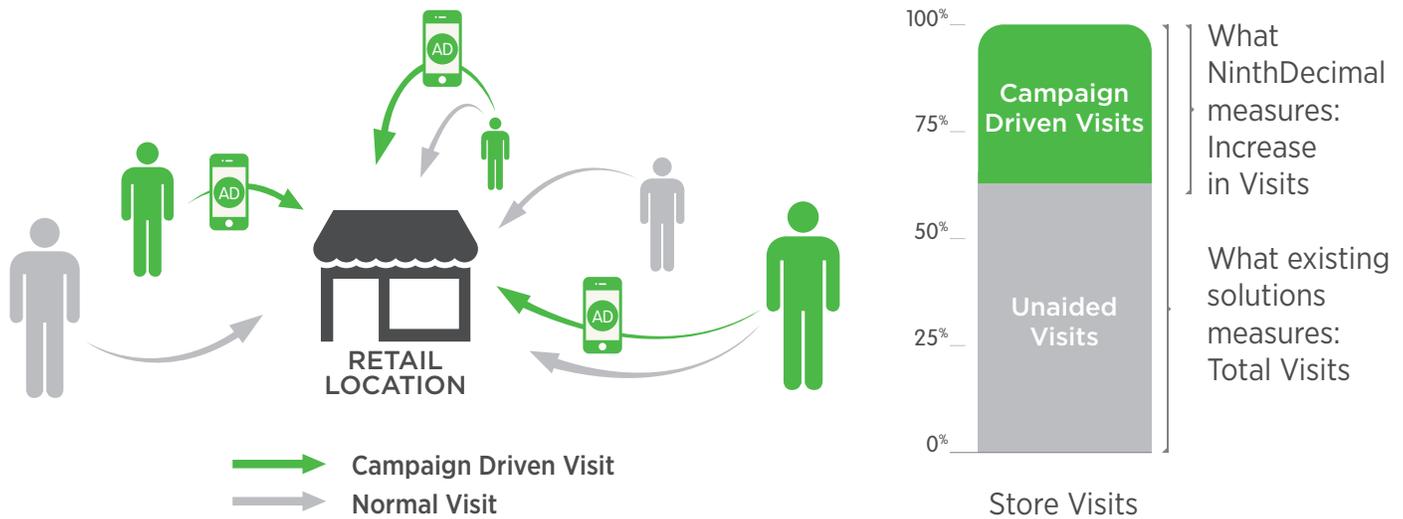# NinthDecimals's Location Conversion Index™
The industry's first accurate mobile ROI advertising measurement

How do you know your mobile spend is not only driving engagement, but also an actual increase in store visits?

Introducing: LCI (Location Conversion Index™) is the first mobile ROI metric that measures the actual increase in foot traffic to your store as the result of mobile ad spend, not just total store visits during a campaign.

Campaign Driven Visit
Normal Visit

Store Visits

What NinthDecimal measures: Increase in Visits

What existing solutions measures: Total Visits

What is LCI™?

The Location Conversion Index™ accurately measures how many people visit your store after seeing your ad. Unlike other industry metrics that simply measure the total foot traffic during a campaign, we take into account all the other factors that measure actual increase in visits from your target audience.

- **Audience Accuracy:** LCI™ differentiates between customers who are in a store versus people who are just nearby or in a close geo-fence, ensuring that only actual store visits are measured.

- **Seasonality Adjustment:** LCI™ adjusts for fluctuations in store visits that occur naturally over time, such as increased traffic over the Holiday shopping season.

- **Identical Control Group:** LCI™ uses demographic and behavioral attributes to find a control group identical to your target audience so that your lift is compared against a relevant audience, not the general population.

- **History: LCI™** establishes a historical visit rate instead of assuming a consistent visit rate for the campaign period to measure actual increase in visits due to your ad campaign.

PRECISE AUDIENCE INTELLIGENCE

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How does it work?

LCI™ builds off our Location Graph™ platform of location patterns from 700M devices & 20B location tags, making LCI™ the most accurate mobile ROI metric. We establish a benchmark of how likely your targeted audience is to visit a store based on their historical visit rate, then we track and measure your audience's visits to your stores throughout the campaign. Here's how it works:

1. We create and target your audience via Location Graph™ with data from over 700M devices and 20B location tags

2. We monitor your audience's natural store visits & also account for seasonality
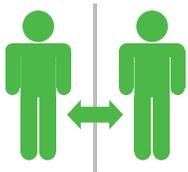
3. We build an Identical Control Group for your audience using like demographics & behaviors and monitor store visits
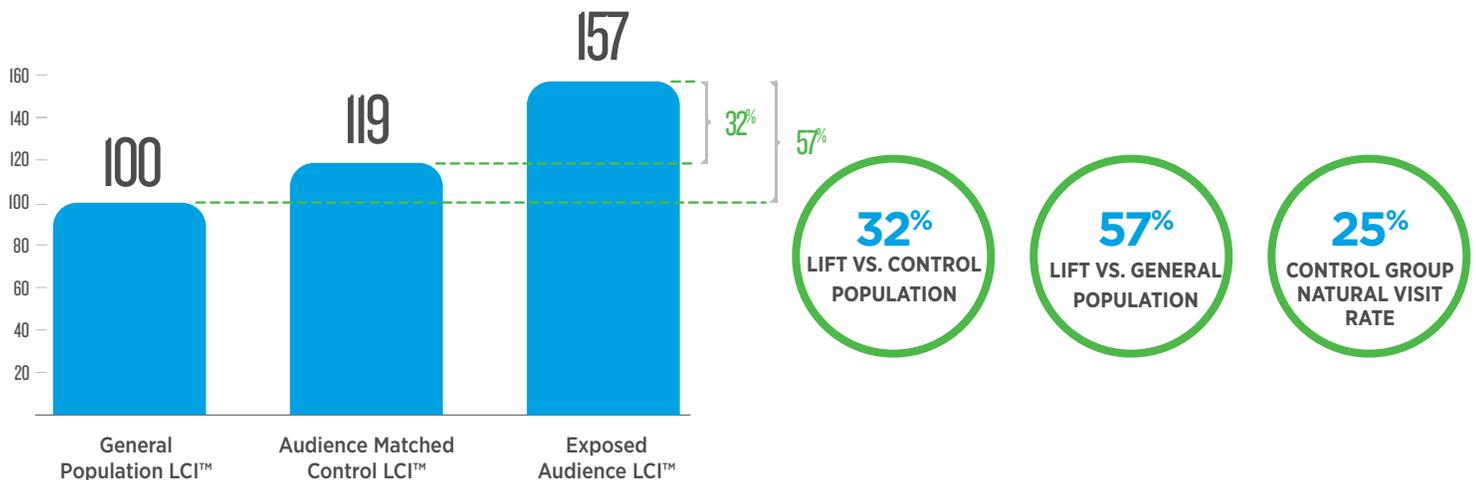
4. We accurately measure lift in actual store visits for both audience groups and calculate LCI™

*NinthDecimal's advanced measurement algorithm is based on the Nobel Prize-winning measurement science called Propensity Score

LCI™ In Action: A Retail Case Study

- **Campaign:** A top Fortune 500 fashion retailer recently ran a campaign targeting casual female clothing shoppers, both regular customers and potential customers who frequently shop at competitors' stores.

- **Goal:** To drive consumers into the retailer's hundreds of store locations.

- **Result:** a 32% lift in store visits from consumers who viewed the mobile campaign versus an identically matched control group, and a 57% increase vs. a randomly-selected general population. Other vendor methods overstated visit rate 2.5x versus LCI™ because adjustment for natural visit rates, seasonality and matched control are absent in these approaches.

32% LIFT VS. CONTROL POPULATION

57% LIFT VS. GENERAL POPULATION

25% CONTROL GROUP NATURAL VISIT RATE

General Population LCI™ — 100
Audience Matched Control LCI™ — 119
Exposed Audience LCI™ — 157

Key:

General population is a group of randomly-selected people of all ages and demographics, set with an LCI™ base index of 100.

Audience-matched control is the group of audience members (casual female clothing shoppers) identically-matched to the campaign's targeted audience. This group had a 19% lift in LCI™ over the general population, indicating its relevance to the retailer and its campaign.

Exposed audience is the group of audience members who saw the ad. This group performed 32% higher than the control group of relevant identical audience members, and 57% higher than the randomly-selected general population.