



Hold some back, measure the lift, prove the ROI.

Wave withholds enrichment from a control set and keeps it on for treatment, so the difference in your own results is the measured contribution of the AI.

<p>WHAT YOU GET</p> <hr/> <p>Treatment  78</p> <p>Control  61</p> <p>MEASURED LIFT Treatment +23% (sample)</p>	<p>HOW IT RUNS</p> <hr/> <p>Treatment: enriched WRITE</p> <p>Control: held back HOLD</p> <p>Daily lift readout MEASURE</p> <p>Guardrail check SAFE</p> <p>ALSO AVAILABLE Observational watchlists</p>	<p>WHAT IT COVERS</p> <hr/> <p>Channel Affinity COVERED</p> <p>Engagement Channel COVERED</p> <p>Buying Groups COVERED</p> <p>Cadence Affinity COVERED</p> <p>RENEWAL-READY Lift you can show finance</p>
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WHAT YOU GET

Control vs Treatment

Wave keeps a control set un-enriched and measures treatment against it, daily.

HOW IT RUNS

Suppressed Holdout

A configurable set is withheld from writeback and tracked, so the control stays clean.

WHAT IT COVERS

Every Prediction

The holdout applies across every person-level Wave product, so the control is truly un-enriched.

Prove it on your data.

Book a 20-minute walkthrough and design your holdout.

tidalrevops.com/wave#demo