

Attributing Post-Impression Behavior to Ad Recipients

Helping a luxury retailer connect the dots between ad spend and consumer engagement

The Customer

A major, national luxury retailer operating in both brick-and-mortar and online channels

The Industry

Retail

The Challenge

Understanding who is receiving their digital advertising, and if that advertising is driving traffic online and in-store.

The Solution

Mobilewalla Data Enrichment enriches first party data to help brands build a more complete picture of their customers and gain an unparalleled understanding of consumer behavior patterns.

Mobilewalla Identity Match leverages IP address matching to connect consumer behavior across channels and create a persistent user identity using the mobile advertising ID as a key.

Mobilewalla Location Visitation Attribution tracks the store visits made by advertising recipients against the store visits of a look-alike control group to measure the success of a campaign.

The Identity Resolution Challenge

For many organizations, customer insights are limited to what they can mine from their in-house data. However, first party data only reveals a partial view of the customer. To fill this gap, companies are turning to third-party data to enrich the information they already have on their customers and prospects and to learn more about how consumers are engaging with them.

Take the case of a national luxury retailer who wanted to understand who was receiving their digital ad impressions and if that advertising was driving in-store and website visitation. The brand was spending millions of dollars delivering impressions, but didn't have any idea who was receiving them and, more importantly, if that spend was driving results for their business. Compounding the problem was an existing technology stack that, while robust, was only able to capture a very small percentage of impression receiver data and couldn't tell them anything about in-store visits:



Could only identify 10% of impression receivers



Could only map 2% of impression receivers to subsequent interactions with online brand channels



Could not map in-store visits at all

To truly be able to understand the effectiveness of the ad spend, the brand needed to further enrich the data that they had with detailed behavioral insights for a more comprehensive view of consumer interactions.

Identifying Ad Recipients

To better understand the impact of their advertising spend, the brand turned to Mobilewalla. In partnership with the brand, we collected the impression logs for an ad campaign with the following characteristics:

- was gender neutral (eliminating "appeal" bias)
- promoted discounts for in-store and online purchases
- ran for 14 days

Mobilewalla mapped each client ID/cookie ID to a "known consumer" that was part of our database. Those mapped IDs were subsequently converted to the retailer's customer IDs revealing critical insights into ad reach and effectiveness.

About Mobilewalla

Mobilewalla combines the industry's most robust consumer data set with deep data science and artificial intelligence expertise to help brands make more informed business decisions and effectively acquire, understand and retain their most valuable customers.

We collect, identify and analyze directly sourced application usage data from SDK integrations and supply-side platform partnerships. Through our extensive AI expertise, we deliver refined consumer insights that provide enterprises with unparalleled access to the digital and offline behavior patterns of their customers and prospects, as well as nuanced data about their competition.



3+ years of data



30+ countries



1.5B+ devices



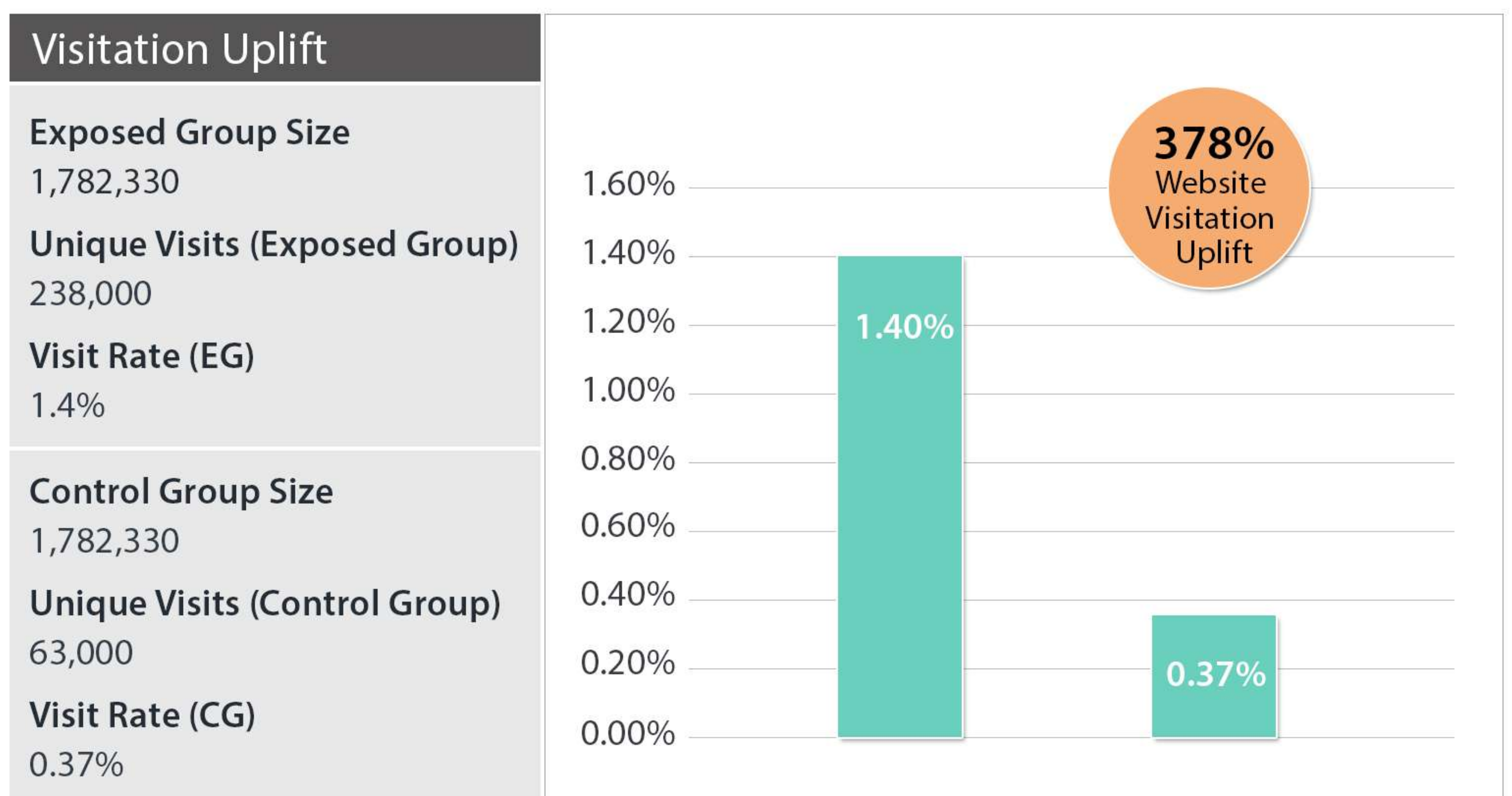
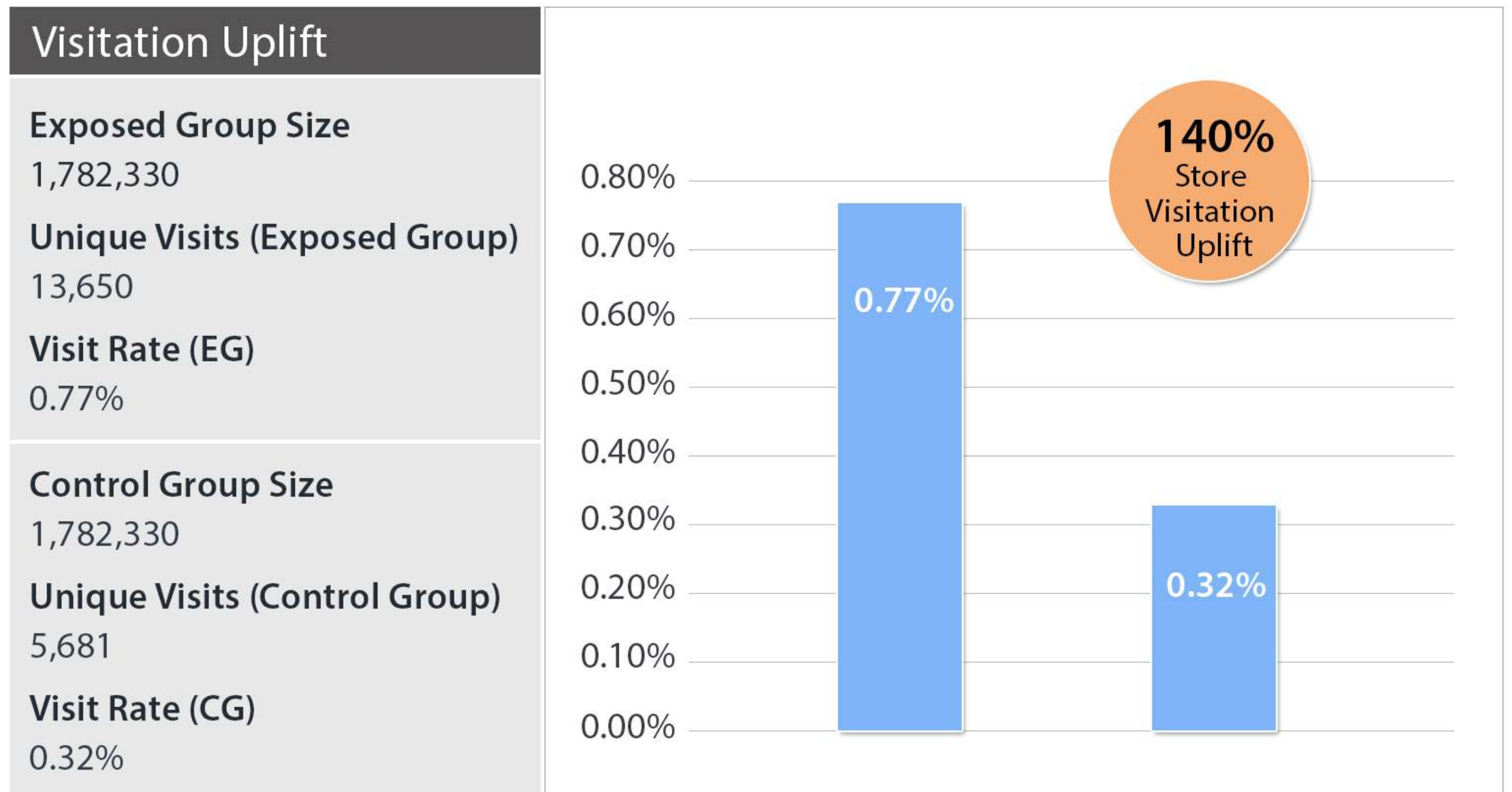
50M+ POIs Mapped

Mobilewalla was able to identify 37% of the consumers who received the ad, a significant **3.7x lift** over their current methods (which captured only 10%).

Tracking Engagement

Store and Website Visits

By tracking ad recipient behavior against look alike control groups we were able to show that the advertising impacted behavior;



Additionally, we were able to identify important demographic (age and gender distribution) and behavioral characteristics as part of the analysis. These results not only helped the brand prove that their digital ad spend was driving brand engagement, but it also provided them with valuable consumer data that could be leveraged to inform future ad spend and marketing priorities.

To learn more about how Mobilewalla can improve results for your business, visit www.mobilewalla.com