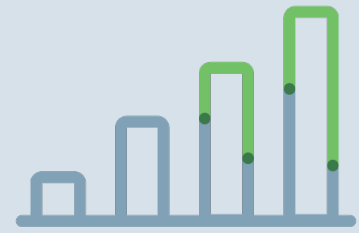


Onboarding for Measurement

Measure the impact of online campaigns on in-store purchases



The Problem

The ROI of digital marketing is difficult to measure because consumers use multiple devices when they shop online and the majority of purchases occur in-store.



The Solution

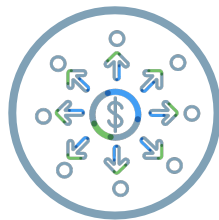
Onboard purchase data into your measurement and media platforms of choice to perform attribution analysis and mix optimisation.

Use cases and benefits



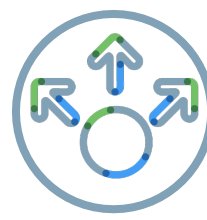
Attribution analysis

Credit online and offline sales to digital campaigns, even when purchase behaviour spans multiple devices.



Mix optimisation

Justify budget increases and allocate resources to the channels and campaigns that drive the most revenue.



Content optimisation

Use A/B testing to identify the messages, offers and designs that have the highest impact on sales.



Site analytics

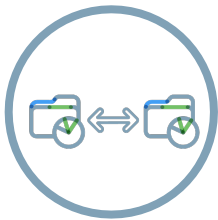
Gain insight into how different audience segments experience your website.



How it works



Key features



1:1 exact matching on your file



30-55% typical match rates



+5bn records onboarded per month



Advanced security and privacy compliant matching

200+ integrations

