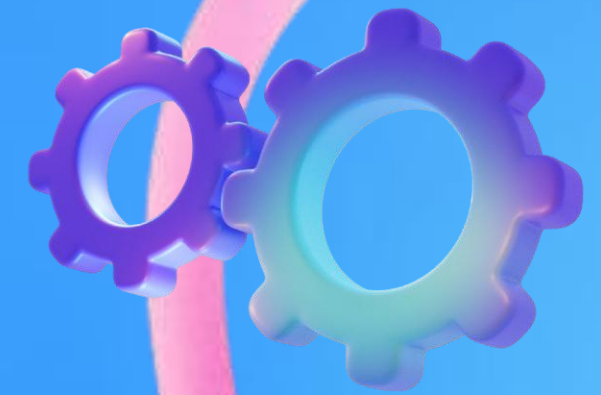


∞ Meta

Proving ROI in an evolving marketing ecosystem

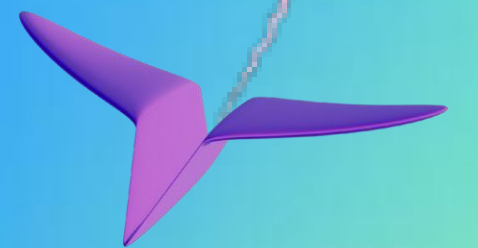


IAB MeasureUp 2026 · Eby Jose · September 2026



Eby Jose

Marketing Science Partner,
Meta



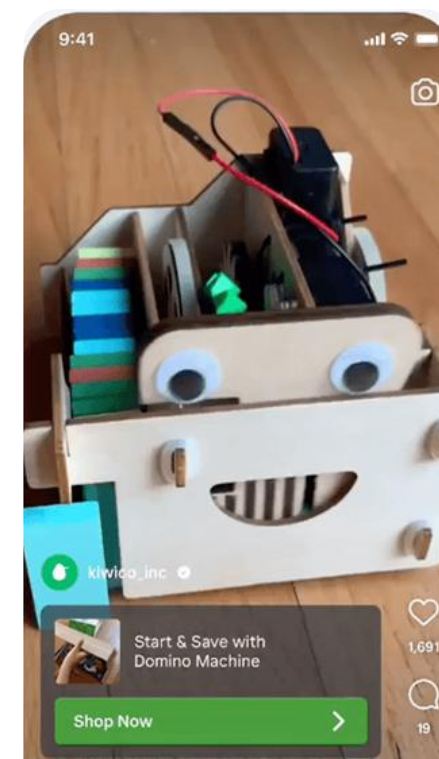
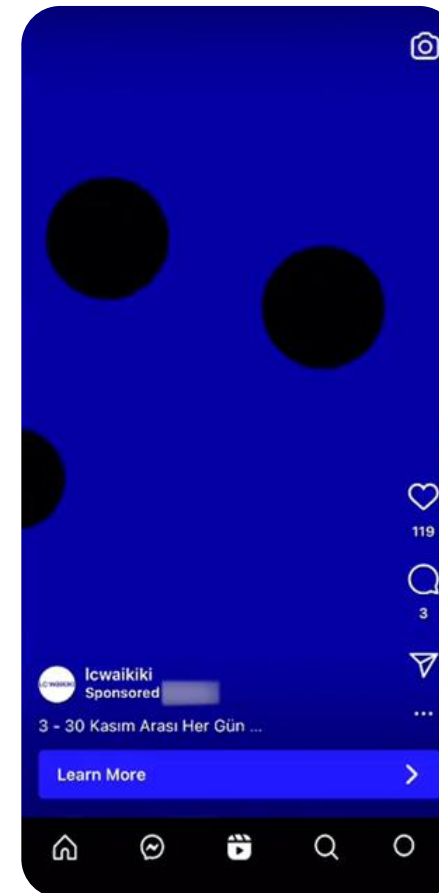
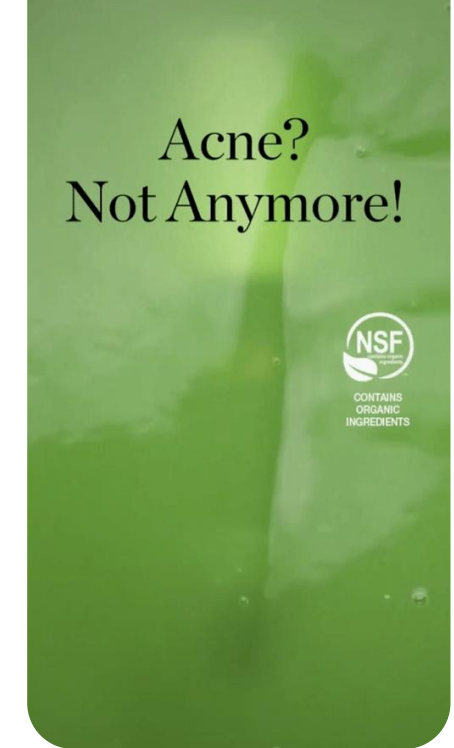
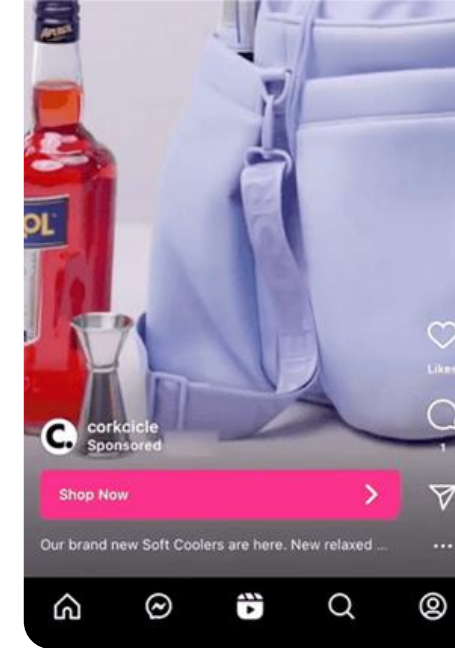
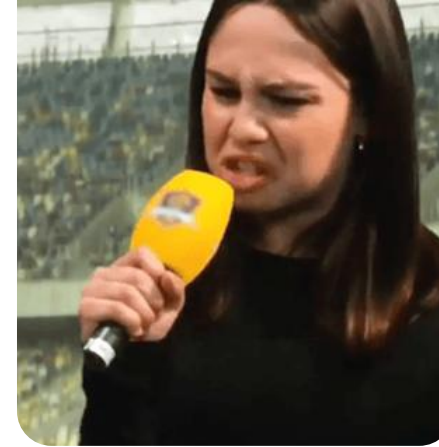
Marketers say their #1 challenge is demonstrating the impact of marketing on financial outcomes.



When profits fall short and executives cut expenses, marketing gets targeted

~45%
OF THE TIME

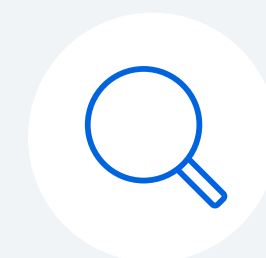
Biggest challenge
in advertising today:
**Paying for
customers who
would have bought
anyway**





Click-based measurement is becoming less reliable

AI is accelerating this trend



60%

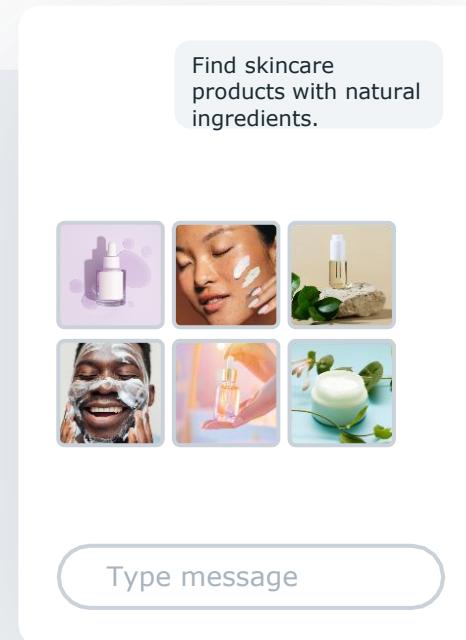
of searches end without a click.

When AI answers people's queries directly, clicks don't happen

15-25% decline in organic web traffic as a result of AI searches.

AI, social and video are causing a share shift.

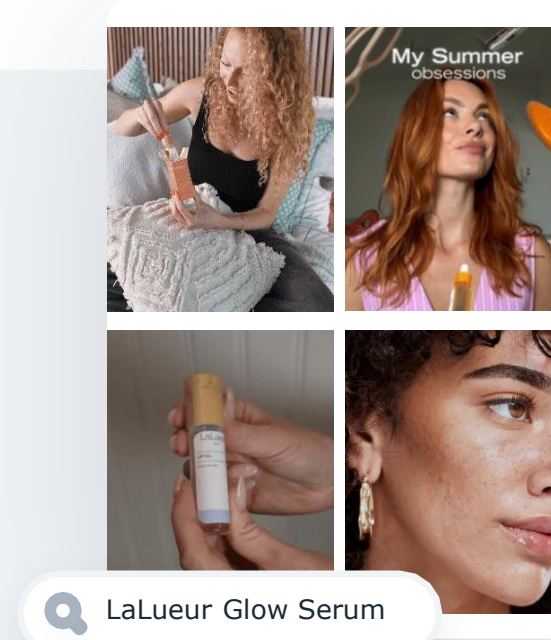
Shopping behavior is changing in ways that click-based measurement cannot capture.



AI shopping

~80%

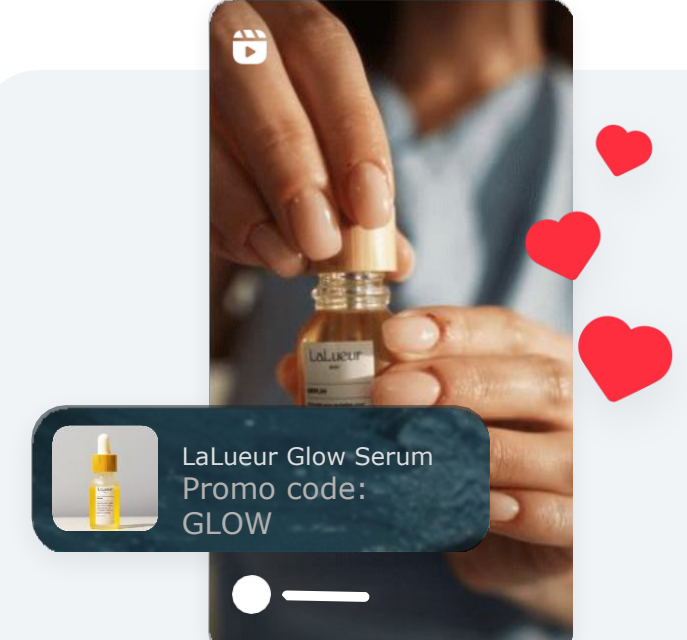
of consumers rely on "zero-click" results in at least 40% of searches.¹



Social discovery

92%

of users surveyed use social and discovery platforms for product information.²



Video engagement

80%

of users report purchasing after seeing video content.³

Video and social discovery are driving purchases without clicks

Consumer behavior is shifting in ways that click-based measurement cannot capture

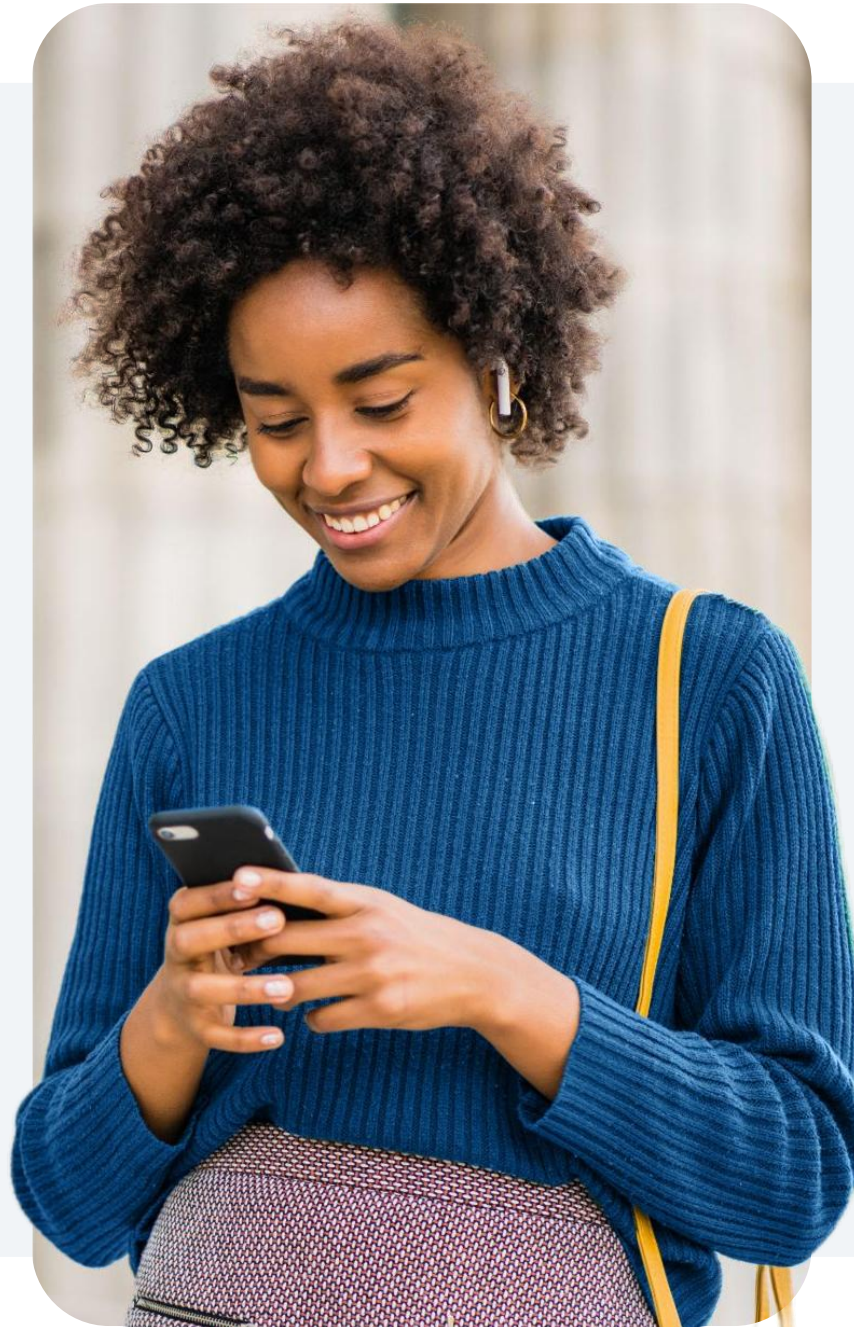
EVOLVING FORMATS

+30%

increase in Instagram Reels watch time year over year in 2025.¹



Video generally doesn't drive click behavior, yet people are increasingly engaging with video over other formats.



SOCIAL DISCOVERY

76%

of people say social content influenced a purchase in the last six months.²

52%

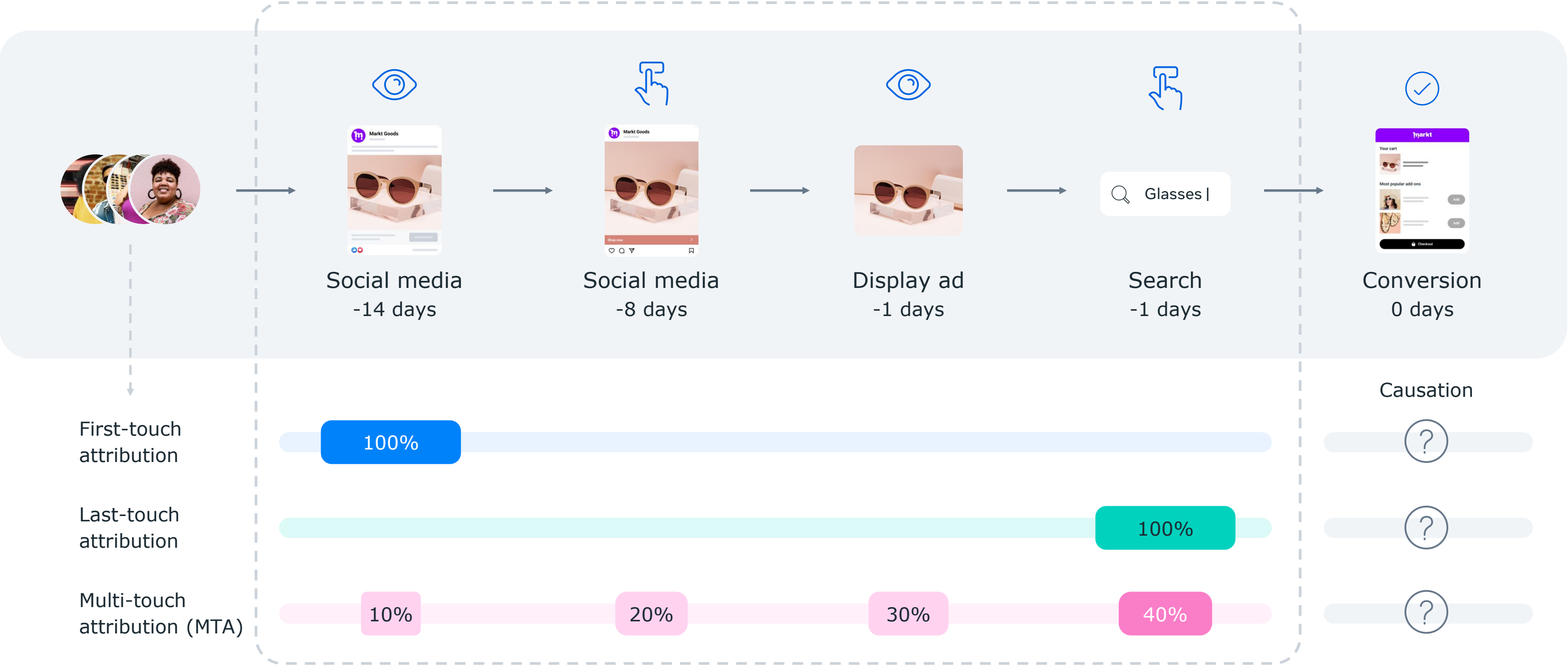
of global consumers bought something from a social media platform last year.³



Clicks alone are an incomplete indicator of sales generated by social platforms, which drive behavior through engagement and brand exposure.

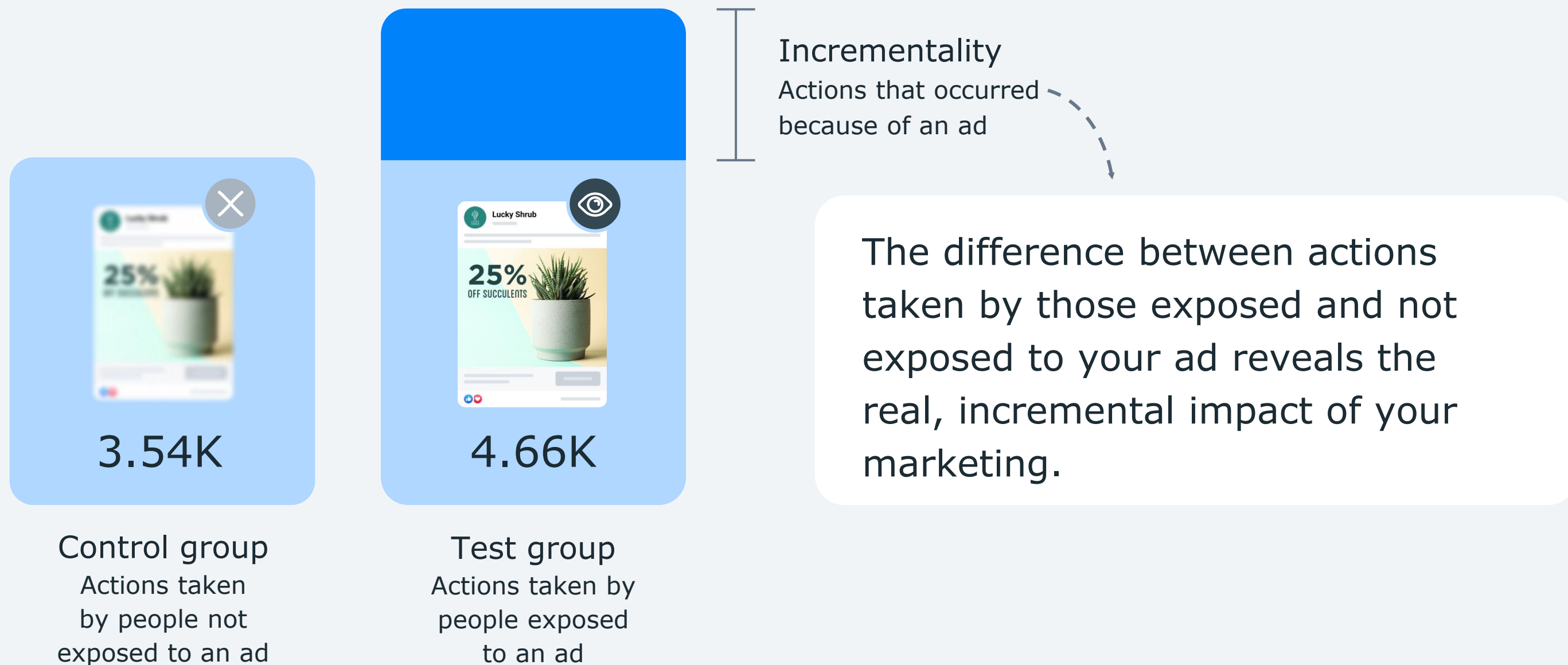
Attribution tells you what happened before the purchase

While valuable for directional insights, traditional attribution shows correlation, not causation



Incrementality measurement tells you what made the purchase happen

Incrementality is the gold standard for measuring what happened as a direct result of your ads.



You can think of incrementality as a ladder of options that get closer to measuring true business value as you climb

**MORE
INCREMENTAL**

**LEAST
INCREMENTAL**

Conversion lift falls here



Randomised experiments

Trials to measure the precise difference between being exposed and not being exposed to an ad campaign.

→ **Conversion Lift**



Quasi-experiments and incrementality models

Techniques that estimate (but don't measure precisely) the incremental effect of being exposed to an ad campaign.

→ **Data-driven attribution, marketing mix modeling (MMM)**



Non-incremental models

Systems that don't make an explicit estimate for an ad campaign's effect above a baseline of behavior (i.e., what a person would have done anyways without seeing an ad campaign).

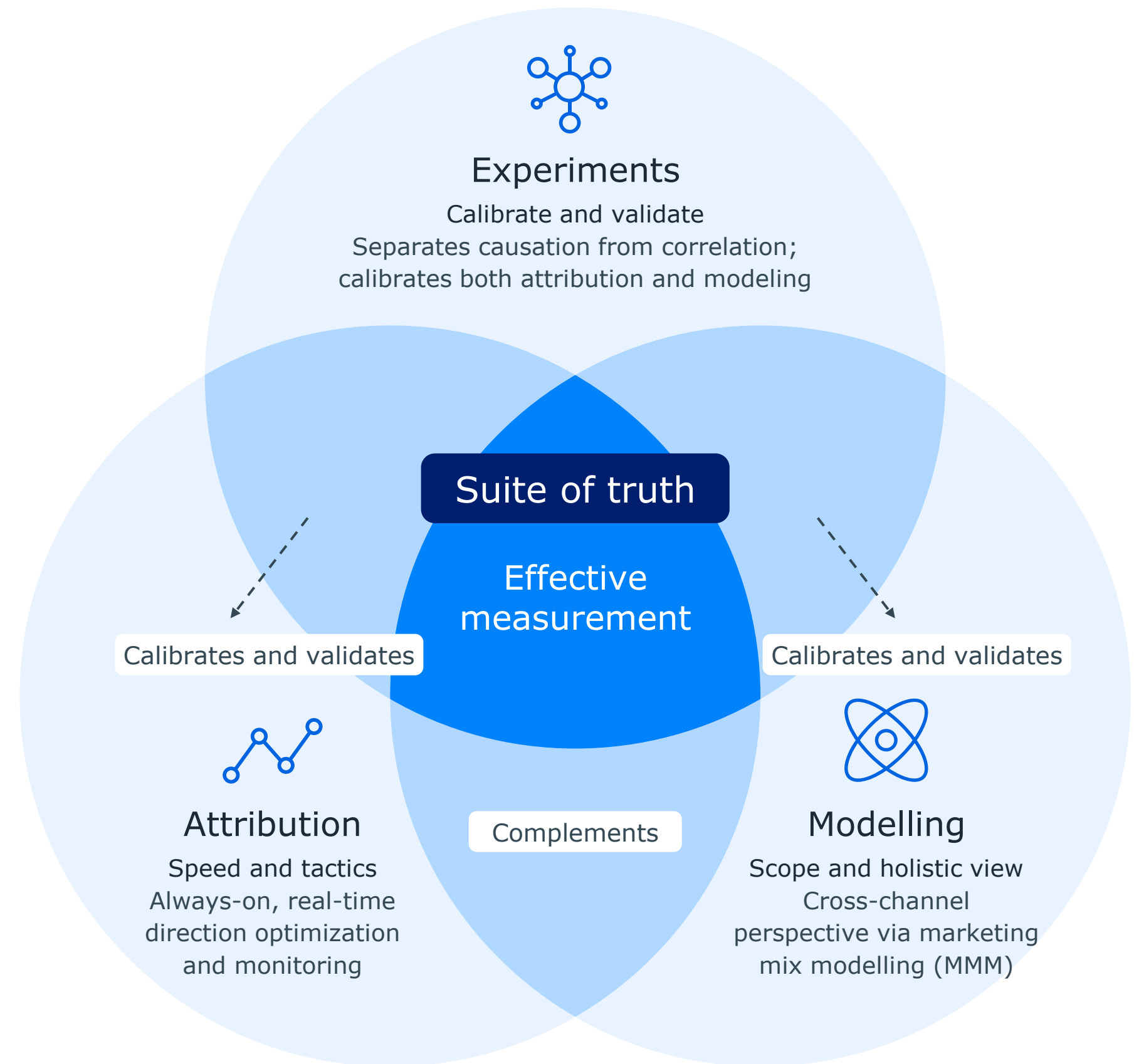


// Incremental results
are everything.”

Alex Schultz
VP, Analytics and CMO
Meta

Businesses that successfully capture a fuller picture of performance use a “suite of truth” with multiple tools

By moving beyond a single source of truth, such as an attribution model, to a dynamic suite of trusted tools and methods, marketers can create a more reliable framework for evaluating effectiveness.



GETTING STARTED

The journey to a deeper understanding of marketing effectiveness

01

Assess

Establish a baseline by evaluating your current measurement approach.

02

Experiment

Strengthen measurement foundations and launch initial experiments.

03

Calibrate

Use experimental results to validate, tune and improve your measurement.

04

Operationalize

Make experimentation a recurring practice so decisions and investment are guided by incrementality.

Calibrate cross-channel MTA to shift budget to what's driving results

MTA credits touchpoints along the purchase journey, but it can't confirm what actually caused the conversion. Calibration helps align MTA with incremental impact.



Run incrementality experiments on all platforms



Compare experiment results to attribution model outputs



Test different types of attribution models against experiment results



Adjust your attribution outputs using multipliers

What is calibration?

Calibration adjusts your attribution so it reflects each channel's true, incremental impact — measured against a Conversion Lift result.

When you run an incrementality experiment to determine a channel's true incremental conversions, you can divide that number by the conversions shown in your MTA model to arrive at a multiplier.

Apply the multiplier to your MTA results to align them with incrementality. Refresh the multiplier periodically for accuracy.

Incremental
conversions

150

=

100

Attributed conversions

1.5X
multiplier

Why MMM needs calibration

Don't replace MMM — calibrate it. Experiments are the ground truth that make the model decision-grade.

POWERFUL, BUT OBSERVATIONAL

MMM infers each channel's contribution from past spend and outcomes — not experiments — so results hinge on modelling choices.

SAME BUSINESS, DIFFERENT ANSWERS

Different models produce materially different channel ROIs. As MMM adoption rises in market, that divergence erodes trust and misallocates budget.

CALIBRATION IS THE FIX

Anchor the model to ground truth: lift and geo experiments de-bias the MMM, while the MMM keeps always-on breadth across the mix.

← OBSERVATIONAL MODEL ————— DECISION-GRADE WITH EXPERIMENTS →

Calibrate MMM to clarify cross-channel ROI and guide smarter budget allocation

Marketing mix models can systematically over- or under-estimate the effectiveness of specific channels when used alone

Compare results from MMM and experiments

If both methods show similar trends the MMM is considered reliable. This is easy to do, but not very precise.

Guide MMM optimization using experiments

Set the average impact from experiments as a constraint in MMM. This improves accuracy without the need to rebuild the model.

Fine-tune model details with experiments

Comprehensive parameter calibration uses experiment results to adjust model details like ad stock and media saturation predictions.

EASIER TO IMPLEMENT

HARDER TO IMPLEMENT

LESS RIGOROUS

MORE RIGOROUS



Moving from last-click to a measurement approach based in incrementality

H&M had concerns that its last-click attribution model was not capturing the incremental omnichannel impact of different media activities. The company developed a measurement framework grounded in incrementality to drive incremental growth, using MMM, Brand Lift and Conversion Lift to optimize and calibrate.

3x

increase in
incremental ROAS

Over a two year period

21%

increase in overall
attributed ROAS

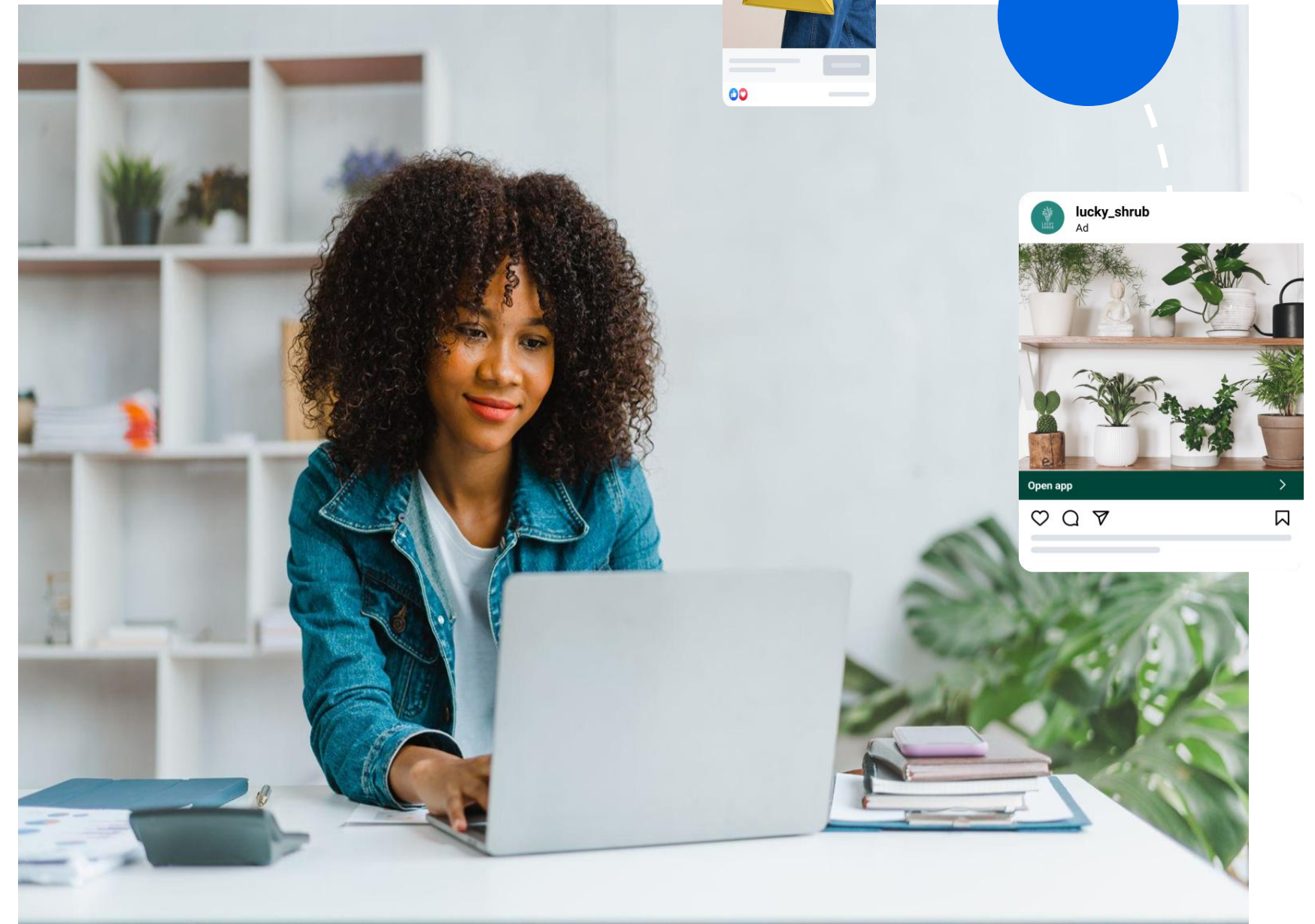
Compared to the previous year

“We are very proud of our comprehensive triangulated measurement framework anchored in incrementality, which empowered us to fully leverage the strength of each measurement solution and continuously improve the ROI of our global marketing efforts.”

Caroline Dahle
Global Measurement
and Analytics Manager
H&M

Meta ads AI connectors

Create, analyze and manage your Meta ads in your favorite AI tools.

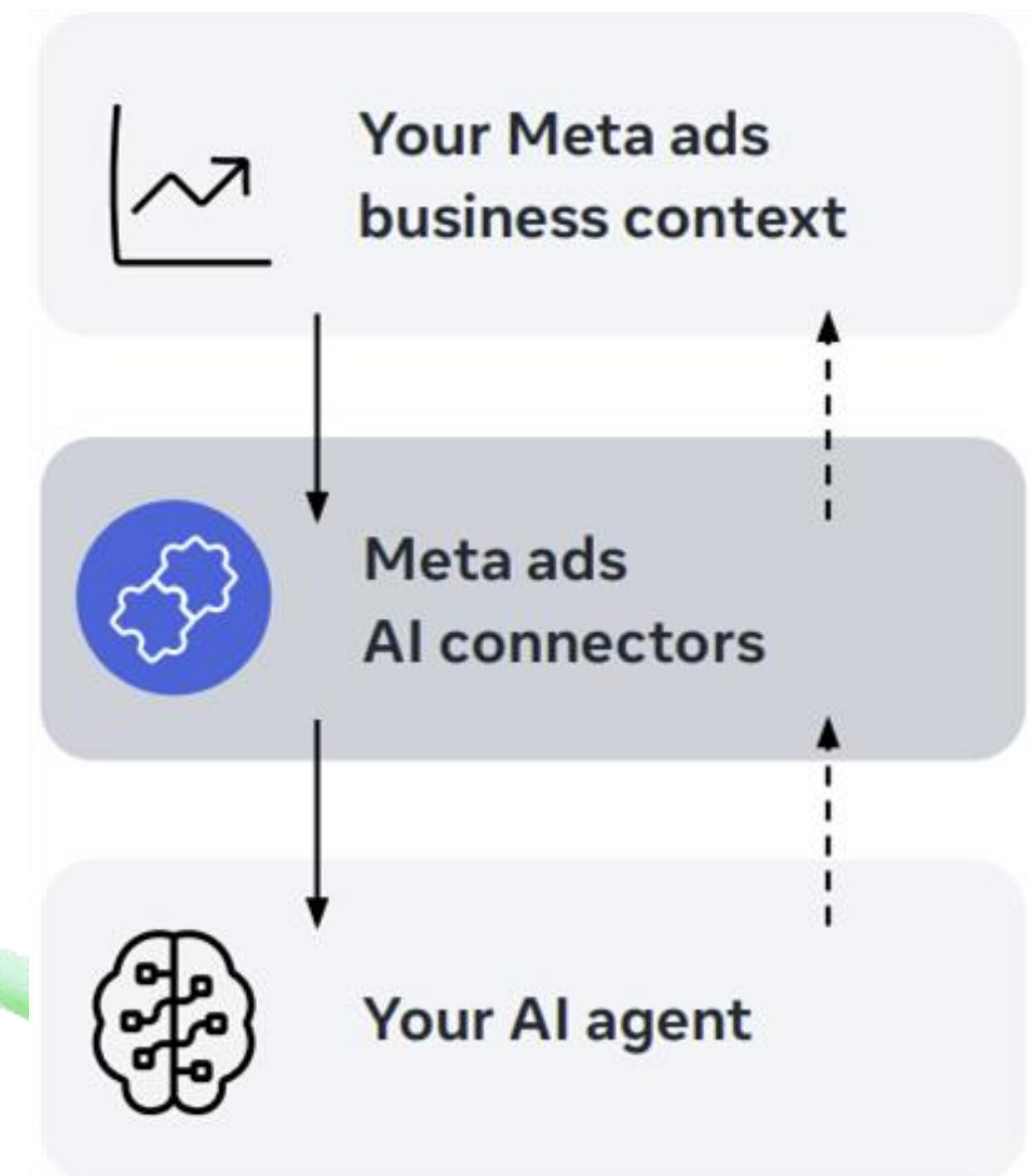


Meta Ads AI Connectors

Create, analyse and optimise Meta ads in your preferred AI agent, using natural language. Meta ads AI connectors, enabled by the ads MCP server and ads CLI, securely connect your AI agent to your Meta ads business context, so recommendations and actions are rooted in the right data.

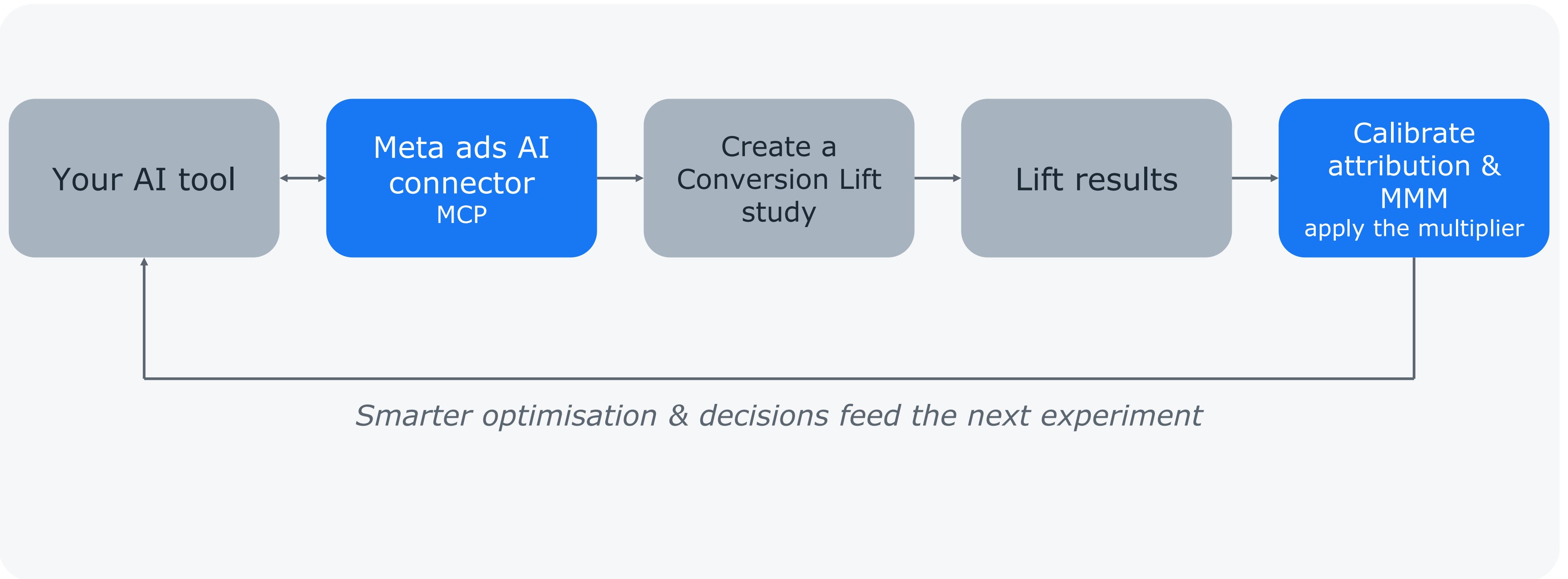
What are the benefits of Meta ads AI connectors?

- 1** Cross-channel insights and actions without context switching
Your AI agent can access insights and take actions across channels, so you spend less time jumping between tools and more time on strategy.
- 2** Ground every decision in your full account context
From account structure and ad performance to product catalog, audience insights and more, your AI agent has all the context it needs, plus best practices across Meta technologies, so recommendations are fully personalised for you.
- 3** A direct, secure connection to Meta
Built and maintained by Meta, the official integration connects your AI agent to your Meta ads account so you can manage campaigns with confidence knowing your data is up to date.



The connector closes the loop

From experiment to calibrated decision — in the tools you already use.



Getting started with Meta ads AI connectors is easy

Step 01

Check supported
AI agents

See [setup instructions](#)
for supported AI agents.

Step 02

Connect

Paste the ads MCP
server URL into your AI
agent:
`mcp.facebook.com/ads`.

Step 03

Authenticate

Authenticate via
Facebook Login to
securely connect your
Meta ad account.

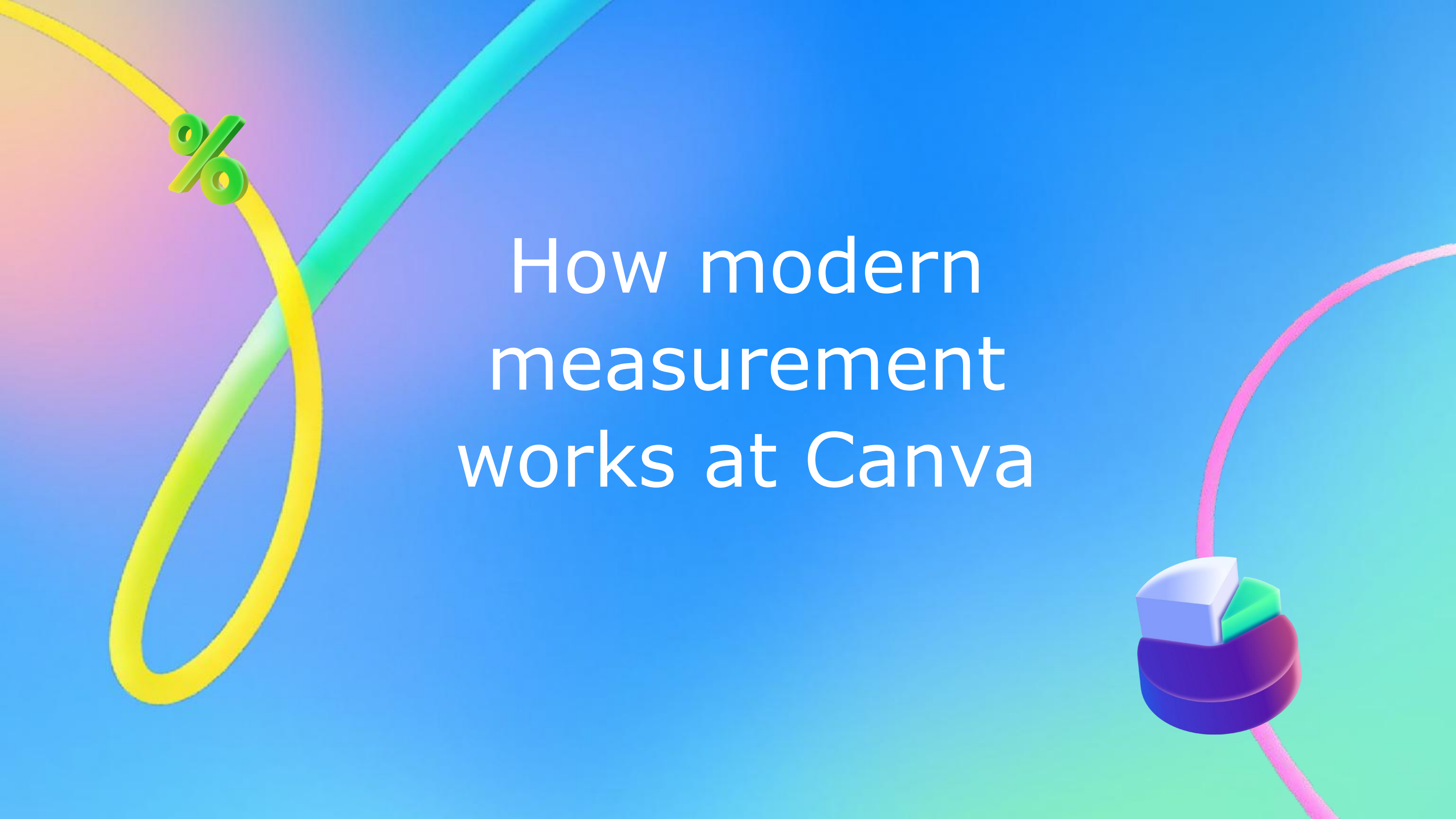
Step 04

Start managing
Start managing your
campaigns and
asking
questions in natural
language.



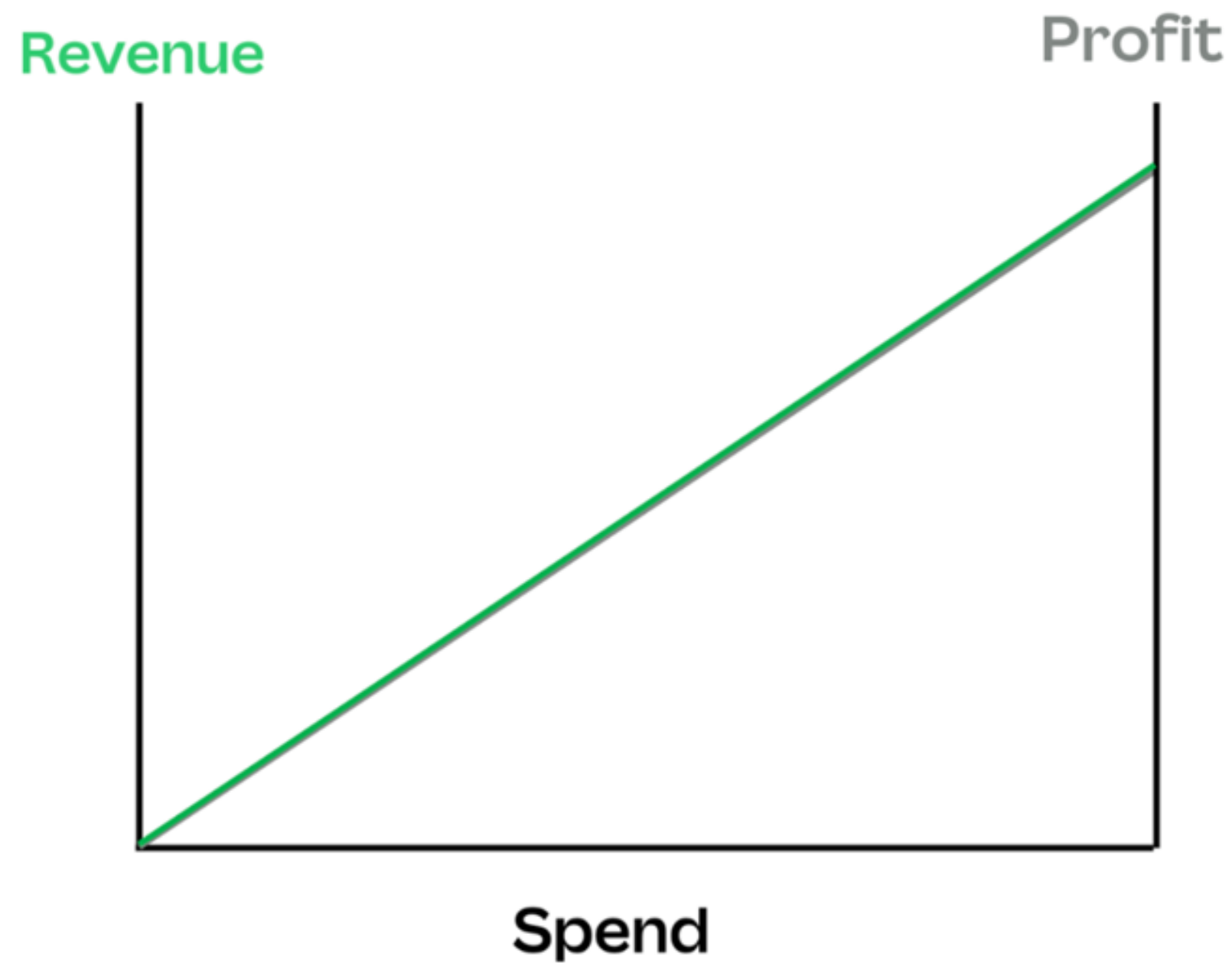
Measurement must evolve with technology.

Stop counting clicks and start
proving growth.

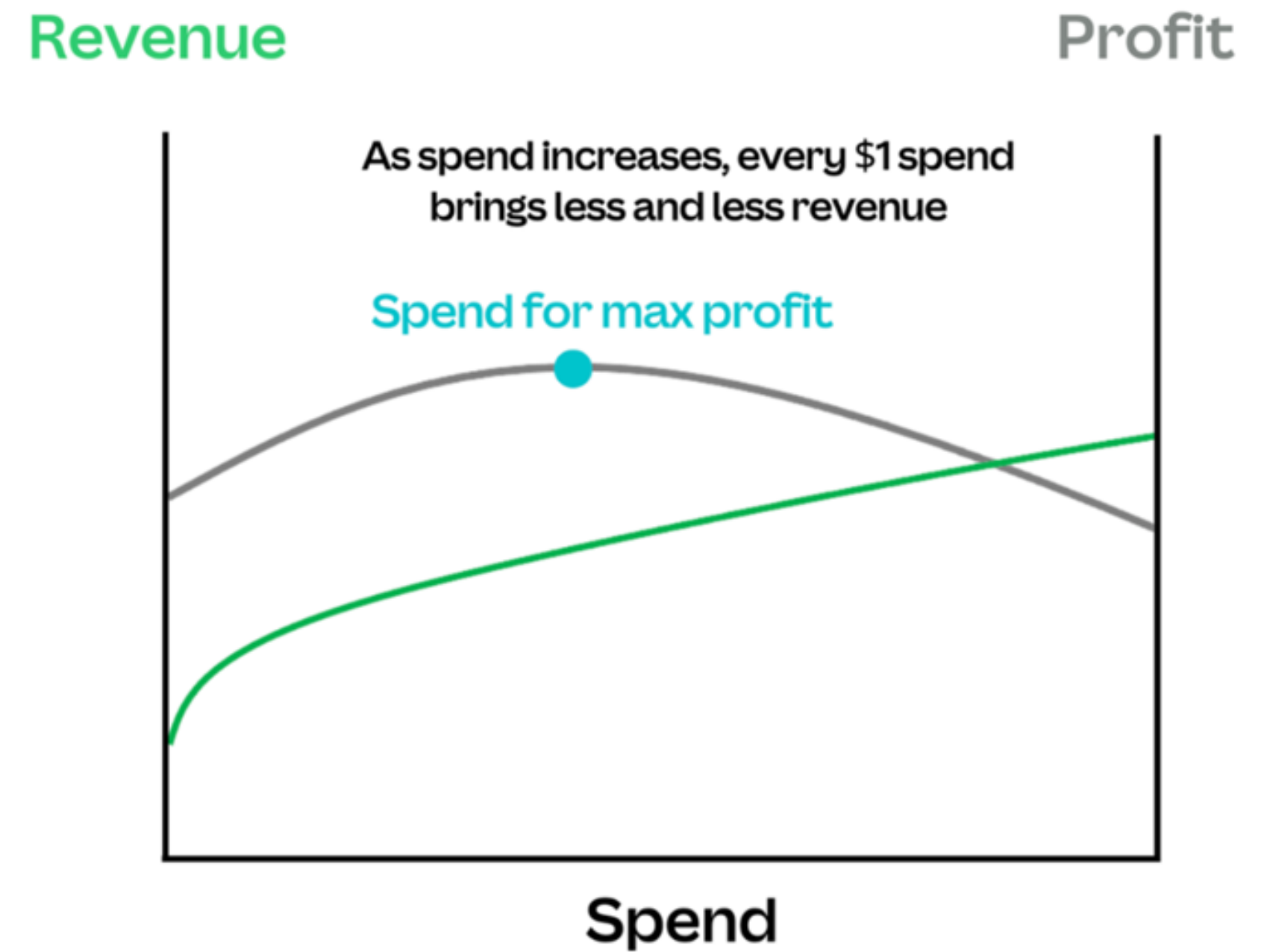


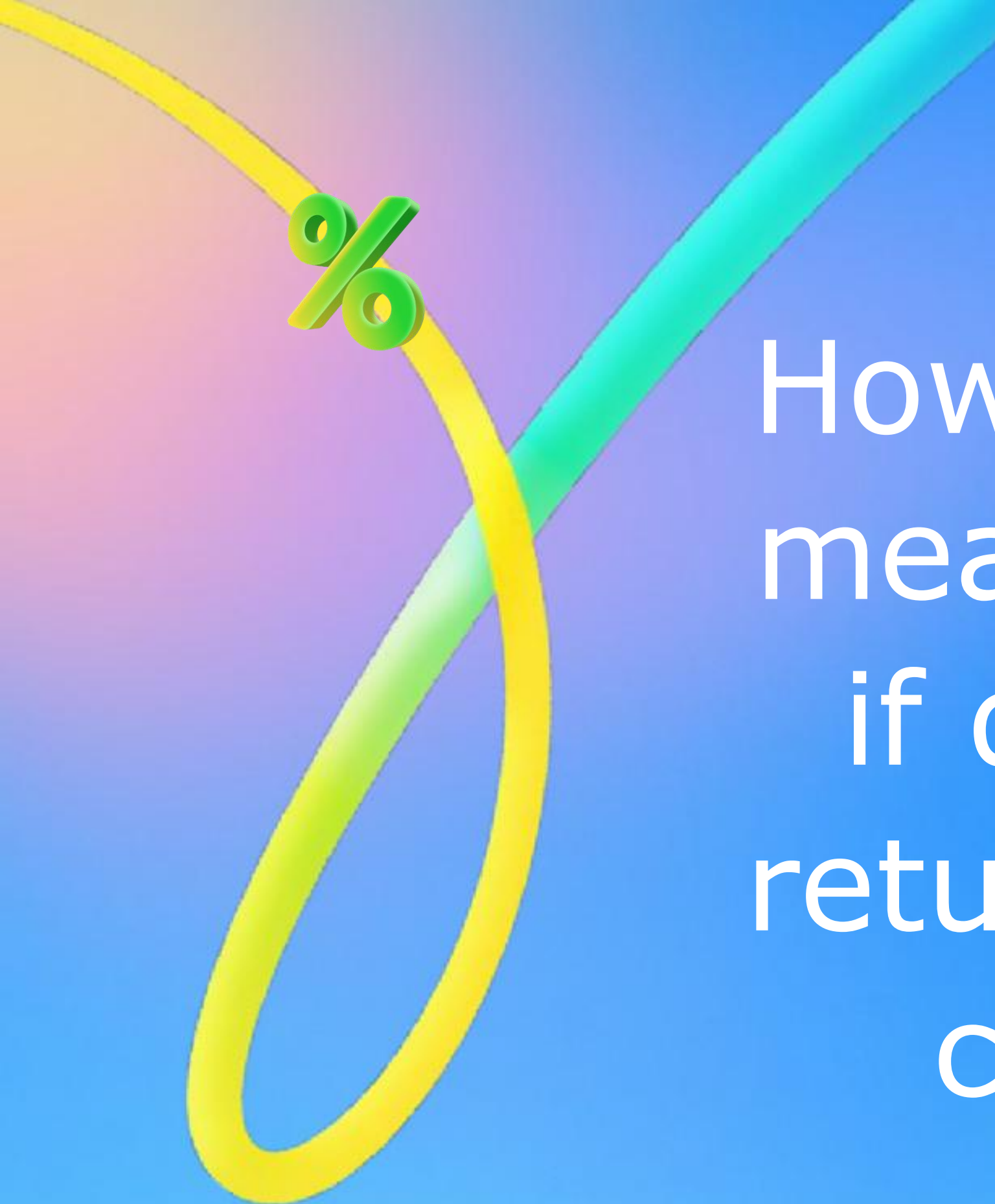
How modern measurement works at Canva

What **we think** happens when we increase marketing spend



What **really** happens when we increase marketing spend





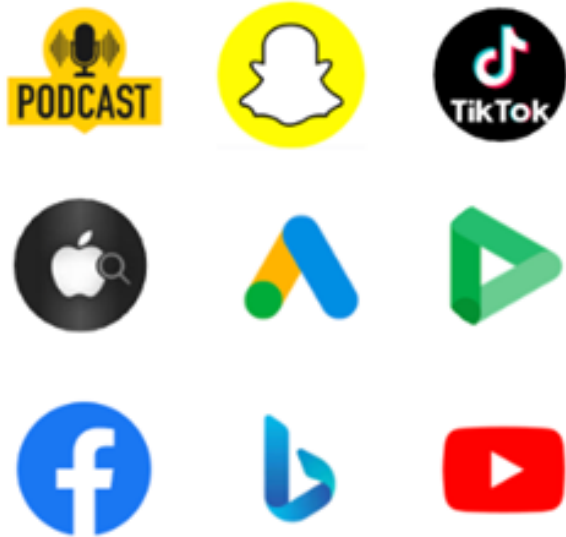
How do we then
measure impact
if diminishing
returns is a core
challenge?



FIRST PARTY DATA
e.g. Canva Revenue

DIGITAL MEDIA

Spend/Impressions



OFFLINE SPEND
TV/Billboards

DISCRETE EVENTS
Promos/Pricing Changes

EXPERIMENT RESULTS
Calibrate the model

MMM PLATFORM

Insert
Providers

(Currently)

INCREMENTAL REVENUE
For each channel

DIMINISHING RETURNS
For each channel

MARKETING IMPACT

BUDGET OPTIMISATION



The MMM requires historical data for training, so takes time to estimate the impact of new tactics and strategies



Marketing Mix Model (MMM)

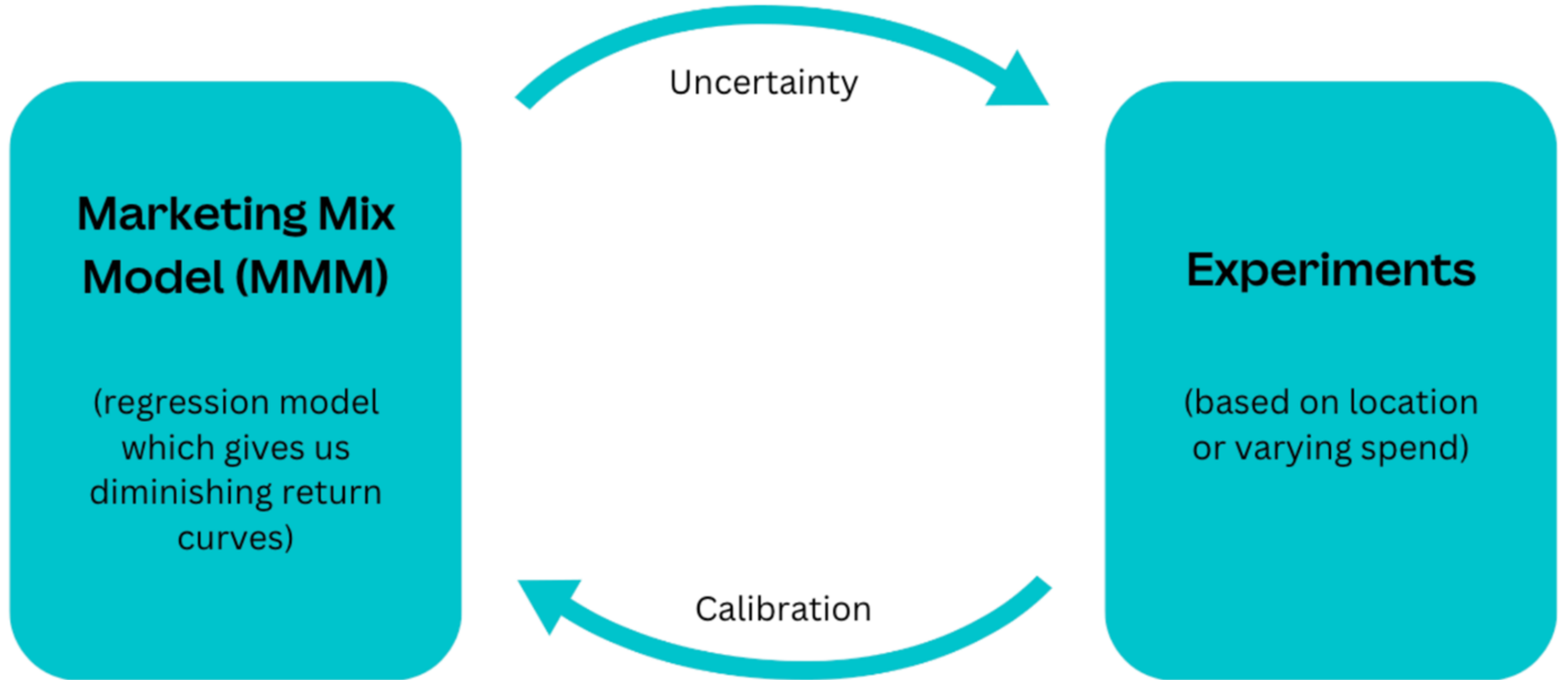
(regression model which gives us diminishing return curves)

Uncertainty

Experiments

(based on location or varying spend)

Calibration



Why do we like this approach?

The MMM estimates the **causal** relationship between spend and outcome by looking for trends over time

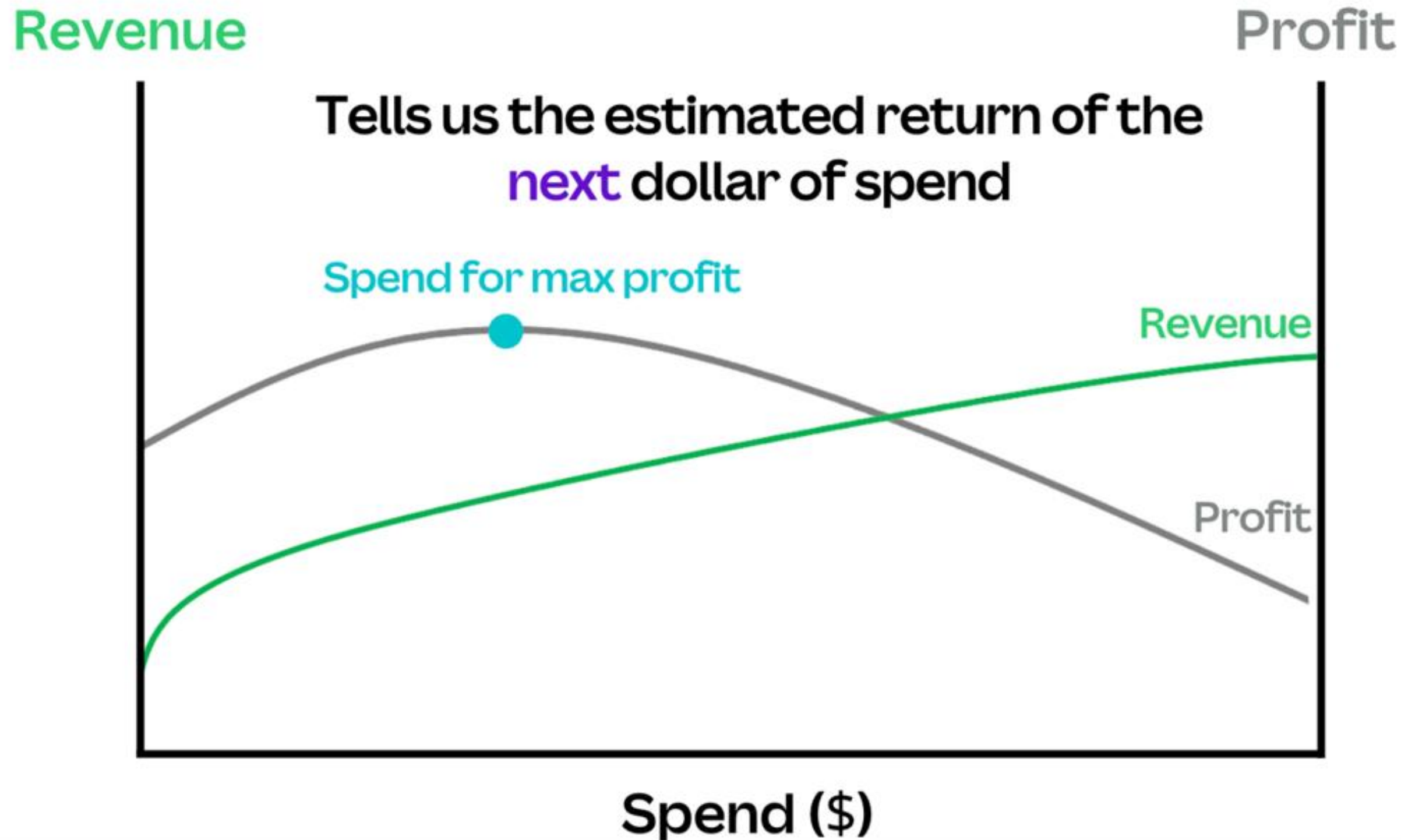
Relies on aggregated, not user-level data, and is therefore resistant against deprecation of 3P cookies.

Allows us to optimise allocation of spend across channels

Can account for potentially confounding variables such as seasonality and promotions

Estimates the delayed effect of marketing, particularly important for top-of-funnel campaigns

marginal ROAS (mROAS)



Thank you
&
Q&A.

