

The Power of Testing: Insights From The Measured Vault

As a marketer, experimentation should always be your default place to begin measurement. The real value of testing comes from understanding why the results show you what they do and adjusting as necessary to achieve your business objective. If done properly, your testing journey will set you apart from competition and set you up for future success: and here's the proof, straight from the mouths of our customers.

To learn more about adopting and deploying marketing tests efficiently and maximizing your ROAS, [reach out to a Measured expert today.](#)

Brands conducting at least eight incrementality experiments saw a 25% increase in ROAS on average within the year.

- Measured

What customers are saying about our tests

Jordan Roberson, **Johnny Was**

“ Our incredible testing journey ultimately landed on PMAX...we were able to confidently understand the incremental impact of each tactic and can ensure profitable outcomes of every dollar spent.”

Amanda Siam, **WPromote**

“ We're constantly testing and looking at what dollar is going to go the farthest, so Measured really helps us with looking at that and with all the changes that are constantly happening with these big tech platforms, understanding the different tactics, and really de-muddying the black box that they're creating.”

Erica L., **RealTruck**

“ We use experimentation on almost every single channel and tactic to understand not only how we compare to peers but also what our incrementality is and how we can improve our marketing by using these metrics.”

Devon Billy, **Bare Performance Nutrition**

“ Incrementality tests helped us reveal the true impact of our Facebook spend. The automated tests were easy to deploy, and the results gave us the confidence we needed to make impactful spend decisions and boost our efficiency.”

About Measured: Measured is the pioneer and leader of incrementality-based measurement and optimization for consumer brands. Leading brands use our elegant, all-in-one platform to manage, test, plan, and optimize over \$15 billion in full-funnel media investments. Learn more at www.measured.com.