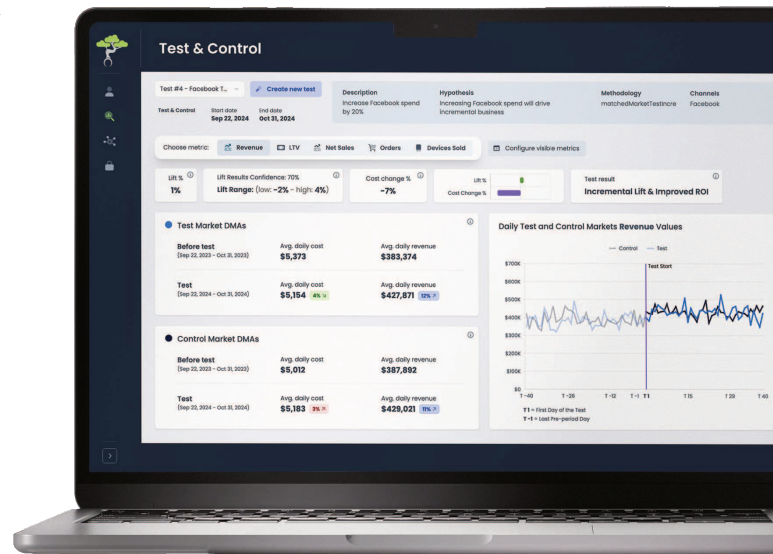




Incrementality Testing

Test any channel, campaign, creative or tactic and see Lift% with speed and precision. Run one or more tests consecutively - measure online, offline, budgets, bids, creatives & more.



Why choose Bonsai for Incrementality Testing?

→ Find What Works, Faster

Get results updated weekly or daily depending on your needs

→ Automatically Find the Best Matched Markets

Choose your own test and control markets, or let Bonsai define the best matched markets to run as your control for you

→ Business Impact Only

See the Lift % on your real business results, not “ad conversions”

→ Real-World Compatible

Our ‘Difference-in-Differences’ Methodology allows for reliable answers to hard questions with the precision you need to drive material decisions, without waiting for the perfect holdout group or time-of-year to test

STEP 1

Identify your Test, Run Through Overstory

Create Test

Measurement methodology

Matched-Market Test, Increase

Business metric measured

Net New Direct Web Visitors & Organic

Platforms

TikTok

Test Metros

Los Angeles CA

Chicago IL

Denver CO

Test Metros

- ☒ Los Angeles CA
- ☐ New York NY
- ☐ Dallas-Ft. Worth TX
- ☐ Atlanta GA
- ☒ Chicago IL
- ☒ Denver CO
- ☐ Milwaukee WI

Control Metros

- ☐ Los Angeles CA
- ☒ New York NY
- ☒ Dallas-Ft. Worth TX
- ☒ Atlanta GA
- ☐ Chicago IL
- ☐ Denver CO
- ☐ Milwaukee WI

Choose your own, or let Bonsai define the best matched markets for you.

STEP 2 Go Live & Track Real Time Results

Lift %

4%

Lift Results Confidence: 70%

Lift Range: (low: 2% - high: 6%)

Percentage measured using the Difference-in-Differences Methodology.

Test results shape your Marketing Mix Model (MMM).

Cost Changes

-2%

Test Result

Incremental Lift & Improved ROI

STEP 3

Understand Business Impact & Determine Scaling Potential

Before Test Revenue

\$810,023

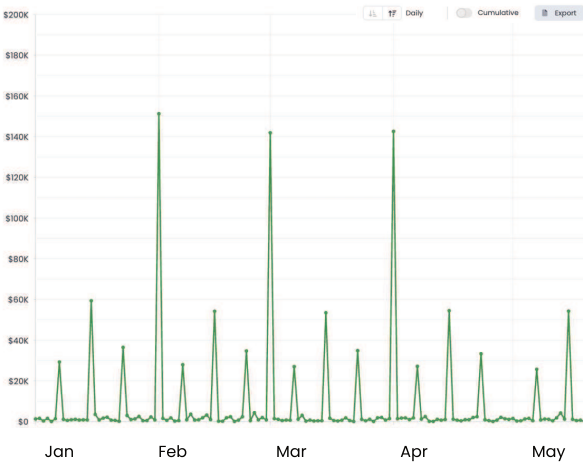
Compared to 2024

+12% ↗

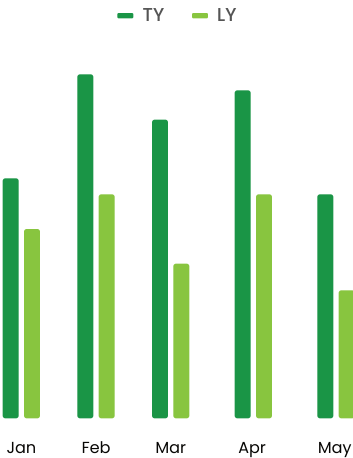
Test Revenue

\$70,184

Revenue Performance Over Time



This Year vs. Last Year Monthly Revenue Performance



The Bonsai Difference

ALTERNATIVES

	Matched-Market Testing	Pixel/Cookie Required	DTC Brands	Consumer Services	Data Engineering Required	Robust Difference-in-Differences Methodology	Enterprise
Bonsai	●	○	●	●	○	●	●
SAAS Testing Platforms	●	○	●	○	●	○	●
Boutique Professional Services	●	○	○	●	●	●	●