

BEYOND LAST CLICK: INCREMENTAL ATTRIBUTION

REFINE YOUR DATA, OPTIMIZE YOUR RESULTS ON PAID SOCIAL

CORRELATION OR CAUSATION:

Learn How Better
Attribution Data can Drive
Strategy & Improve Results

TESTING GUIDE

Uncover the Best Ways
to Test the Incremental
Attribution Model



Step by Step: See Screenshots Showing the Implementation Process

It's a business owner's worst nightmare:

Spending thousands of dollars on digital ads, only to discover you've been crediting success to the wrong channels. This common pitfall can drain budgets and distort strategies. But what if you could finally pinpoint which ads actually drive new acquisition, beyond Meta's standard click and view-based attribution? That's where Meta's Incremental Attribution comes in, offering insights beyond one-dimensional conversion tracking to demonstrate impact across the entire buying cycle.

Since Apple's iOS 14.5 update in April 2021 disrupted attribution clarity, Meta has been on a mission to help marketers maintain visibility and deliver more relevant content across its platforms. In this guide, we'll dive into how Incremental Attribution works, why it matters, and how it can transform your ad strategy from guesswork to intentional decision-making.

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*Download Now to See Real Account Screenshots
Guiding You to Clarity Around Your Ad Strategy*



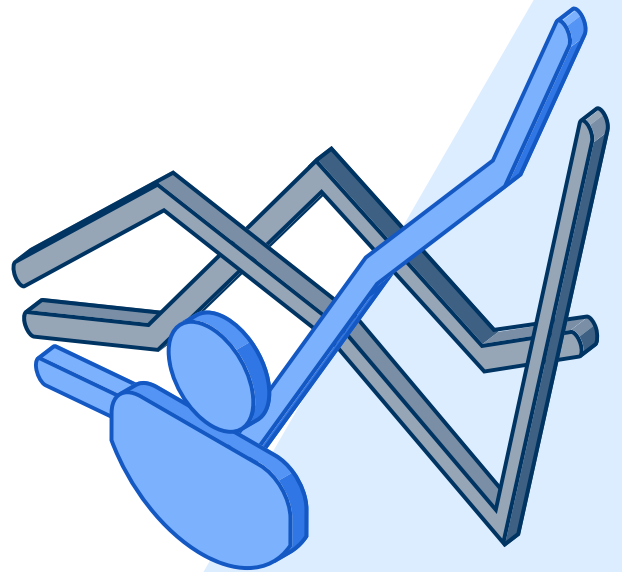
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Incremental Attribution Explained

Meta's Incremental Attribution is a new campaign measurement tool designed to help advertisers **measure the number of conversions that occurred as a result of someone seeing their ad**. This approach focuses on identifying incremental conversions, defined by Meta as those that would not have happened without the ad exposure.

Meta began rolling out this setting in 2024. It is still being gradually introduced and, depending on account eligibility, is expected to be more widely available later this year.



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How to Implement Incremental Attribution in Ads Manager

You can enable it when building a campaign in Meta Ads Manager if you have it available.

1. Go to Meta Ads Manager and create a new campaign.
2. Select a qualifying campaign objective, such as "Sales" or "Leads".
3. In the campaign setup window, scroll to the Performance Goal section.
4. Click "Show More Settings"

Auction

Choose a campaign objective

☐

Awareness

☐

Traffic

☐

Engagement

☐


Leads

☐

App promotion

☒

Sales



Sales

Find people likely to purchase your product or service.

Good for:

Conversions

Catalog sales

Messenger, Instagram and WhatsApp

Calls

About campaign objectives

Cancel

Continue

☐ Website and calls
Drive sales and conversions on your website and through calls.

Performance goal

Maximize number of conversions

*** Dataset** ⓘ

Conversion event ⓘ

Purchase

Cost per result goal ⓘ

None

Value rules ⓘ

Enabled: No

Show more settings ▼

How to Implement Incremental Attribution in Ads Manager (cont.)

5. From the dropdown, select “Incremental Conversions.”
6. Complete the rest of your campaign setup as usual.
7. Launch your campaign.

Once your campaign runs, performance data for incremental conversions will be visible in your Ad Manager metrics.

Conversion event ⓘ

Purchase ▼

Cost per result goal ⓘ
None


Value rules ⓘ
Enabled: No

[Hide settings](#) ▲

Attribution setting ⓘ ▲

☐ Standard attribution
Optimize delivery for a selected time window and interaction type. You can use the default or edit this below.

☒ Incremental attribution
Optimize delivery for incremental conversions using sophisticated models that predict whether a conversion is caused by an ad. [About incremental attribution](#)

 **Budget & schedule**

Budget strategy ⓘ
Your campaign budget automatically distributes your daily budget of \$25.00 across ad sets to get the best performance. You can set spending limits for each ad set. [About spending](#)

How does Meta Determine if an Ad Caused a Conversion?

According to Meta, incremental conversions are those that would not have happened without someone seeing your ad. While Meta doesn't publicly detail its modeling techniques, it uses historical campaign data to estimate how many conversions were likely driven by ad exposure.

The system compares recent performance against expected baseline outcomes to identify whether ad delivery contributed to increased conversions. Meta notes that this estimate is powered by its internal systems, which are designed to provide a clearer picture of campaign impact.



How Does This Attribution Model Differ from Others Within Meta?

Meta's Standard Attribution Model is built on interactions with a click/view-through model that attributes conversions to the most recent Meta ad a user clicked or viewed within the attribution window.

The default window is 7-day click and 1-day view, meaning Meta will credit the last eligible ad clicked within 7 days or viewed within 1 day prior to conversion.

Incremental Attribution, on the other hand, is not based solely on interactions. Instead, it aims to identify and optimize for conversions that Meta determines would not have occurred without the ad.

This is more than an attribution window setting; it is a measurement tool that guides the algorithm on what to optimize for.

How it Differs from PPC Attribution (and Why it Complements it)

The most common attribution model in Google Ads is now Data-Driven Attribution, which assigns partial or full credit for a conversion to one or more ad interactions. This model focuses on how a conversion happened by distributing credit across the user journey, typically giving more credit to the first or last clicks in the conversion path.

Meta's Incremental Attribution focuses on why a conversion occurred specifically. This makes it less about credit assignment across touchpoints and more about identifying ad-driven lift.

Because Incremental Attribution measures impact differently, it is best used to complement traditional attribution models, offering an additional layer of insight into how ads influence results.



Ways to Test Incremental Attribution

Benefits of Testing Meta's Incremental Attribution:



See how many conversions were driven by your ad, not just associated with it.



Make better budget decisions by focusing on campaigns that drive actual impact.



Align campaign success more closely with tangible business outcomes, not surface-level engagement.

For example:



Select specific geographic regions to either exclude from your campaigns or allocate increase spend.



Monitor differences in conversion trends across regions to validate lift & social-driven performance at scale.

Don't overlook the value this can bring to your upper and middle funnel, areas where Meta ads are often underestimated.



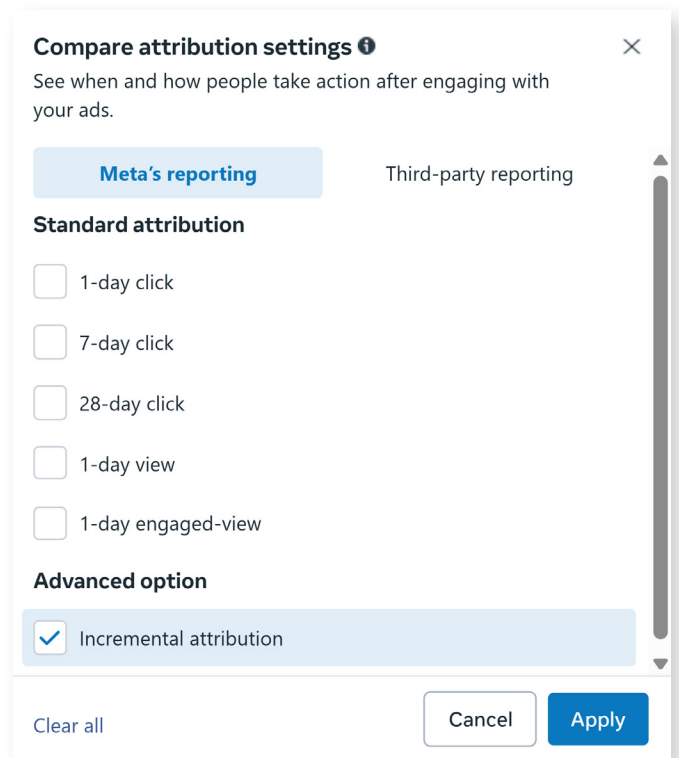
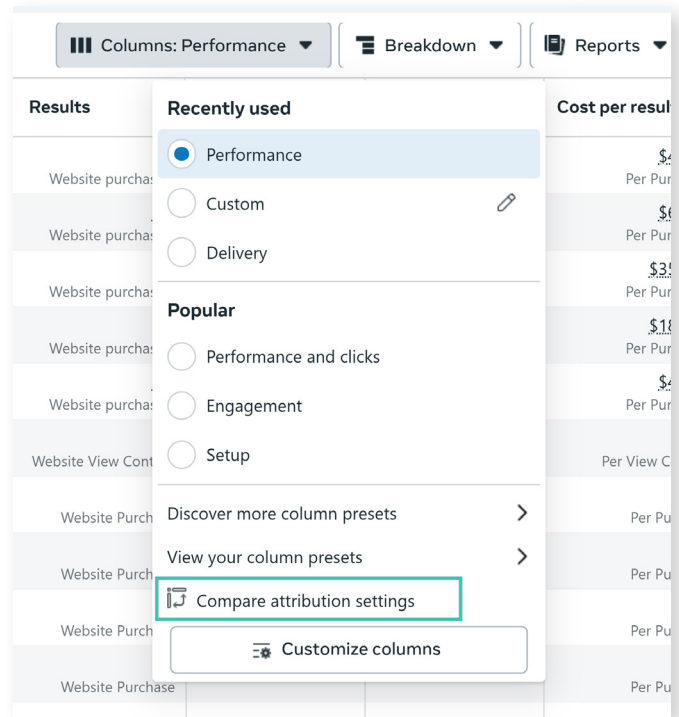
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Enable Testing In Your Meta Ads Account

To test Incremental Attribution in your metrics:

1. Click the Columns dropdown and select Custom and click Compare Attribution Settings.
2. Next, check the Incremental Attribution option under Advanced Option and click Apply.
3. You will see the columns indicating metrics by Incremental Attribution.



	Purchase ROAS (return on ad...)	Purchase ROAS (return on ad...)	Results	Results by attribution...	Cost per result	Cost per result by attribution...
	Incremental attribution All conversions	Incremental attribution All conversions		Incremental attribution All conversions		Incremental attribution All conversions
.13	10.90	4.50	48 Website purchases	10 Website purchases	\$103.19 Per Purchase	\$168.21 Per Purchase
.16	5.55	0.80	478 Website purchases	66 Website purchases	\$65.12 Per Purchase	\$215.68 Per Purchase
.05	—	—	6,619 Website Views Content	2,106 Website Views Content	\$0.06 Per View Content	\$0.05 Per View Content



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Unlocking True Campaign Impact

Attribution isn't one-size-fits-all, and relying solely on traditional models can miscredit conversions and skew your budget. Rather than replacing standard models, Meta's Incremental Attribution offers deeper insights, measuring conversions that happened because of ad exposure, not just alongside it.

As Meta rolls this tool out more broadly, testing the impact can help marketers and business owners make more informed budget decisions and align ad performance with actual business results.



Want more?

Managing Google Ads Campaigns is an in-depth guide covering everything that goes into managing your Ads Account.

**DOWNLOAD THE
eBOOK NOW**



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