

# Alternative Approaches to Avoid Attribution Pitfalls within Retail Media

By Russ Dieringer // December 22, 2022 //

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ROAS based on reported ad-attributed sales can misrepresent advertising's impact on sales because it doesn't control for cross channel exposure in media run outside the retail platforms, seasonality, subscriptions, and other external factors which may drive sales independent to advertising.

Join Russ Dieringer and guest Skye Frontier for a session that will outline pitfalls in using ad-attributed sales as a measure of advertising's impact.

Attendees will leave with a clear understanding of limitations of ad-attributed ROAS metrics along with alternative approaches that can be used to fill in the gaps.

This session is designed for intermediate to advanced eCommerce practitioners that have some awareness and experience on Amazon Advertising and/or retail media broadly.

Presenter: Skye Frontier, SVP Growth, Incremental

All Signal, No Noise Format

- 20 minutes of prepared remarks

- 30 minutes of Q&A

*Learn more about Incremental*

Incremental provides neutral 3rd party measurement of retail and retail-enabled media. Incremental's neutrality allows them to interconnect with walled gardens, retail media networks, and retail channels to provide that single source of truth which enables teams to compare the efficiency of ads across channels and collaborate with partners on how to optimize them.

[Replay & Takeaways Here](#)

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