

# Measuring Retail Media Incrementality

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Measuring retail media incrementality is rare, confrontational, and has the potential to radically change media allocation.

To learn more about this topic, we were joined by Meghan Corroon and Amanda Milling of Clerdata, a data science firm specializing in neutral incrementality measurement.

They define incrementality in a precise way. Rather than sales over baseline sales or 'new-to-brand', they measure incrementality as sales that otherwise would not have occurred without an action by the brand. That action can take the form of a TV ad, a paid search ad on Amazon, or a promotion run in-store.

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