lifesight

WHITE PAPER

Resource Guide Outline:

Your Guide to Modern Measurement - the Causal Revolution

Moving Beyond Flawed Attribution to True Incremental Growth

Executive Summary

Marketing measurement has entered a period of structural mismatch.

The tools and attribution models many teams still rely on were built for a simpler environment with fewer channels, clearer user journeys, and reliable user-level tracking.

That environment no longer exists.

Today, brands invest across fragmented platforms, blended brand and performance initiatives, and opaque ecosystems shaped by privacy regulation and signal loss. The result is a widening gap between reported performance and real business outcomes.

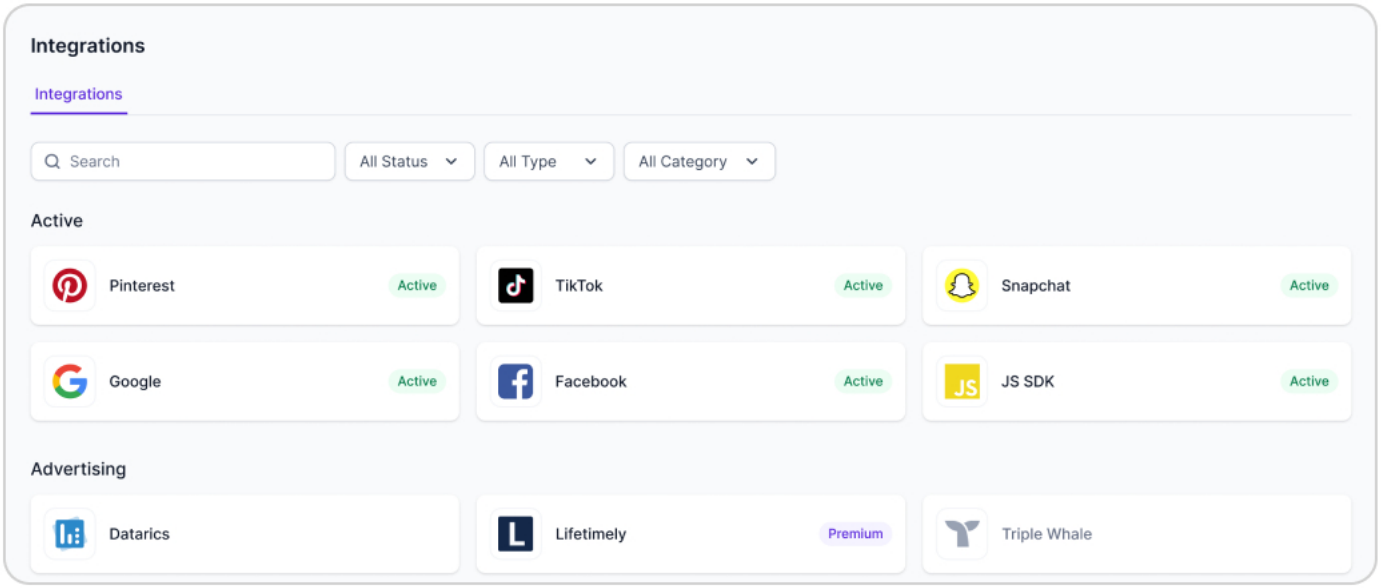
To understand why this gap exists, we first need to examine why traditional attribution models are struggling to keep up.

Why Traditional Attribution Is Struggling

Several structural shifts have fundamentally changed how marketing can be measured.

Privacy regulation and signal loss
iOS14+, GDPR, CPRA, cookie deprecation, and ad blockers have reduced visibility into user-level behavior, weakening deterministic tracking and pixel-based attribution.

Walled gardens
Platforms such as Meta and Amazon limit data sharing, creating partial and self-contained views of performance that cannot be reconciled across the full marketing mix.



Channel complexity
Brands now invest across a mix of online and offline channels, upper- and lower-funnel tactics, as well as brand and performance initiatives, making single-path attribution increasingly unreliable.

Together, these forces have weakened attribution models that rely on user actions, last-click tracking, and complete user journeys.

The Death of Last Click

For years, last-click attribution and multi-touch attribution (MTA) models have formed the foundation of marketing measurement.

They helped teams understand customer journeys, allocate budgets, and optimize campaigns. But as marketing environments have grown more complex, these models have become increasingly misaligned with how growth actually happens.

But in 2026, enterprise brands are investing across more channels than ever, with a growing number of objectives. The result is a growing disconnect between reported performance and real business outcomes.

The ROAS Paradox

Many marketing teams report record-high ROAS inside platform dashboards, yet overall revenue growth stagnates or declines.

Budgets are scaled in channels that appear efficient on paper, while incremental impact quietly diminishes. Over time, performance metrics begin to reward channels that capture existing demand rather than create new demand. This leads to over-investment in bottom-of-the-funnel channels and under-investment in true growth.

This is the limitation of correlation-based measurement in a privacy-first, multi-channel world.

From Attribution to Causality

Modern marketing measurement requires a shift in perspective.

Instead of asking, *“Which ad was clicked?”*, brands must be increasingly focused on a more important question: *“Which marketing efforts actually caused incremental growth?”*

Answering this question requires evolving beyond attribution models that rely on partial signals and toward causal measurement approaches that isolate true cause-and-effect relationships.

Causal Marketing Mix Modeling (MMM), combined with incrementality testing and properly calibrated attribution, allows brands to control for external factors and account for channel overlap. This enables marketers to understand what efforts are genuinely driving net-new demand.

Brands can avoid over-investing dollars in customers who would have purchased anyway, and confidently allocate marketing spend to driving incremental growth.

In This Resource

1. The Measurement Crisis

Why modern marketing data is abundant but unreliable, and how correlation-based measurement distorts performance, inflates platform ROI, and obscures true impact.

2. Causal MMM: The Strategic Brain of Modern Marketing

How causal marketing mix modeling moves beyond attribution by isolating true incremental contribution, accounting for external factors, and enabling marginal return analysis.

3. Causal MMM vs. Multi-Touch Attribution

A direct comparison of attribution-based measurement and causal approaches, including where MTA provides value, where it breaks down, and why data-driven attribution still fails to establish causality.

4. Why Single-Method Measurement Fails at Scale

How attribution, experiments, and MMM each answer different questions, and why sustainable growth requires an integrated measurement system rather than a single tool.

5. The Ground Truth: Incrementality Testing

Why incrementality experiments are non-negotiable, how models drift without calibration, and how experiments establish causal truth within a unified framework.

6. From Framework to Operating System

How unified measurement moves from theory to practice, aligning strategy and execution through incrementality-adjusted attribution and finance-ready metrics.

7. Case Studies: Proof in the Profits

Real-world examples showing how causal measurement uncovers waste, reallocates spend, and drives incremental growth across retail, fashion, and real estate.

8. Turning Measurement into a Competitive Advantage

How organizations move from misleading signals to defensible decisions.

THE MEASUREMENT CRISIS:

Why Your Current Data Is Misleading

Most modern marketing organizations are not short on data. What they lack is trustworthy data.

As brands scale across channels, regions, and objectives, they accumulate an expanding web of dashboards, attribution models, platform reports, and analytics tools. Each promises insight. But together, they often create confusion.

Correlation Is Being Mistaken for Causation

Most marketing measurement systems today are correlation-based. They observe what happened and attempt to infer impact from proximity in time or sequence.

> **Example**: If a user searches for your brand name, clicks an ad and converts, credit is assigned to the brand search campaign, but how did they know to search for you to begin with? If a channel frequently appears near conversion, it is labeled “high performing” but it often doesn’t tell the whole story.

What current measurement systems cannot reliably answer is whether the marketing activity caused the outcome, or whether it merely coincided with demand that already existed.

This distinction is critical.

Lower-funnel channels such as branded search, retargeting, and loyalty email often appear extraordinarily efficient because they intercept users who were already inclined to convert. Meanwhile, upper-funnel and offline channels that influence awareness, consideration, or intent earlier in the journey are systematically undervalued or ignored.

Without causal context, correlation-driven metrics reward proximity, not impact.

Contribution

Main Contribution %	Spend	pRevenue	iRevenue	pROAS	iROAS	iFactor	mROAS	Contribution(%
Baseline	-	-	$137.29M	-	0.00	-	-	56.68
Trends	-	-	$113.2M	-	-	-	-	46.88
Direct	-	-	$10M	-	-	-	-	4.34
Holidays	-	-	$8.29M	-	-	-	-	3.2
Seasonality	-	-	$5.4M	-	-	-	-	2.26
Paid	$43.29M	$211.67M	$78.29M	4.56	1.23	0.45	-	32.15
Meta	$14.67M	$84.29M	$37.76M	4.58	2.78	0.68	-	15.45
TV	$7.9M	-	$17.29M	-	2.54	-	-	7.56
TikTok	$12.78M	$132.9M	$9.54M	10.7	0.56	14.45	-	3.7
Youtube	$2.29M	$2.2M	$6.21M	0.54	3.43	0.46	0.68	2.78

Platform ROI Is Structurally Inflated

Each major advertising platform operates within its own measurement ecosystem. Conversions are reported independently, using platform-specific attribution logic that cannot see or acknowledge influence from other channels.

The result is widespread overcounting and attribution inflation.

A single conversion may be credited simultaneously to:

- A paid social impression
- A search click
- A retargeting ad
- An email open

Individually, each platform appears profitable. Collectively, the math no longer adds up.

This self-attribution bias creates a dangerous feedback loop. Budgets are scaled toward channels that report the highest ROAS, even when those channels are primarily capturing demand created elsewhere.

The “Vampire Effect”

Over time, some channels begin to exhibit what can be described as a vampire effect, meaning they consume credit without creating new demand.

These channels do not necessarily perform poorly. In fact, they often look like top performers. But when measured causally, their incremental contribution is far lower than their attributed contribution suggests.

As spend increases, returns flatten. Marginal efficiency declines. Growth slows.

Without causal measurement, these dynamics are nearly impossible to detect.

Data Silos Obscure the Full Picture

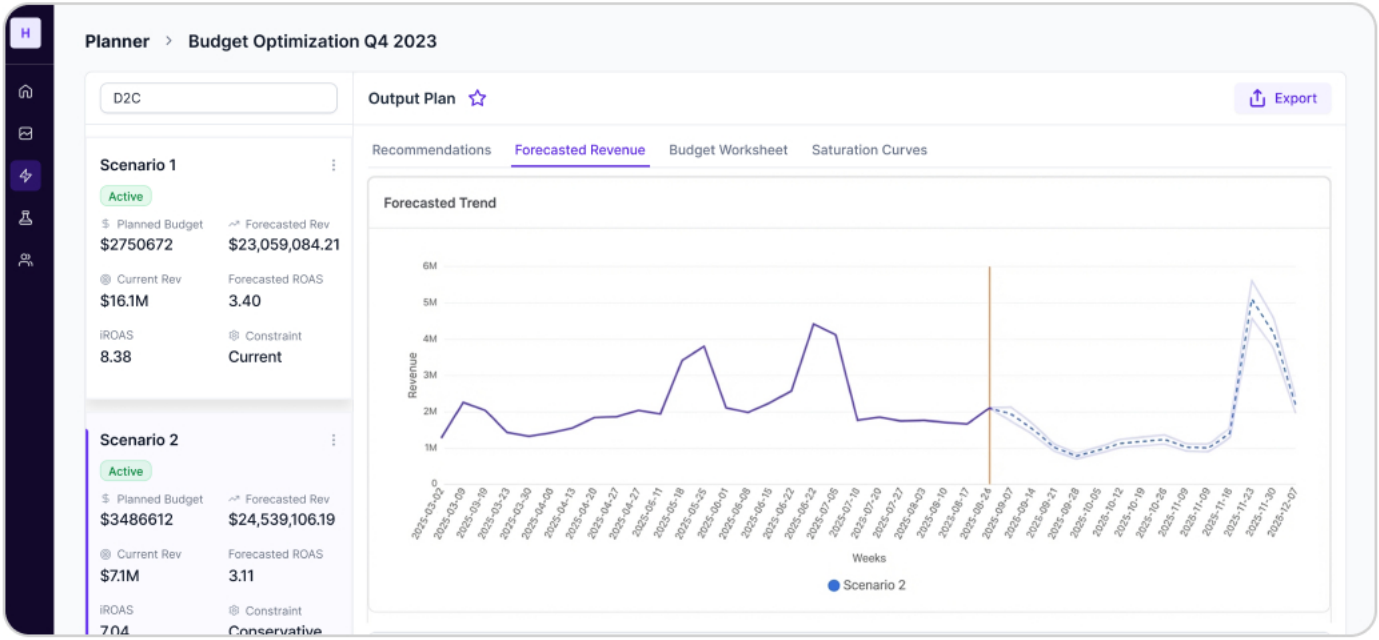
Measurement challenges are further compounded by organizational and technical silos.

Paid media platforms, web analytics, CRM systems, offline sales data, and finance reports all operate with different definitions, time horizons, and success metrics. Attribution models attempt to stitch these together after the fact, but without a unifying framework, inconsistencies multiply.

What appears efficient in one system may be redundant or wasteful when viewed across the full business.

This is why teams often struggle to answer basic strategic questions:

- Which channels actually drive net-new demand?
- Where are we overspending?
- What happens if we shift budget, not just optimize within a channel?



The Need for a Unified Source of Truth

To move beyond misleading signals, brands need a unified measurement approach that integrates multiple methodologies and centers on causality.

This means combining:

- Modeled insights that account for external factors
- Validation to establish ground truth
- Attribution signals that are calibrated to reflect incremental impact

Only through this kind of unified framework can marketing teams regain confidence in their data and make allocation decisions that drive sustainable growth.

CAUSAL MMM:

The Strategic Brain of Modern Marketing

As attribution systems struggle to explain performance at scale, many brands turn to Marketing Mix Modeling (MMM) to regain a broader view of impact.

At its core, MMM is designed to answer a question that standard attribution cannot: how changes in marketing inputs affect business outcomes over time.

But not all mix modeling is created equal.

Traditional MMM approaches relied on historical correlations, long refresh cycles, and static assumptions. Models were often built quarterly or annually, required significant manual effort, and produced insights that arrived too late to influence real decisions.

For many teams, MMM became a reporting exercise rather than a strategic tool.

Causal MMM represents a fundamental shift.

What Makes MMM “Causal”

Causal MMM moves beyond pattern matching and correlation. Instead of asking which channels moved together with revenue, it asks which channels caused revenue to change, while controlling for everything else happening at the same time.

This distinction matters because in real-world marketing environments, performance is influenced by far more than media spend.

Seasonality, promotions, pricing changes, economic conditions, competitor activity, supply constraints, and brand momentum all shape outcomes. If these factors are not explicitly accounted for, marketing impact will be overstated or understated in unpredictable ways.

Causal MMM applies causal inference techniques to isolate the incremental effect of each channel while holding external variables constant.

> The goal is not to recreate individual customer journeys, but to understand **system-level cause and effect.**

From Channel Performance to Incremental Contribution

One of the most important shifts enabled by causal MMM is the move from measuring performance to measuring contribution.

Performance metrics answer questions like:

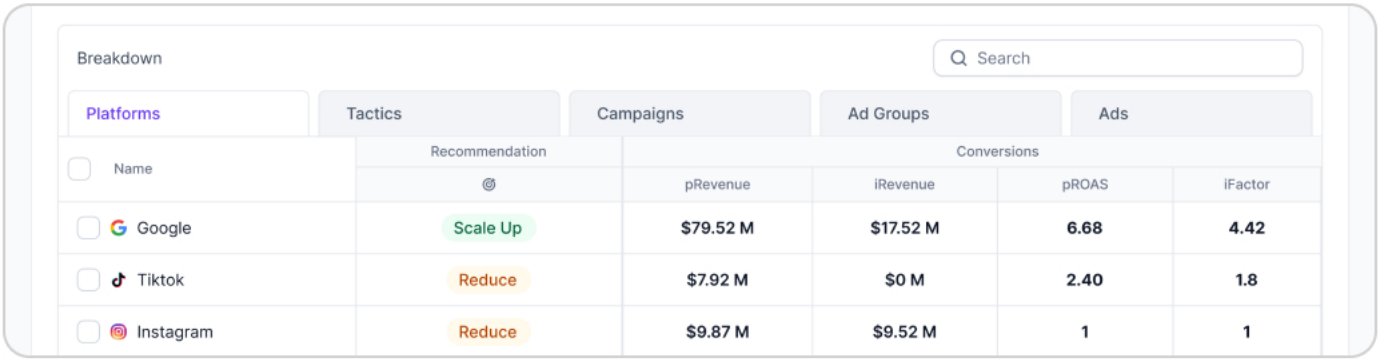
- Which channel has the highest ROAS?
- Which campaign drives the lowest CPA?

Contribution metrics answer different, more strategic questions:

- Which channel is still driving incremental growth?
- Where are returns beginning to diminish?
- What happens to total demand if spend is reduced or reallocated?

Causal MMM quantifies historical (average) incremental returns and marginal returns - where marginal spend means how much additional revenue is generated by each additional dollar spent. This allows teams to identify saturation points and avoid scaling channels beyond their profitable range.

At scale, this distinction becomes the difference between growth and stagnation.



A Unified View of the Full Marketing Mix

Unlike attribution models that focus primarily on digital touchpoints, causal MMM evaluates the full marketing mix in one system.

This includes:

- Paid digital channels such as search, social, display, and CTV
- Brand investments like video, sponsorships, and offline media
- Promotions, pricing changes, and distribution effects

By measuring all inputs together, causal MMM ensures that credit is not double-counted and that channel contributions are evaluated in context rather than in isolation.

This unified view is especially critical for enterprise brands operating across multiple regions, platforms, and business models.

Forecasting and Scenario Planning

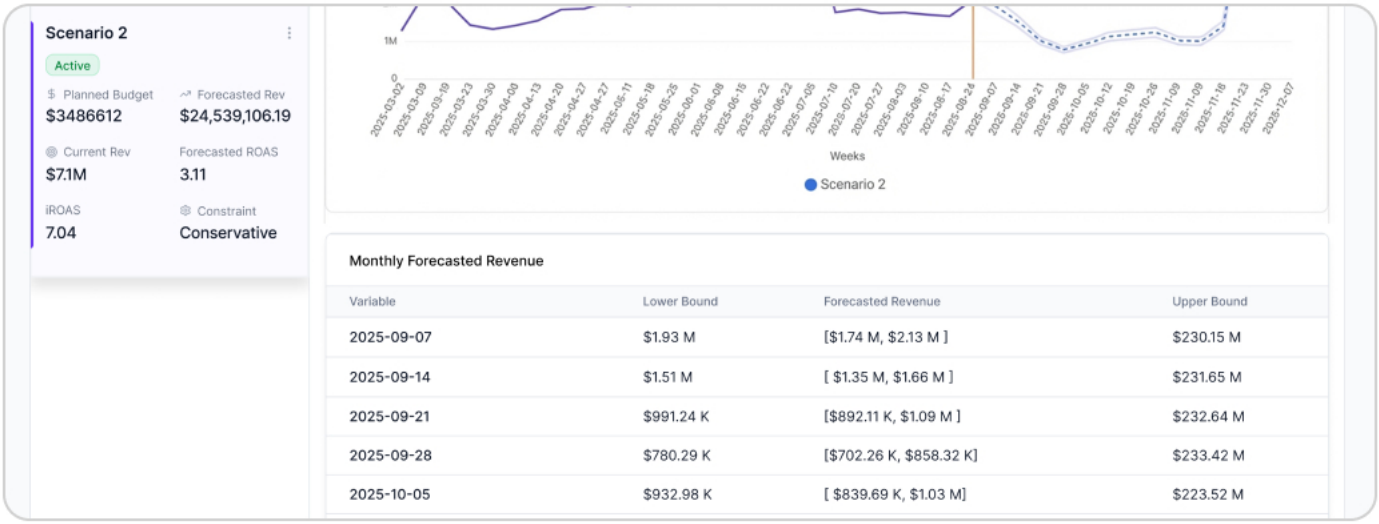
Causal MMM is both diagnostic and predictive.

Once causal relationships are established, teams can model future scenarios with confidence. Instead of relying on static budgets or gut instinct, leaders can test strategic questions before committing a budget.

For example:

- What is the expected impact of shifting budget from search to upper-funnel video?
- How does incremental ROI change as Meta spend increases?
- Which channels offer the greatest opportunity for profitable scale next quarter?

By simulating outcomes in advance, causal MMM transforms marketing planning from reactive optimization to proactive strategy.



Monthly Forecasted Revenue

Variable	Lower Bound	Forecasted Revenue	Upper Bound
2025-09-07	$1.93 M	[$1.74 M, $2.13 M]	$230.15 M
2025-09-14	$1.51 M	[$1.35 M, $1.66 M]	$231.65 M
2025-09-21	$991.24 K	[$892.11 K, $1.09 M]	$232.64 M
2025-09-28	$780.29 K	[$702.26 K, $858.32 K]	$233.42 M
2025-10-05	$932.98 K	[$839.69 K, $1.03 M]	$223.52 M

Why Causal MMM Is the Strategic Layer

Attribution excels at short-term signal detection. Incrementality and geo-focused experiments provide ground truth for specific questions.

But Causal MMM connects these elements to create a cohesive framework.

It acts as the strategic brain of modern marketing measurement by synthesizing signals, controlling for noise, and translating complexity into actionable guidance.

This is why causal MMM sits at the center of unified measurement and it is a core operating system rather than another report to add to your already cluttered data.

Without a causal foundation, marketing decisions remain vulnerable to bias, over-attribution, and diminishing returns.

With it, teams gain a stable, defensible basis for growth.

Causal MMM Compared to Multi-Touch Attribution (MTA)

Feature & Description	Lifesight	Traditional Attribution
Causal Foundation		
Incrementality Measurement: Attribution grounded in modeled and experimental incrementality, reflecting true causal lift	✓	✗
Privacy-First Measurement: Aggregated, modeled, experiment-calibrated signals without user-level tracking	✓	✗
Multiple Attribution Methodologies: Supports rules-based, MTA-style signals, and modeled attribution	✓	⚠
Calibration & Validation		
Calibration with Experiments: Uses geo and platform experiments to correct systematic bias and over-attribution	✓	✗
Calibration with Modeled Incrementality: Aligns attribution credit with MMM-derived incrementality factors	✓	✗
Bias & Overcounting Detection: Diagnoses and corrects last-touch inflation, platform self-attribution, channel overlap	✓	✗
Granularity & Consistency		
Granular Attribution Outputs: Campaign, ad set, ad ID, audience, creative, placement-level attribution	✓	⚠
Cross-Channel Consistency: Ensures attribution aligns with cross-channel incrementality and total demand	✓	✗
Generalization Beyond Observed Paths: Calibrated models enable attribution in privacy-restricted environments	✓	✗
Actionability		
Actionable Optimization Signals: Optimization-ready signals aligning tactical decisions with true incremental value	✓	⚠

Tracking the Journey Is Not the Same as Measuring Impact

At its core, MTA is a tracking system. It observes sequences within the customer journey and distributes credit based on rules or algorithms: linear, time-decay, U-shaped, or data-driven.

What it does not do is establish causality.

If a customer sees a connected TV ad, later clicks a paid search result, and finally converts via organic traffic, MTA can reconstruct that path. But it cannot determine which of those interactions actually changed the customer's behavior.

- Did the CTV ad create awareness that led to search intent?
- Did search simply capture demand that already existed?
- Would the conversion have happened without any of those touches?

MTA has no reliable way to answer these questions.

As a result, attribution credit is often assigned based on proximity to conversion rather than true influence.

Why Data-Driven Attribution Falls Short

Data-driven attribution (DDA) is often presented as a more advanced alternative to rules-based models. Instead of fixed weights, DDA uses algorithmic approaches to distribute credit based on observed patterns in the data.

But this sophistication comes with important limitations.

1. DDA models are trained on incomplete and biased signals. Privacy restrictions, walled gardens, and cross-device behavior mean large portions of the customer journey are invisible or fragmented. The algorithm can only optimize based on what it can see.
2. DDA logic is opaque. Platforms (like Google or Meta) own their own DDA logic. Marketing teams do not know how credit is assigned, which assumptions are being made, or how changes in data availability affect outcomes.
3. Like other MTA approaches, DDA still relies on correlation. It identifies patterns associated with conversion, not cause-and-effect relationships.
4. DDA does not take into account seasonality or external factors such as competitor marketing changes or economic changes.

In practice, this means DDA often favors channels that generate clicks and short-term interactions, while systematically undervaluing top-of-funnel, offline, and brand-driven activity.

The Problem of Scale and Saturation

As spend increases, the limitations of MTA become more pronounced.

Lower-funnel channels that appear highly efficient at smaller budgets often experience diminishing returns as they scale. Yet MTA continues to credit these channels aggressively because it cannot detect saturation or substitution effects.

At the same time, upper-funnel channels that drive incremental demand may appear inefficient or unproven when evaluated through an attribution lens alone.

This creates a distorted optimization loop:

- Budgets flow toward channels that already look good in attribution
- Incremental impact declines
- Growth slows, despite “strong” reported performance

Without a system-level view, teams optimize locally while damaging global outcomes.

How Causal MMM Complements Attribution

Causal MMM approaches this problem from a fundamentally different angle.

Rather than assigning credit based on user paths, it measures how changes in marketing affect business outcomes over time, while controlling for external factors and conversion overlap between channels.

causal MMM does not replace attribution signals. It contextualizes them.

Attribution can still inform creative testing, audience strategy, and tactical execution. Causal MMM ensures those decisions align with true incremental impact rather than inflated or misleading signals.

From Signal to Strategy

The distinction between MTA and causal MMM is less about technical sophistication and more about understanding purpose.

MTA helps teams observe what happened within visible touchpoints. Causal MMM helps teams understand why outcomes changed at the business level.

At scale, both may coexist, but they should not be treated as interchangeable.

When attribution signals are calibrated against causal measurement, marketing organizations gain the ability to move from reactive optimization to intentional, defensible growth strategy.

Why Single-Method Measurement Fails at Scale

By this point, it should be clear that no single measurement approach can fully explain marketing performance in complex, multi-channel environments.

Existing methods aren't "wrong." It's just that each method answers a different question and then breaks when asked to answer all of them.

Measurement Methods Are Contextual, Not Universal

Attribution models are designed to observe journeys and interactions. Experiments are designed to establish causal lift in controlled scenarios. Marketing Mix Models are designed to understand system-level effects over time.

Each is useful in the context it was built for.

Problems arise when teams expect one method to:

- Explain causality
- Scale across all channels
- Operate continuously
- Support daily optimization
- Remain accurate under privacy constraints

No single measurement approach can meet all of those requirements. However, you can still get all of these questions answered by the proper measurement platform.

From Tools to a Measurement System

High-performing brands and marketing teams must think in terms of measurement systems:

- MMM to understand contribution and saturation
- Experiments to establish causal truth
- Attribution signals for tactical execution

To achieve sustainable, scalable, and incremental growth, companies must shift their focus from analyzing isolated methods to establishing integrated systems that accurately reflect a unified underlying reality.

THE GROUND TRUTH:

Why Incrementality Testing Is Non-Negotiable

As measurement systems grow in complexity, a fundamental principle emerges: the accuracy of models is directly dependent on the quality and completeness of the data they utilize.

In the field of marketing measurement, one critical data point that establishes truth and accuracy is incrementality testing.

> Incrementality answers a single, foundational question: What would have happened if this marketing activity did not run?

Without a credible answer to that question, performance metrics describe outcomes rather than actual impact.

Why Models Drift Without Ground Truth

All measurement models rely on assumptions. Over time, those assumptions are influenced by historical patterns, platform bias, and changes in the marketing environment.

When models are not periodically validated, small errors compound.

- Attribution systems drift toward lower-funnel touchpoints.
- Standard MMM absorbs bias from historical spend patterns so it's prone to confounding variables and past marketing preconceptions.
- Optimization decisions reinforce what appears to work, even as true incremental impact declines.

Without proper calibration, models become internally consistent but externally wrong.

Incrementality Testing Establishes Causality

Incrementality testing provides a direct way to measure causal lift.

By comparing outcomes between exposed and unexposed groups via geo-based holdout experiments, brands can observe the difference marketing actually makes.

Unlike attribution or modeling, experiments do not merely infer causality. They demonstrate it.

This is why incrementality testing is widely regarded as the gold standard for validating marketing impact.

Why Experiments Alone Are Not Enough

Despite their rigor, experiments are not a complete measurement solution.

They are:

- Time-bound
- Limited in scope
- Operationally intensive

Experiments answer specific questions in specific contexts. They cannot provide continuous, dynamic insight across every channel, campaign, and market.

Used in isolation, experiments create moments of clarity, but leave large gaps in day-to-day decision-making.

The Calibration Loop

The real power of incrementality testing emerges when it is used to calibrate broader measurement systems.

In a unified framework:

- Experiments establish causal truth.
- MMM generalizes that truth across the full marketing mix.
- Attribution signals can then be adjusted to reflect incremental value to make real-time decisions.

This calibration loop ensures that always-on measurement remains aligned with reality, even as channels, budgets, and external conditions change. Rather than competing with models, experiments make them stronger.

From Confidence to Action

When incrementality testing is embedded into a measurement system, teams gain both accuracy and confidence.

- Marketing leaders can defend budget decisions.
- Finance teams can trust the reported ROI.
- Optimization efforts align with long-term growth rather than short-term efficiency.

Incrementality grounds marketing attribution and causal modeling in a fundamental truth.

INTRODUCING LIFESIGHT 3.0:

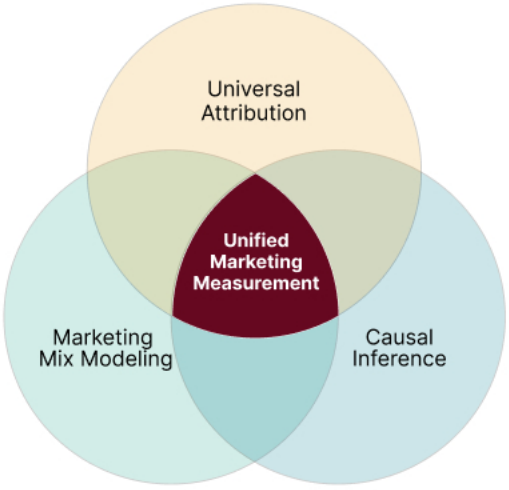
The Unified Measurement Era

By now, the requirements of modern measurement should be clear.

Growth teams need:

- A causal understanding of what actually drives demand.
- A system that remains reliable under privacy constraints.
- Outputs that can guide both daily optimization and long-term strategy.

The challenge is operationalizing that understanding in a way teams can actually use. This is where unified measurement moves from theory to practice.



From Framework to Operating System

Most organizations piecemeal their measurement stacks. Attribution tools live in one place. Experiments live in another. MMM exists as a periodic report, disconnected from day-to-day decisions.

The result is fragmentation. Insights exist, but are disconnected.

Teams debate which metric to trust. Finance and marketing operate from different definitions of performance.

Decision-making slows, even as data volume grows.

Lifesight Unified Measurement OS is designed to resolve this fragmentation by functioning as a Unified Measurement Operating System rather than a standalone tool.

Instead of forcing teams to choose between methods, Lifesight integrates them into a single system that reflects causal reality.

iAttribution: Bridging Strategy and Execution

One of the most persistent gaps in marketing measurement is the divide between strategic insight and tactical action.

MMM informs high-level allocation decisions, but it is rarely granular enough to guide daily optimization. Attribution provides campaign and audience-level signals, but without causal context, those signals can be misleading.

Lifesight addresses this gap through incrementality-adjusted attribution or iAttribution.

Rather than reporting raw credit based on proximity to conversion, iAttribution aligns attribution signals with modeled incremental impact. This allows teams to act on familiar attribution views while ensuring those actions reflect true contribution, not inflated performance.

iAttribution becomes a practical bridge between long-term strategy and short-term execution.

Measurement That Aligns Marketing and Finance

As marketing budgets scale, scrutiny inevitably increases.

CFOs care less about platform ROAS. Instead they care about:

- What is the incremental return on this spend?
- Where are marginal returns declining?
- How does marketing investment affect profit, not just revenue?

Lifesight is built to answer these questions directly.

By grounding measurement in incrementality, the platform enables reporting on metrics such as incremental ROAS (iROAS), incremental CAC (iCAC), and incremental profit. This creates a shared language between marketing and finance, reducing friction and increasing confidence in investment decisions.

From Reporting To Decision Support

Modern measurement systems must do more than explain the past. They must support decisions about the future.

Lifesight Unified Measurement OS incorporates AI-powered insights to identify where spend is likely to drive incremental growth, where returns are flattening, and where reallocation may be more effective. All grounded in causal modeling.

This helps to reduce decision latency and prevent costly misallocation before it happens.

CASE STUDIES:

Proof in the Profits

Theory only matters if it survives contact with reality.

Across industries, brands face the same underlying challenge: marketing spend scales faster than confidence.

In each of the following examples, the turning point was not creative volume, channel mix, or execution. It was measurement.

Omnichannel Retail Brand

The challenge

A high-spend omnichannel retailer struggled to understand how digital advertising influenced in-store sales. Platform dashboards showed strong ROAS, but leadership lacked confidence in where demand was actually being created.

What changed

By applying causal measurement and incrementality analysis across both online and offline channels, the team identified which investments were driving net-new in-store sales versus capturing existing intent.

The result

A **28% uplift in ROI**, driven by reallocating spend toward channels with proven incremental impact and reducing overinvestment in saturated tactics.

Fashion Brand (Seidensticker)

The challenge

Seidensticker needed to continue scaling while protecting efficiency in a competitive, promotion-heavy environment. Attribution metrics suggested strong performance, but returns were becoming harder to sustain.

What changed

Causal modeling revealed where marginal returns were flattening and where incremental opportunity still existed across the media mix.

The result

11.5% higher revenue with 11.7% lower ad spend, achieved by reallocating budget toward channels with measurable incremental contribution.

Real Estate Brand

The challenge

A real estate organization faced rising cost-per-lead and growing budget waste as spend increased across digital channels.

What changed

Incrementality-focused measurement exposed channels that appeared efficient in attribution but delivered little incremental lift at scale.

The result

A **45% reduction in incremental CPL and a 14% increase in lead volume**, driven by eliminating spend that did not meaningfully impact outcomes.

How To Turn Measurement Into a Competitive Advantage

At scale, unclear measurement is a significant growth risk.

When attribution overstates performance and incrementality goes unmeasured, budgets drift toward what looks efficient rather than what actually drives demand.

Teams optimize within silots without connecting the dots. Returns flatten quietly. Decisions become harder to defend.

The brands featured in this guide didn't unlock growth by spending more, working harder, or creating more ads. They changed how impact was measured.

If your organization is investing heavily across channels, the next step isn't another dashboard or attribution tweak. It's clarity.

A personalized walkthrough of your current measurement approach can quickly show:

- Where attribution may be overstating impact
- Where incremental returns are already flattening
- Where spend can be reallocated with lower risk and higher confidence

Request a Lifesight demo today

to see what's actually driving incremental growth in your business.