

Build a measurement stack you can rely on to steer your campaigns.

2.9.2026 - | Google Italia

It can be tough to evaluate your media strategy when key measurement tools — like real-time attribution, periodic incrementality tests, and media mix models (MMM) — conflict.

In this Ads Decoded episode, Ginny Marvin, Ads Product Liaison, sits down with John Chen, Senior Director of Product Management for Ads Measurement, to cut through the noise. They discuss building a measurement stack across attribution, incrementality, and MMM, capturing longer purchase journeys with Qualified Future Conversions, and why treating media spend like planting seeds beats short-term ROAS (return on ad spend) chasing.

And in a bonus episode, Patrick Gilbert and Nechama Teigman from AdVenture Media give an unvarnished look at implementing Meridian, Google's open-source MMM. Discover how AI coding tools erase technical barriers, why data variance matters more than budget size, and how to plan your next strategic test.

Watch the full episode [here](#) and the companion episode [here](#).

<https://blog.google/products/ads-commerce/ads-decoded-podcast-measurement-stack>