Don't Just Report Results. Forecast Them.

How to model your ad investment and forecast impact before you spend.

Guide

A Practical Guide for Marketing Managers Who Want to Answer *"What if we cut paid by 10%?"*

liftlab

Why Forecasting Matters Now More Than Ever

Marketing managers are under more pressure than ever to justify spend, model outcomes, and prove ROI. But most tools leave you stuck in the past—reporting what happened instead of predicting what to do next.

This guide is for practitioners who want to stop guessing and start forecasting. You'll learn how to build a predictive, responsive approach to budget planning—so you can make smarter, faster decisions with confidence.

> Liftlab's solution gave us the confidence to make significant changes to our media mix. Our business results proved we made the right choice."

Stephanie Pierce
Quicken, Director of Growth Marketing

From Retrospective to Predictive: The New Era of Measurement

Traditional attribution and last-touch models are flawed—they miss incrementality, over-credit certain channels, and can't model future states.

Static MMM reports are too slow for agile teams.

Modern marketers need tools that can forecast ROI before spend happens, not after.

Forecasting isn't reporting. It's strategy.

The Forecasting Stack: What It Takes to Do It Right

Here's what you need to move from guesswork to guidance:

✅ ## Unified Measurement Models
Combine MMM + geo-experiments for a full picture.

✅ ## Incrementality > Attribution
Measure real channel lift, not vanity metrics.

✅ ## Scenario Modeling
Simulate what-if budget shifts before you spend.

✅ ## Elasticity Modeling
Understand the marginal return of each incremental dollar.

✅ ## Real-Time Adjustments
Respond to market shifts weekly, not quarterly.

Inside the Engine: How LiftLab Powers Forecasting at Scale

LiftLab isn't just another analytics tool—it's a predictive system that acts like an automated data scientist for your budget:

Weekly Budget Optimization

Real-Time Scenario Modeling

Geo-Testing for Channel Validation

Predictive Media Buying Models

Spend Guidance You Can Defend

Practitioner Playbook: How to Start Forecasting Today

1 ## Start with Unified Data

Bring together media spend, conversions, and sales outcomes in one clean view.

2 ## Run Controlled Tests

Use geo-experiments to isolate channel impact and validate assumptions.

3 ## Simulate Multiple Scenarios

"What if we increase paid social by 20%?"—have an answer backed by data.

4 ## Model Marginal ROAS

Identify which channels return the most value per dollar at the margin.

5 ## Present Forecasts, Not Just Recaps

Use visuals, models, and elasticity curves to present smarter spend proposals.

How Quicken Delivered +19% Revenue in 3 Weeks

Quicken used LiftLab during a critical year-end push. Here's what happened:

Challenge: Hit aggressive sales goals while justifying budget increases.

Action: Ran real-time budget simulations, optimized channels weekly, and built exec-facing forecasts tied to revenue. Resulting in:

✅ +19% increase in gross revenue lift

✅ Secured additional budget through data-backed forecasting.

✅ Optimized channel spend for higher efficiency and scalability.

✅ Maintained overall iROAS, proving profitability of incremental investment.

Beyond hitting revenue goals, Quicken's leadership gained deeper trust in the marketing team's process—solidifying analytics-driven marketing as a pillar of the company's growth strategy.

ABOUT LIFTLAB ──────────────────

LiftLab is the leading provider of science-driven software designed to optimize marketing spend and predict revenue for optimal spend levels.

Want to learn more? Request a demo with our team at www.liftlab.com/demo