



# Reveal the beauty of *incremental insights*

The Health & Beauty Leaders' playbook  
for buying media based on causal signals

TOP PERFORMING

INCREMENTAL SALES (IROAS)

CAMPAIGN PERFORMANCE

140

120

110



# Replacing Superficial ROAS with True Health & Beauty Growth Signals

As competition in the Health and Beauty industry intensifies, the cost of relying on surface-level measurement continues to grow.

**Most brands still ask themselves the same ROAS-dependent questions:**

- What got credit?
- What did our platforms report?
- What looked efficient in-platform?
- What happened after exposure?

As we'll share, to succeed in this new era of retail, brands need to move beyond outdated and incomplete ROAS metrics with signals built for true incremental growth.



# Better Measurement Starts With *Better Questions*

Health & beauty brands need more confidence in what actually drives growth.

In a category driven by loyalty, replenishment and discovery, teams need clearer answers about which investments are actually growing market share and repeat customer value.



of marketing leaders feel pressure to prove ROI, yet only 17% are “very confident” in their ability to link marketing spend directly to business outcomes<sup>1,2</sup>

<sup>1</sup><https://news.linkedin.com/2025/helping-b2b-marketers-prove-campaign-performance-with-new-features>  
<sup>2</sup><https://www.financialmarketinginsights.com/blog/metrics-that-matter-insights-from-gartner-s-cmo-playbook>



# What gets credit isn't always what moved the sale

In Health and Beauty, purchase decisions are influenced by more than media exposure alone. Product reviews, promotions, replenishment cycles, creator influence, pricing, retailer experience and seasonal trends all shape performance in ways attribution alone cannot fully explain.

## 5 Ways ROAS Tells the Wrong Story:

**1**

It over-credits replenishment demand, making existing demand look like incremental growth. In high-intent environments, loyal shoppers and replenishment purchases can appear more efficient than they really are.

**2**

It strips out the wider context. Sales are shaped by more than media alone. Promotions, reviews, creator activity, competition, seasonality and retailer dynamics can all influence outcomes in ways ROAS does not capture. For brands with a significant marketplace presence, 40% or more of true incremental sales may be missed in last-click reporting (Fospha).

**3**

It makes the comparison look cleaner than it is. ROAS is not a consistent decision signal across retailers. Differences in platforms, formats, and measurement approaches can make side-by-side comparisons misleading.

**4**

It undervalues discovery and long-term growth. ROAS tends to favor what gets fast credit. That can undervalue upper-funnel discovery and consideration activities that drive long-term customer growth and repeat-purchase behavior.

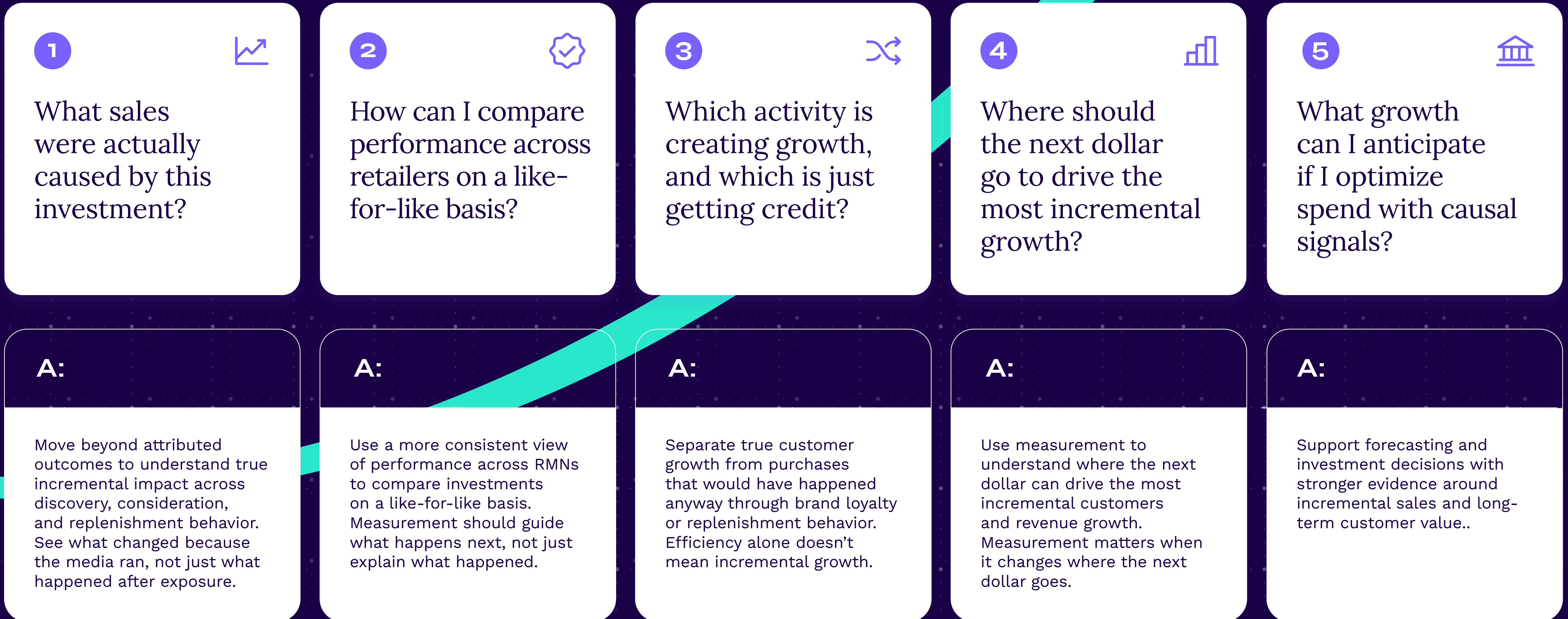
**5**

Many US Health & Beauty purchases still happen on platforms ROAS can't track. 58% of US consumers most commonly start the online purchase journey for beauty products on a beauty retailer site like Ulta and Sephora (PowerReviews), and over 70% shop both online and in-store (McKinsey).





## The 5 Questions Every Health & Beauty Leader Should Ask:





# How a Leading Health & Beauty Brand Generated **20% More Incremental Sales**

A major health and beauty brand sold across Amazon, Target, Walmart and Ulta operated a significant Amazon media program spanning Sponsored Search and DSP. Retail media was a central pillar of the brand's growth strategy across multiple product lines.

Like many brands in the category, the program had evolved organically over time. Search spend was heavily prioritized because of its direct attribution visibility and apparent efficiency. DSP played a supporting role, and the allocation felt intuitive.

But the team needed to answer a more important question: was the budget allocation actually driving incremental growth, or was Search simply receiving more attributed credit? While Search appeared efficient in-platform, testing revealed DSP was generating significantly stronger incremental returns.

## HOW INCREMENTAL DID IT

The brand partnered with Incremental to run a controlled incrementality test across its Amazon media program.

The test established a baseline measurement period and quantified the true incremental impact of the Search and DSP channels, channel-by-channel and retailer-by-retailer.

The core metric was iROI (Incremental Return on Investment). Unlike ROAS, iROI isolated only the sales that would not have happened without the media investment, removing baseline demand, organic lift and attribution bias.



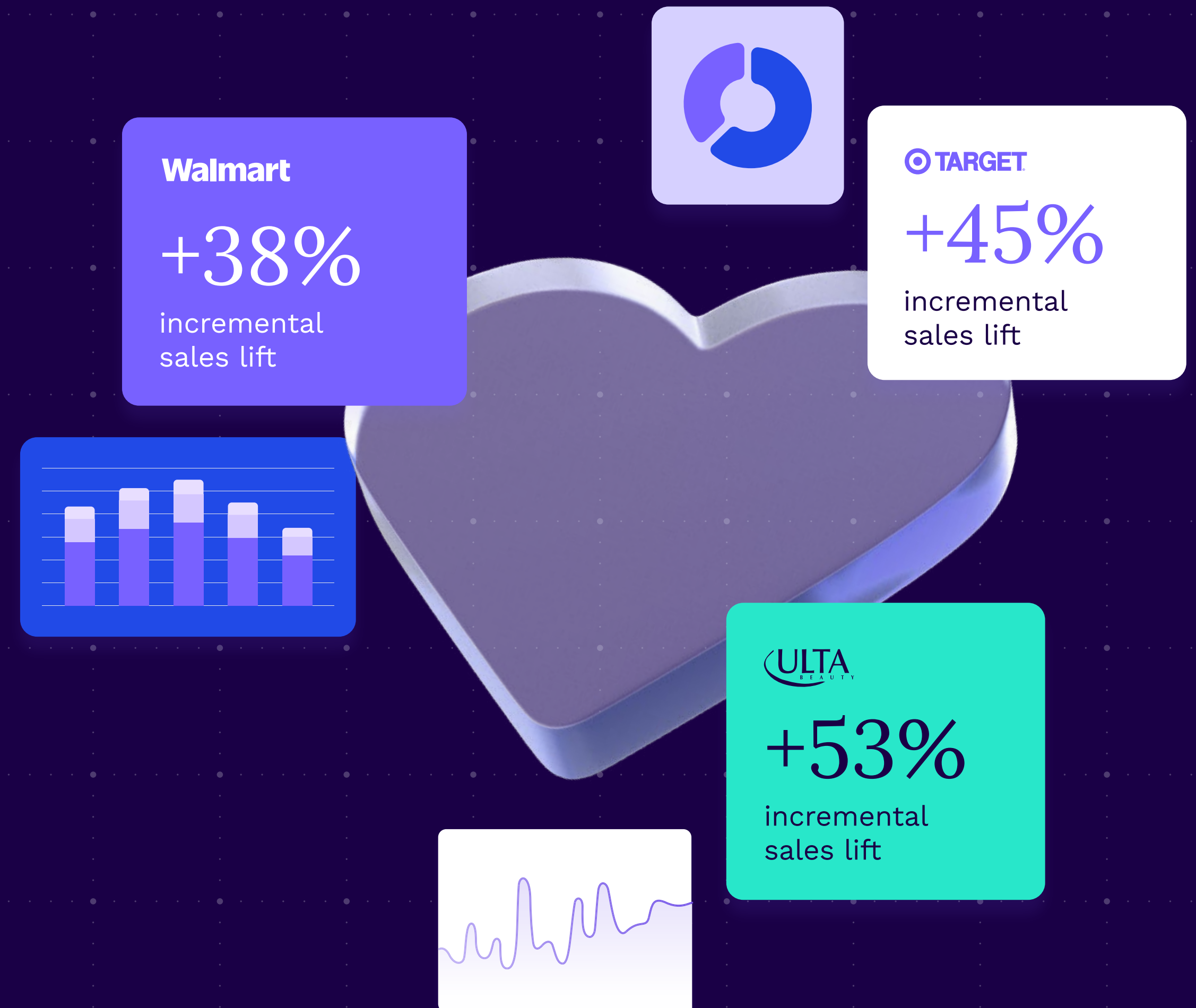
**The brand ultimately generated 20% more incremental sales while keeping total Amazon spend relatively flat. Incremental also measured whether Amazon campaigns were influencing purchases at Target, Walmart and Ulta.**

# Results

- ✓ 20% more incremental sales generated with flat spend
- ✓ Overall iROI improved 23%, increasing from 1.15 to 1.42
- ✓ DSP baseline iROI reached 2.54 versus 0.85 for Search
- ✓ Increasing DSP spend 56% drove incremental sales up 60%
- ✓ Reducing Search spend 5% decreased incremental sales 15%, confirming diminishing returns in a sub-1.0 iROI channel



Their Amazon media also influenced sales beyond Amazon, driving measurable sales lift at competing retailers, proving that retail media investment influenced where shoppers ultimately chose to buy:



# Why Incremental

Incremental is the leader in causal intelligence for commerce media, enabling buyers at brands and agencies to make smarter decisions and grow sales across retailers through continuous measurement and automated optimization.

## WHY INCREMENTAL

1

### Purpose-Built for Commerce Media

Built to understand both the commerce and media forces that shape performance, from inventory, pricing, promotions, buy box and search rank to the broader media activity driving product discovery and demand across the funnel.

2

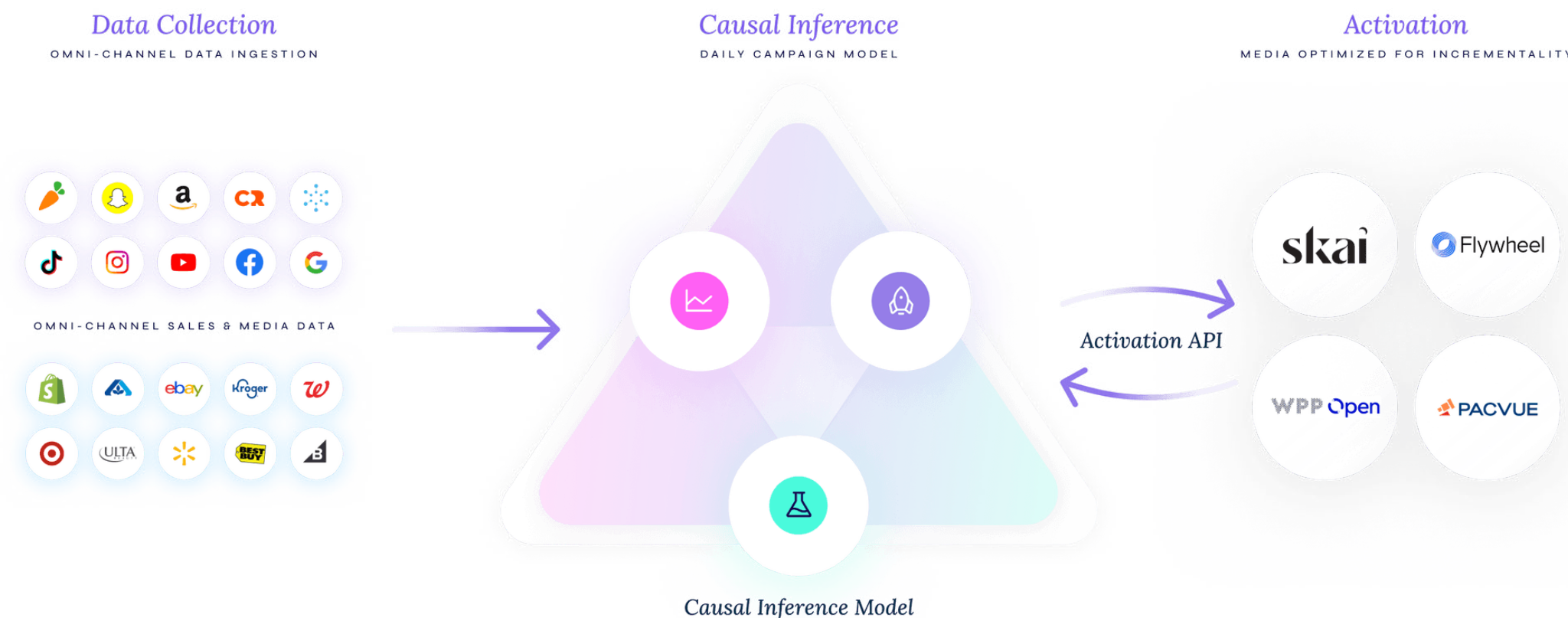
### Actionable Incrementality

Built to turn incrementality into actionable insights teams can use every day, with signals that support smarter budget shifts, in-flight optimization, customer acquisition and repeat purchase growth. In practice, that helped one health & beauty brand improve incremental sales 20% while spending less overall.

3

### Media Neutral

Does not buy or sell media, creating a more independent measurement standard that teams can trust when budget and performance decisions are on the line.



# INCREMENTAL™

## What Incremental Does Best:



### Causal inference

Incremental's methodology is built on multiple causal inference techniques to establish a clear connection between investment and outcome.



### Continuous learning

Our model learns as you make changes in your business, progressively developing a deeper understanding of how each change impacts sales and where spend can drive greater impact.



### Speed and granularity

With reporting down to the campaign- and line item-level and automated daily retraining, the Incremental platform provides insights at the speed and granularity you need to stay ahead.

Move beyond surface-level ROAS with a platform built for true incremental impact.

SEE INCREMENTAL IN ACTION