography, create test & control versions and run simultaneously to compare results.
Ad Platform (FREE)	Meta Platforms	See Meta's tutorial Click Here
Ad Platform (FREE)	Criteo	See Criteo's tutorial Click Here
Ad Platform (FREE)	Snap	See Snap's tutorial Click Here
Ad Platform (FREE)	TikTok	See TikTok's tutorial Click Here
Ad Platform (FREE)	YouTube	See YouTube's tutorial Click Here
Ad Platform (FREE)	Amazon Ads	See Amazon Ad's testing info Click Here
Ad Platform (FREE)	AdMob(Mobile)	See AdMob's testing info Click Here
Ad Platform (FREE)	XSM Media (Radio)	See SXM's testing info Click Here
Geo Lift Test Tool (FREE)	Open Source (Meta)	See Meta's Open Source Geo Lift Test tool Click Here
E-Commerce Platform (FREE)	Amazon	See Amazon's tutorial Click Here
Google Ads Headline Testing (FREE)	Inkforall	See Google tutorial Click Here



Contact US

Contact us today to schedule a demo or meet with OptiMine to learn how you can leverage our advanced analytics to lift your marketing performance.



Address

1400 Van Buren St. NE, Suite 200
Minneapolis, MN 55413



Web & Email

info@optimine.com
www.optimine.com