

FOOT TRAFFIC ATTRIBUTION

Foot Traffic Attribution connects ad exposure to real world behavior to quantify the impact of digital and out-of-home advertising on in-store visits. Using direct measurement, Foot Traffic Attribution replaces imperfect methodologies that utilize surveys and ad-based matching solutions. Offline attribution is no longer an art; with Foot Traffic, it's a science.



Audience Visits to Store Location



Audience Exposure to Mobile Campaigns



Lift In-Store Visits

Benefits

- Measurement based on our 1T+ data points from 45MM+ active users, with 200B new data points & millions of new devices added monthly.
- Proprietary technology platform that delivers the industry's highest level of accuracy & precision in physical world data.
- Measurement of incremental lift in store visits using matched control & exposed audience groups for the most accurate ROI attribution.
- Comprehensive data from multiple platforms provides effective measurement across mobile, online & offline channels.

How it Works

AUDIENCE TARGETING

Target audience 1:1 based on proprietary data intelligence

CAMPAIGN EXPOSURE

Monitor store visits from your exposed audience

CAMPAIGN OPTIMIZATION

I.D. organic visits vs. campaign-driven visits, accounting for seasonality & outliers

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Measure visits, cost per visit, and incremental lift in store visits to understand offline conversion directly attributed to your campaign