

Location Conversion Index[®]

The Industry's Top Offline Attribution Solution

LCI[®] is the industry standard for offline attribution. Our proprietary solution uses consumers' physical world behavior to attribute incremental store visits to marketing campaigns across channels.

By connecting the physical and digital world, LCI[®] provides marketers with the ability to measure campaign ROI and better understand consumers' paths to conversion.



**Audience Exposed
to Advertising**



**Audience Visits
Physical Location**



**LCI[®] Measures Incremental
Lift in Store Visits**

The LCI[®] Advantage

LCI[®] goes beyond traditional metrics like ad engagement and click-through rates to provide the most accurate understanding of physical world conversions.

SCALE OF DATA

We base measurement on 6T+ data points from 195M active users each month, covering 87% of the US smartphone-owning population.

PEOPLE-FIRST UNDERSTANDING

By resolving multiple devices and device IDs to a single user, we attribute at the person level across online and offline channels.

STRENGTH OF METHODOLOGY

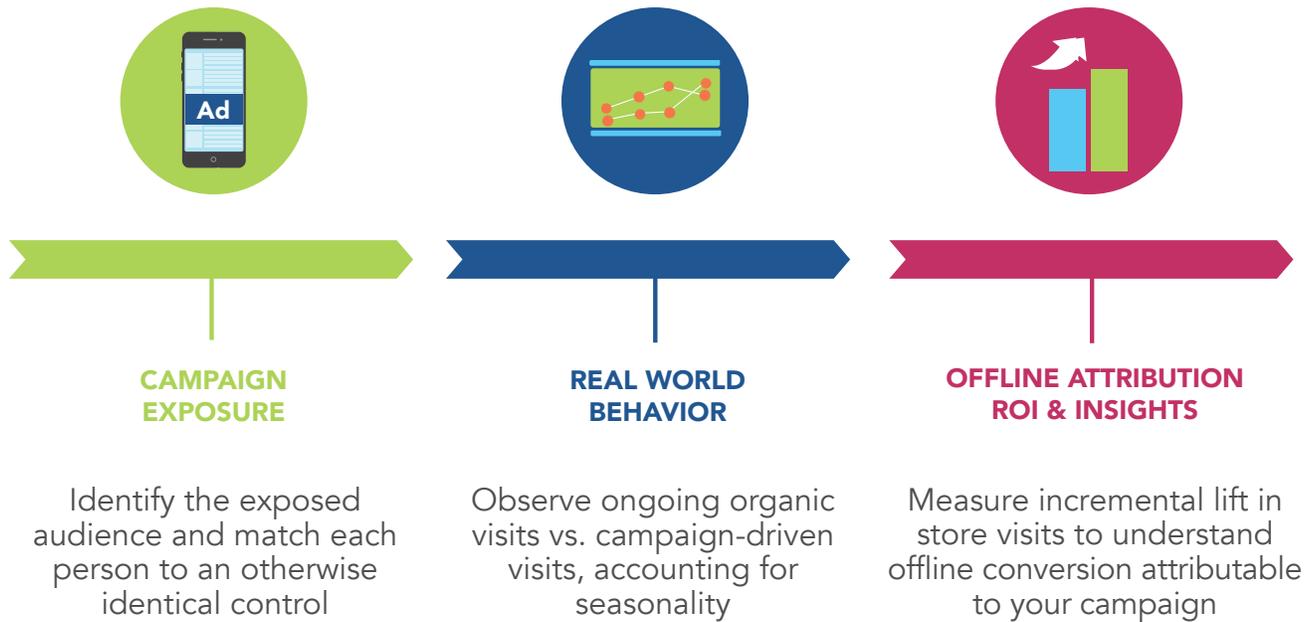
We measure incremental lift in store visits using 1:1 matched control and exposed audience groups for the most meaningful measure of ROI. LCI[®] uses an impression-based (vs. panel-based) approach to achieve the scale needed for statistical significance.

PRECISION OF DATA

Our proprietary technology platform delivers the highest level of accuracy and precision in physical world data.

How LCI® Works

Here's how our solution measures incremental store visits directly attributed to your ad campaign:



LCI® in Action: A Case Study with Quiznos

- **CAMPAIGN OBJECTIVES**

Reach the millennial male audience and measure the impact of advertising on driving traffic to Quiznos restaurants.

- **STRATEGY**

Deployed premium video and display ads on desktop and mobile, and used NinthDecimal's LCI® attribution solution to calculate the incremental lift in visits to more than 680 locations nationwide.

- **RESULTS**

The campaign reached 8.4 million unique devices and drove a 29 percent lift in incremental foot traffic.

NinthDecimal was also able to compare LC® Lift across media types, and found that mobile advertising drove a 37 percent higher LCI® Lift than the overall campaign.

