

# Which Wave Are You Riding?

For each dimension below, mark the column that most accurately describes your organization today. Not where you're headed, not your best campaign, but your standard operating reality.

| DIMENSION                            | WAVE 01<br>Platform Attribution                                 | WAVE 02<br>Incrementality Measurement                                 | WAVE 03<br>Integrated Causal Intelligence   |
|--------------------------------------|---|---|---|
| <b>Primary success metric</b>        | ROAS, based on last-touch attribution, as reported by the RMN   | Incremental sales lift, measured through periodic third-party studies | iROI (incremental return), measured independently and continuously                              |
| <b>Attribution approach</b>          | Last-click or view 7 or 14 days prior to sales gets 100% credit | Accepted causal inference technique (MMM, Experiments, etc.)          | Accepted causal inference technique (MMM, Experiments, etc.) into continuous learning framework |
| <b>Measurement cadence</b>           | Real-time within RMN or campaign management tool                | Typically quarterly, or campaign-specific; delivered after the fact   | Continuous, updated in near real-time   |
| <b>Granularity</b>                   | Campaign / Ad unit  | Channel   | Campaign / line Item  |
| <b>Integration into media buying</b> | Yes, rules or algorithms key off attributed sales or ROAS       | No, study results shared internally for action going forward          | Yes, full integration: iROI is the key signal driving automated decisions                       |
| <b>Forward-looking benefits</b>      | None; retrospective only  | Ad-hoc forecasting based  | Full planning and simulation using up-to-date results   |

YOUR RESULTS

Count how many columns you checked most often.

**1** MOSTLY WAVE 1

You're starting from RMN-reported data.

You are working with the data you have, which is mostly what your retail media networks are giving you, and typically last-touch attribution. This is a perfectly reasonable starting point. But last-touch attribution is a flawed signal for budgeting and media buying: it gives credit to the last ad touched and cannot tell you whether that sale would have happened otherwise.

**2** MOSTLY WAVE 2

You measure incrementality — but can't act on it yet.

Nice work. You know that incrementality matters, and you have the studies to prove it. The challenge is that measuring and decisioning are two different things. By the time results come back, budgets have moved on. The insight is there but the infrastructure to act on it continuously is not yet. That is the gap Wave 3 closes.

**3** MOSTLY WAVE 3

Incrementality is how you run, not what you study.

Congrats! You're ahead of most of the industry. Incrementality is not something you just study, it is something you run on. Your optimization decisions are grounded in causal data, not correlation, and that compounds over time in ways genuinely difficult for competitors to replicate. The next frontier is agentic media buying, and the signal quality you are building now is exactly what those systems will require to function correctly.

**Ready to act on your results?** Whether you're looking to mature or sharpen where you already are, we can help. Reach out directly to start the conversation.

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