NetElixir
MT 022
AISparks
Cutting through the AI hype with one clear insight each week

Attribution is failing. Incrementality is winning.

The Hidden Shift
Marketing teams have long relied on attribution to answer one question: what drove the conversion? Last-click, multi-touch, platform ROAS. All built to assign credit. That system is starting to crack.

Why it's Hard to See
Attribution still looks precise. Dashboards are clean. Numbers reconcile. But underneath:

- Signal loss is rising due to privacy changes
- Platforms grade their own performance
- Optimization happens inside black boxes
- You may be measuring activity, not impact.

What's Really Changing
The question is no longer: 'What got credit?' The real question is: 'Would this conversion have happened anyway?' This is the shift from attribution to incrementality.

AI Presents a Value Unlock Opportunity
AI does not fix attribution. It makes experimentation scalable (geo holdouts, audience splits budget reallocation tests). The goal is simple: Did this create new revenue?

What this Means for Leaders
Attribution drives efficiency. Incrementality drives growth. Teams that embrace incrementality will reallocate spend with confidence and unlock hidden growth.

Your spark for the week:
If you cannot prove lift, you are optimizing noise.

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.

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