

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

Wave keeps a clean control group beside the accounts it works,
so the gap in your own results is the measured contribution of the AI, not a dashboard.

WHAT YOU GET

Treatment

78

Control

61

MEASURED LIFT
Treatment +23% (sample)

HOW IT RUNS

Treatment: enriched

WRITE

Control: held back

HOLD

Daily lift readout

MEASURE

Guardrail check

SAFE

RUNS CONTINUOUSLY
No test to set up

WHAT IT COVERS

Channel Affinity

COVERED

Engagement Channel

COVERED

Buying Groups

COVERED

Cadence Affinity

COVERED

RENEWAL-READY
Lift you can show finance

WHAT YOU GET

Test vs Control

Wave measures the accounts it works
against a clean control group,
refreshed daily.

HOW IT RUNS

Built-In Holdout

A clean control group is held back
and tracked, so the comparison stays
honest.

WHAT IT COVERS

Every Prediction

The holdout spans every person-level
Wave prediction, so the control is
truly untouched.

Prove it on your data.

Request a demo. Book a 20-minute walkthrough and design your holdout.

tidalrevops.com/wave#revenue