

# Modern Measurement Decision Guide

When attribution is enough, when MMM belongs in the room, and when incrementality is the only credible answer.

## 1. Name the question first

Is the team trying to optimize campaigns, reallocate budget, or prove causal lift?

## 2. Use attribution for speed

Best for in-channel learning, touch-pattern visibility, and directional optimization.

Warning: do not promote partial journey visibility into executive certainty.

## 3. Use MMM for allocation

Best for cross-channel budget choices when privacy loss and platform fragmentation make touch credit incomplete.

Ask: where should the next dollar move across the portfolio?

## 4. Use incrementality for causal proof

Best for expensive bets where leadership needs to know whether spend created net new lift.

Ask: what would have happened without this channel or campaign?

## Confidence labels

Directional = pattern spotting and weekly optimization.

Decision-grade = budget shifts with caveats named clearly.

Board-grade = executive reporting that can survive scrutiny outside the growth team.

## Operator prompt

If one dashboard is being asked to answer all three questions, the measurement design is already wrong.

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