

Measurement Pitfalls & Corrective Actions

Source: [The Real Measurement Stack for 2026, Attribution, Incrementality, and MMM Working Together Angle: You already touched ROAS/POAS/MER](#). The stronger follow-up is a more operational article on when to use each model, where each one fails, and how leadership teams should read them together. Google and IAB are both pushing this direction.

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Common mistakes in measurement interpretation with warning signs and recommended fixes for marketing teams.

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| Common Pitfall | Warning Signs | Corrective Action |
|-------------------------------|---|--|
| Attribution = causality | Scaling high-attribution channels without incrementality proof | Require incrementality validation for major budget increases |
| Unstable test periods | Incrementality results vary wildly between tests | Create annual testing calendar avoiding promotional periods |
| Ignoring confidence intervals | Reallocating based on small MMM differences | Focus on channels with non-overlapping confidence intervals |
| Uniform attribution windows | Upper-funnel channels show weak attribution despite strong incrementality | Implement channel-specific lookback periods |

[Read the full article ?](#)

<https://ronnyhossain.com/insights-hub/measurement-stack-attribution-incrementality-mmm-working-together/>