

StackAdapt Footfall Attribution

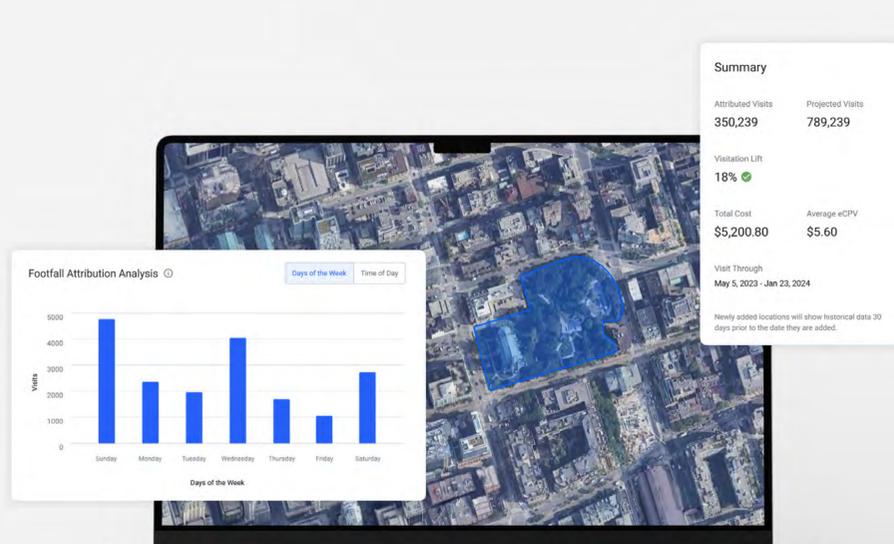
Measure the impact your ads have in driving real-world visits to your locations.



Even in the digital age, 80% of global retail sales still happen offline.

StackAdapt Footfall Attribution is an in-platform measurement solution that empowers advertisers to make informed decisions and campaign optimizations that drive in-store visitation. In conjunction with existing multi-channel campaigns, measure the impact your ads have in driving real-world visits to physical locations.

- ✓ Understand the return on investment (ROI) in terms of how your online advertising results in offline visits.
- ✓ Discover valuable insights about your customers, from audience attributes to visitation patterns.
- ✓ Optimize your campaigns in-flight by assessing which creatives, bid strategies, and other tactics drive the most store visits.



Measure multi-channel offline ROI in a single platform.

One-stop shop.

Our self-serve solution allows you to run all of your multi-channel campaigns from within the StackAdapt platform, to get an understanding of which channel or messaging is driving visits.

Location tracking flexibility.

Set up footfall studies by defining a radius or drawing a custom polygon so you can get precise about what you're tracking.

Start a study at any time.

Don't wait until your campaigns have ended to see their impact on foot traffic. Start a study for campaigns that are about to be launched, paused, or are already live.

Ease of activation.

No need to upload location data elsewhere. Easily switch from campaign reports to footfall reports, consolidated within our Reporting page.

Reporting granularity.

Layer programmatic metrics onto your visitation data to enrich this data by creative, audience type, and more.

Precise measurement.

StackAdapt leverages Adsquare and PlacelQ's data sets to provide visitation results. Both receive deterministic location data from verified 3rd-party app SDKs with location sharing enabled.

How It Works

1

Matching Exposed Users

Users who have been exposed to your campaign are matched to a universe of consented mobile devices.

2

Tracking Visits

When one of those exposed devices shows up at your stores, it is counted as a visit. To understand visitation lift, the exposed group is compared against a control group of the general population that was not exposed to your ads.

3

Measuring and Communicating Lift

If there's a lift between the exposed and control group, it means targeted individuals are more likely to go to your location than the general population and that your campaigns are succeeding in driving real-world visits.

Near Real-Time Measurement

- Visits
- Average eCPV (Cost Per Visit)
- Visitation Lift
- Visitation Trend by Time of Day
- Total Cost
- Visitation Trend by Day of the Week
- ...and more.**

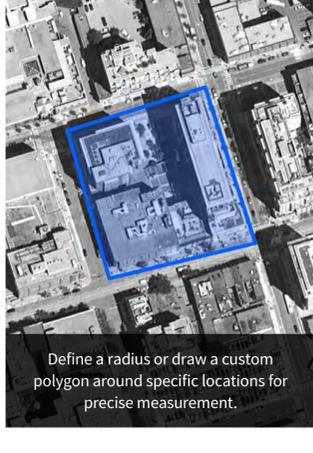
Answers the following questions:

- Are my campaigns driving in-store visits?
- Which store is driving the most traffic?
- What day of the week/time of day is driving the most traffic?
- What other behaviours are my visitors exhibiting?

i Visitation data will begin reporting a rolling 7 days after activation. After that, you'll be able to use near real-time reporting to make in-flight optimizations that drive visitation.

At Work Behind the Scenes

StackAdapt has partnered with leading data providers for their superior location data, unmatched coverage, and expertise. Deterministic and modelled movement data allows you to contextualize visits confidently and plan for performance.



- Coverage**

These addressable universes are amongst the largest, if not the largest, in the space.
- Diversification**

Source data from 1,000s of apps and SDKs.
- Cleansing**

A robust data cleansing pipeline ensures human-based movement behaviours.
- Precision**

Track locations using existing urban mappings or create a custom polygon or radius.

“ The StackAdapt Footfall Attribution report has been an instrumental tool for our team. From discovering key insights to demonstrating the value of our digital campaigns, this new product has given us an all-in-one view of our online and offline performance better than ever before.

Kyle Muzny
Owner of Muze Growth Strategies.