



+90%

Site Traffic Lift

98% Confidence Rating

Of the 82,700 unique devices exposed to the campaign, 1,825 visited client's website—90% more than the unexposed group.

Startup Credit Card Brand Attribution Study

Challenge

Attribute visits to client's website from people who were exposed to client ads on ride share units during the duration of the campaign, in order to prove the increase in visitation to client's website.

Solution

Track people within 120 ft of a ride share unit running a client ad who were directly facing the creative, then match that audience with the audience who visited client's website, in order to prove correlation between the two audiences.

Campaign Details

MARKET

San Francisco

TOTAL UNIQUE EXPOSURES

273,540

TIMING

10/8–11/5/2018

TOTAL AD PLAYS

3,030,566

BUDGET

\$25,000

MEDIA FORMATS

216 Rideshare DOOH Units

PART 1

Who Was Exposed To The Campaign?



1

STEP 1

Time stamps let us know which client ads ran on ride share units and when.

2

STEP 2

120ft hourglass view shed over the ride share for the duration of each ad.

3

STEP 3

Confirm devices within the view shed during each of the client ad spots.

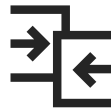
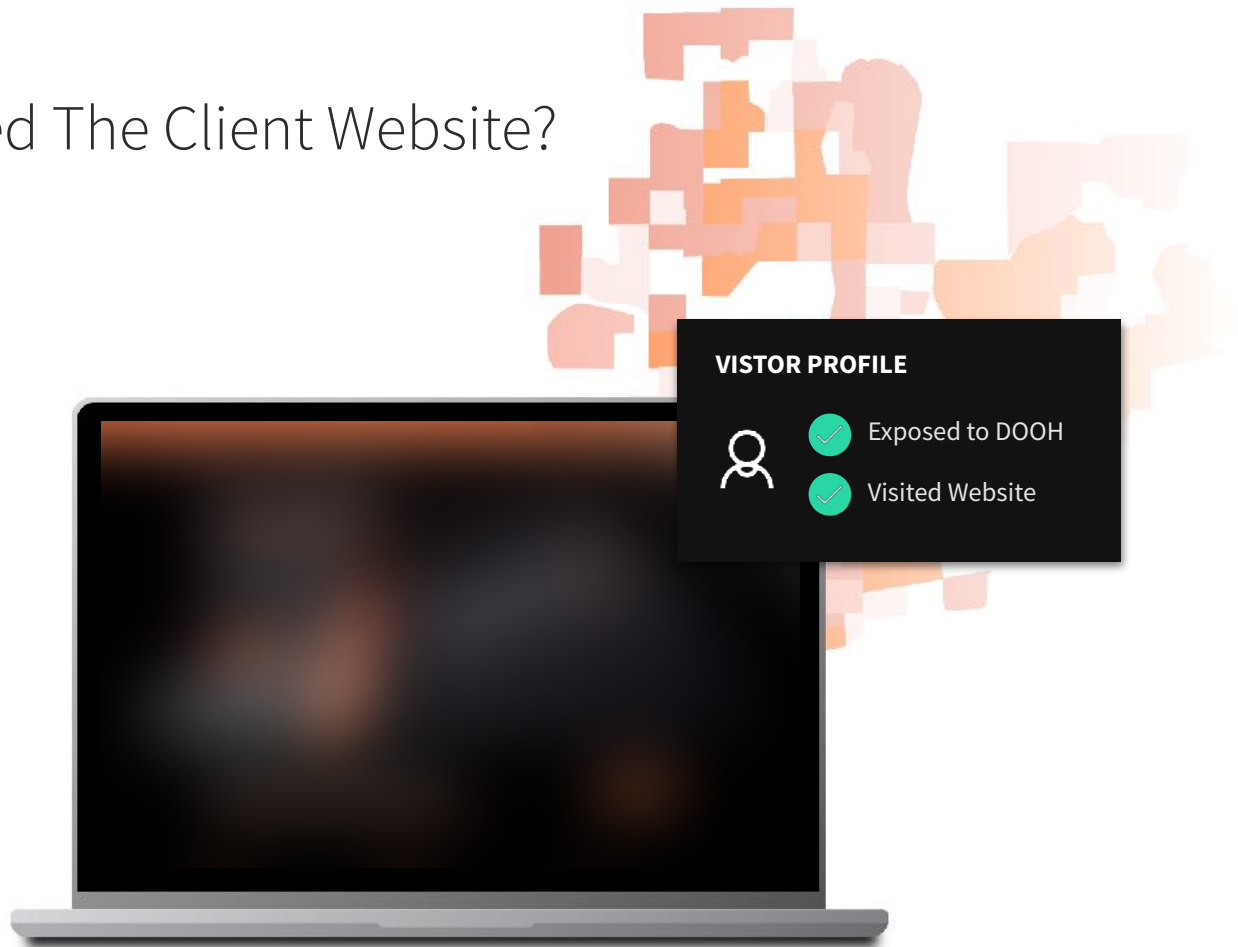
4

STEP 4

Those devices were considered exposed to the client ads via ride share—totaling 82,700 unique devices.

PART 2

Who Visited The Client Website?



1

STEP 1

Client sends all of their user data for website visits to Neustar.

2

STEP 2

Billups sends all the unique device IDs exposed to the campaign to Neustar.

3

STEP 3

Neustar matches client's user data with Billups device IDs, into an anonymous group.

4

STEP 4

This anonymously matched group gives us precise insight into who was exposed and when.

PART 3

Analyzing the Campaign Results



COMPARING EXPOSED TO NON-EXPOSED AUDIENCES

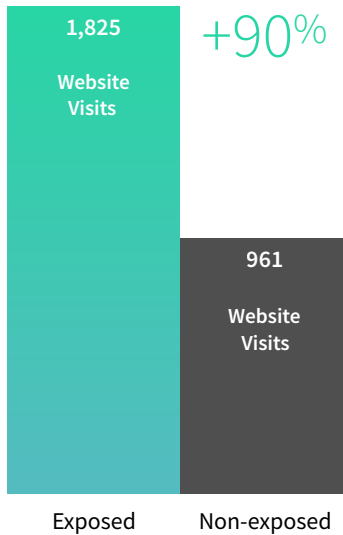
Exposed Group

82,700 unique devices

Of the 82,700 unique devices exposed to the campaign, they had a 3x frequency, for a total of 248,000 unique engagements.

The exposed group was 2x as likely to visit the website, producing 90% more visits to the website than the non-exposed group.

Of this group, the 1,825 were also 3.4x as likely to visit the website more than once.



Non-exposed Group

82,700 unique devices

To evaluate our results we created a control group of the exact same size audience.

To create a realistic comparison with the exposed audience we matched the two audiences based on their visitation behaviors to a database of over 5 million places, then matched against 1,300 different Neustar Advisor segments, to match the composition of the exposed audience.

Of this group, only 961 visited client's website and they were 3x less likely to visit more than once.

VISITATION BY CAMPAIGN VIEWERS

Of all visits to the website observed during the campaign and from devices in SF, 7.6% of them were from people that were exposed to the OOH campaign.

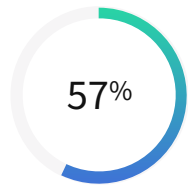
+7.6%

Site Visits by Exposed

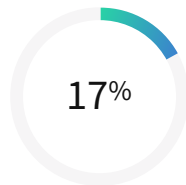
PART 4

Analyzing Placement Performance

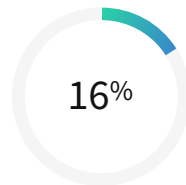
TOP PERFORMING LOCATIONS



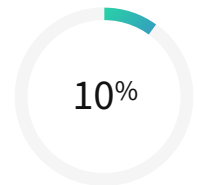
San Francisco



Peninsula



East Bay

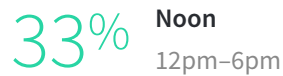


Other

WHEN ADS WERE SERVED



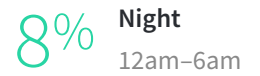
Morning
6am-12pm



Noon
12pm-6pm



Evening
6pm-12am

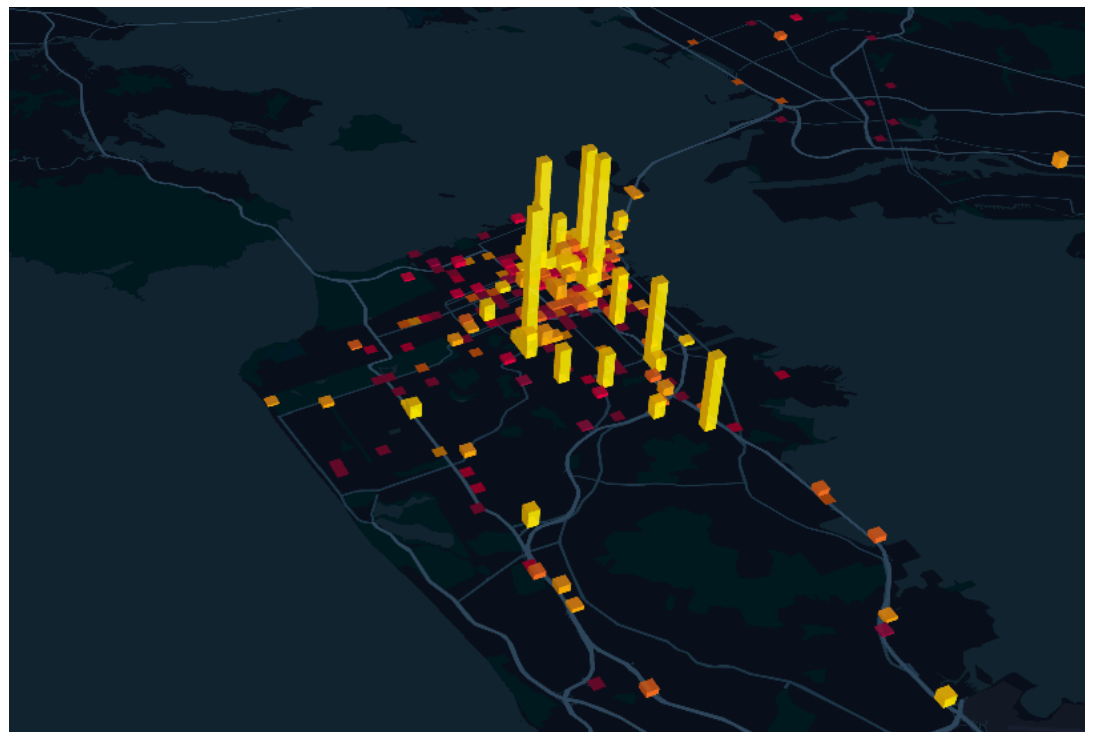


Night
12am-6am

HIGH VOLUME CONVERSION AREAS

This map visualizes the volume of website visitors in San Francisco that were also exposed to the OOH campaign.

The higher the bar the more visits to the website driven by the OOH campaign.

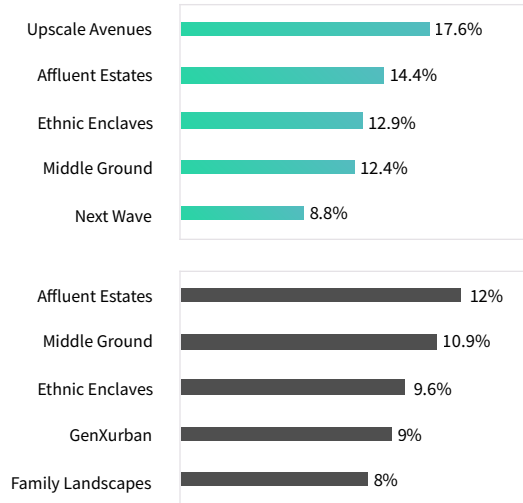


Audience Analytics

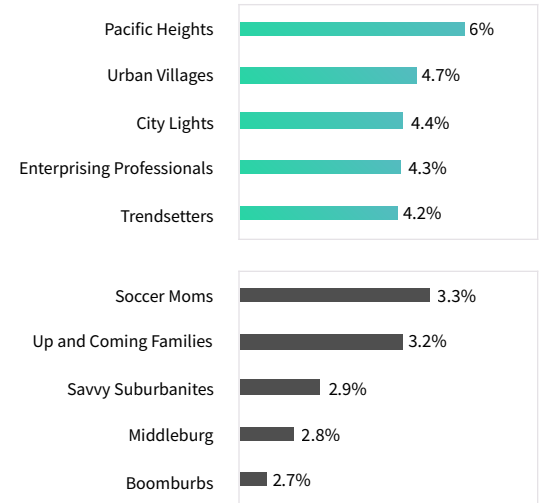
AUDIENCE PROFILES

- People that were exposed to the moving DOOH campaign.
- All website visitors from San Francisco CBSA

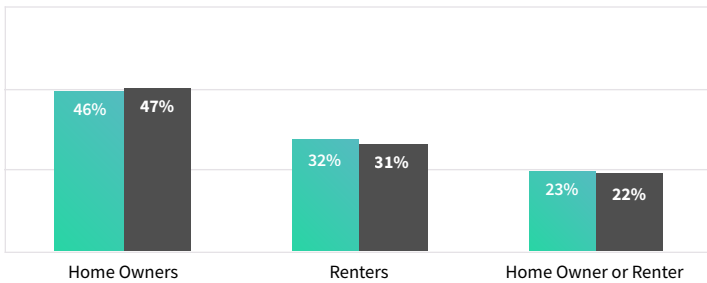
TOP 5 ESRI LIFE-MODE GROUPS [Learn More](#)



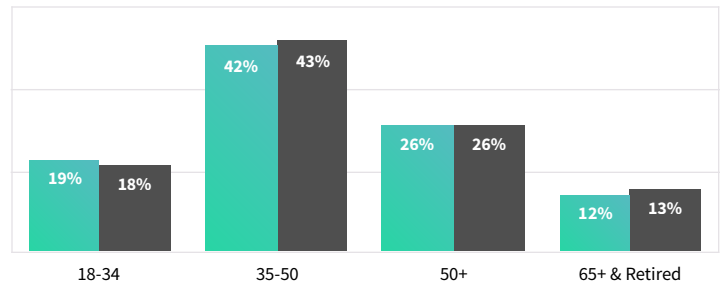
TOP 5 ESRI SEGMENTS [Learn More](#)



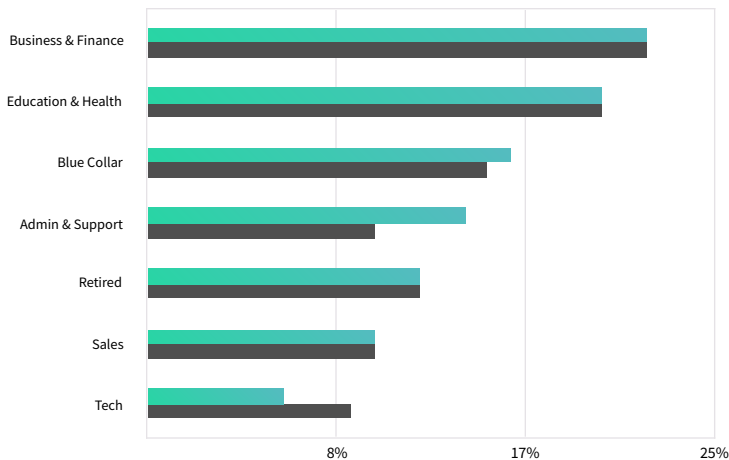
HOUSING



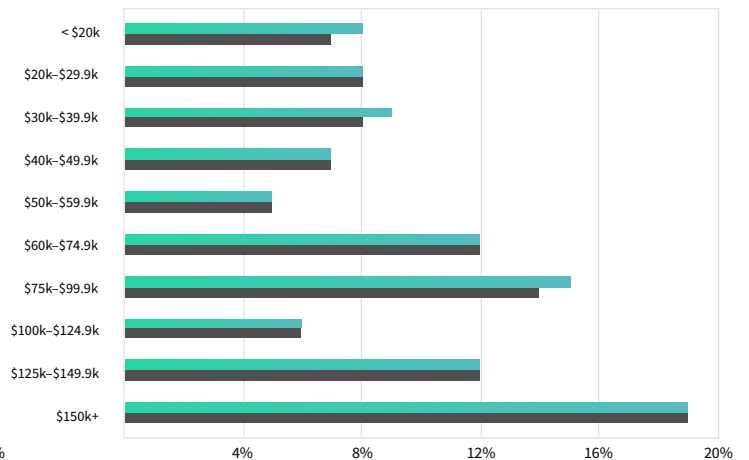
AGE



OCCUPATION



INCOME



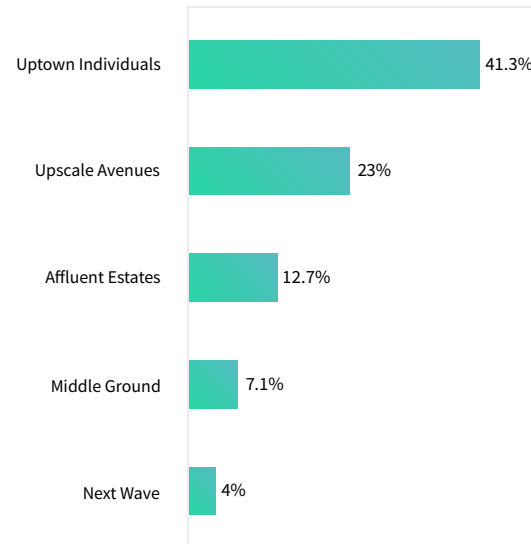
Audience Analytics

AUDIENCE PROFILES

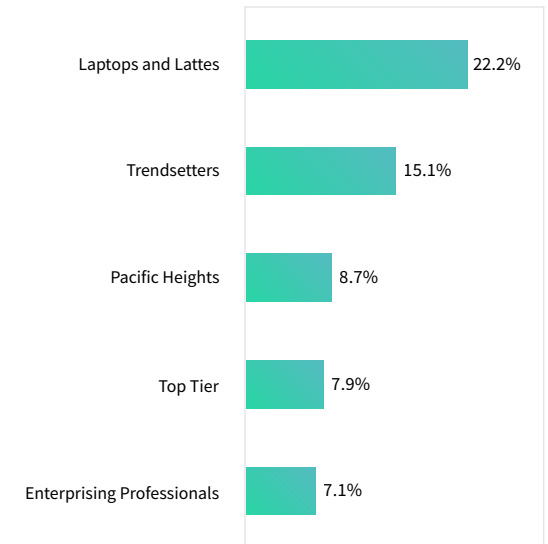
■ People that viewed the campaign and visited the website from the San Francisco CBSA

■ All website visitors from San Francisco CBSA

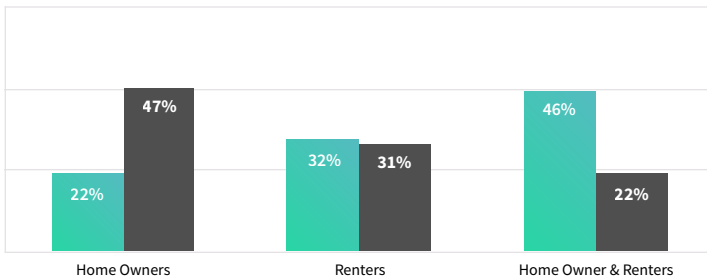
TOP 5 ESRI LIFE-MODE GROUPS [Learn More](#)



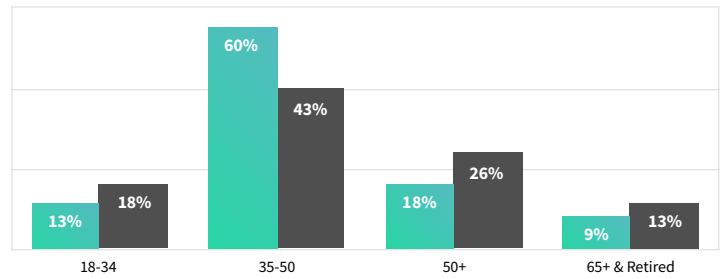
TOP 5 ESRI SEGMENTS [Learn More](#)



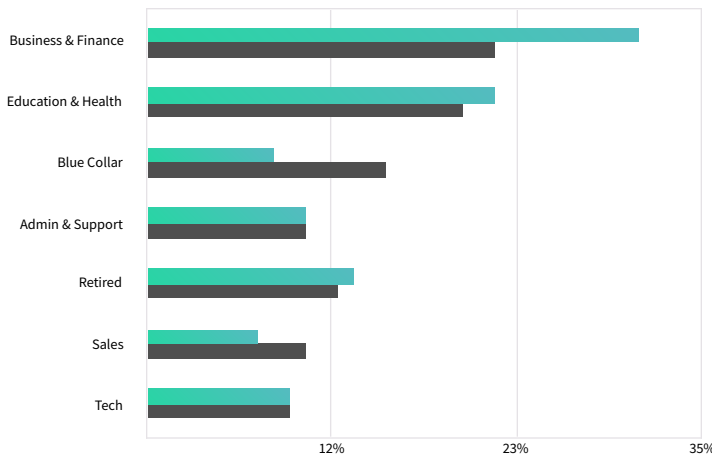
HOUSING



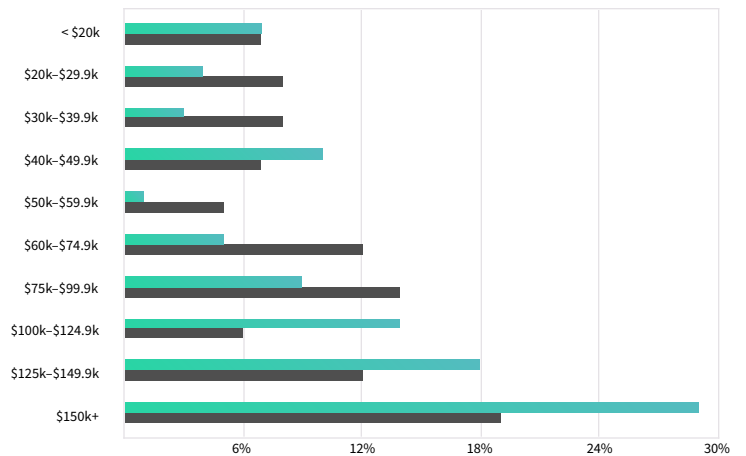
AGE



OCCUPATION



INCOME



Methodology

WHERE DO WE GET DATA?



WHAT TYPES OF DATA?

- Device ID
- Lat/Long On Check-In
- Location Types (retail, hotel, park, etc.)
- Demographic Data
- Shopping/Purchase Behavior
- Audience Behavior / Habitual Data
- OOH Inventory Lat/Longs

HOW MUCH DATA?

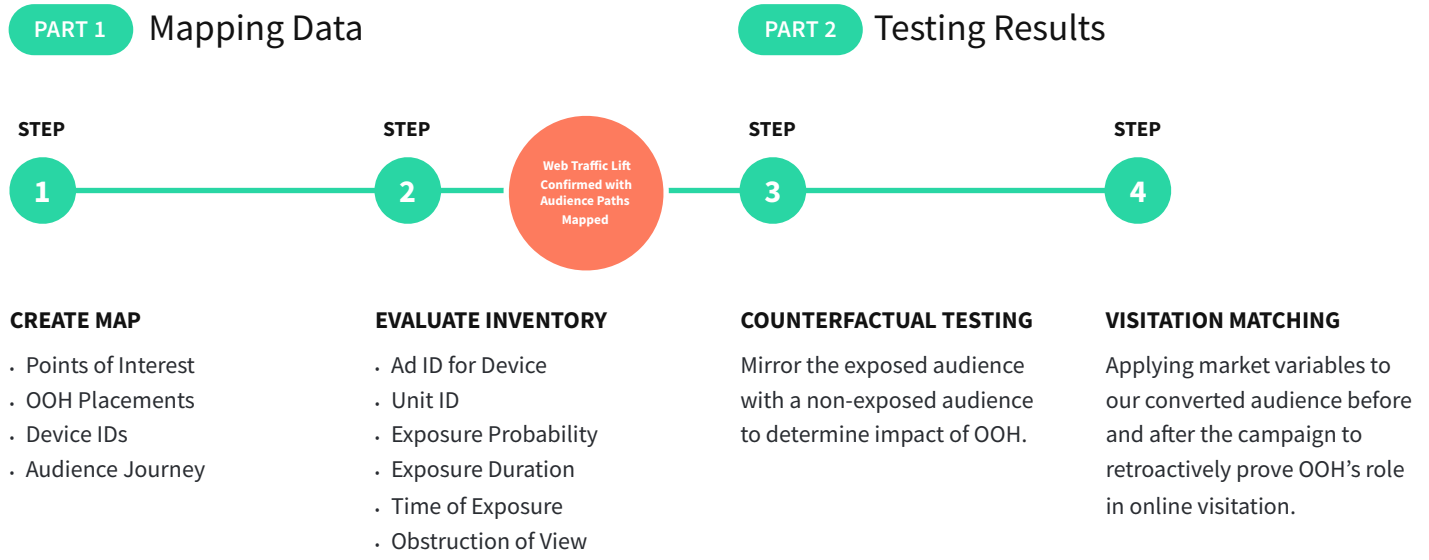
300 million
Devices Worldwide

55 million
Devices (per day)

2.8 billion
Location Observations (per day)

HOW IT WORKS

We map audience check-in data or journeys, to OOH Media locations & designated points of interest.



CORRELATIVE DATA

CAUSAL DATA