



NinthDecimal Measurement Report

Campaign Name

April 19, 2017



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Background

Campaign Recap

Campaign Name

Brand X

Flight Dates

2/1/2017 – 4/1/2017

Channel Partners

Channel Partner 1

Channel Partner 2

Target

1. Parents
2. Competitive Shoppers

Campaign Objectives

Demo in-target

Drive traffic to Brand stores

Key Insights

- The Brand X campaign successfully drove 650,000 incremental visits to Brand X, a 25% lift compared to the people who did not see the ads.
- While both channel partners were effective, Channel Partner 2 drove higher incremental visits compare to the respective control group.
- Over 90% of Brand X shoppers live within 10 miles of the Brand X location they visited, and 75% of them live within 5 miles of Brand X.
- Casual Diners and Big Box Shoppers were among the top exposed visitor profiles. To further increase LCI[®] lift, consider expanding your targeting tactics to reach similar audiences in future campaigns.

Overall Campaign Delivery

Spend
\$211,000

Exposed unique users
11,500,089

Impressions
35,256,100

Average Frequency
3.1x

Total Measured Locations
2,200

Number of unique users used to calculate LCI®
5,995,200

Measurement Period
2/1/17 – 4/14/17

The campaign generated 650,000 incremental visits to Brand X, a 25% lift, resulting in \$0.32 cost per incremental visit

LCI® Incremental Lift

25%

Exposed LCI Lift vs. Control
99% Confidence (+/- 3.2%)

Cost Per Incremental Visit

\$0.32

The cost of each additional visit due to advertising

Total Exposed Visits

3.2M

Projected overall visits (post ad exposure)

Incremental Visits

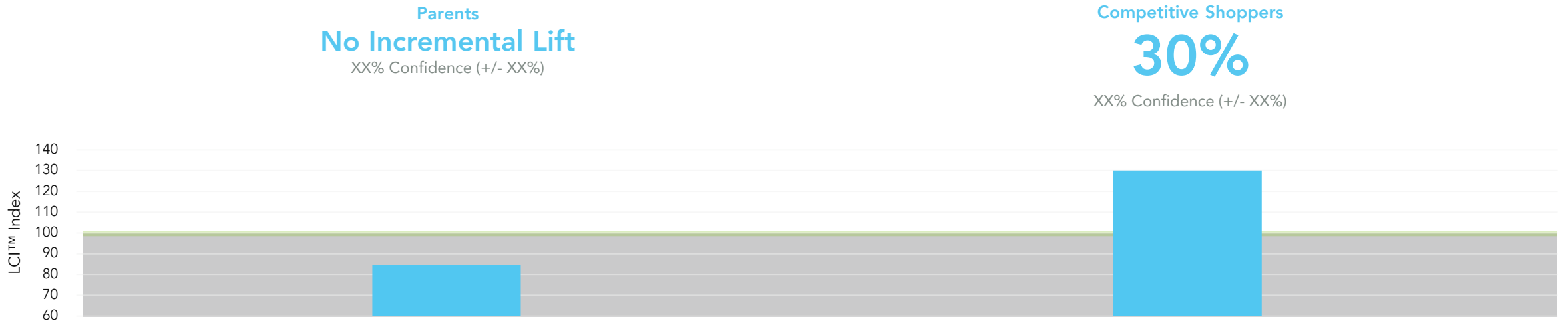
650K

Additional visits due to advertising

Competitive Shoppers were most receptive; targeting this group drove a **30%** lift in foot traffic

LCI[®] By Audience

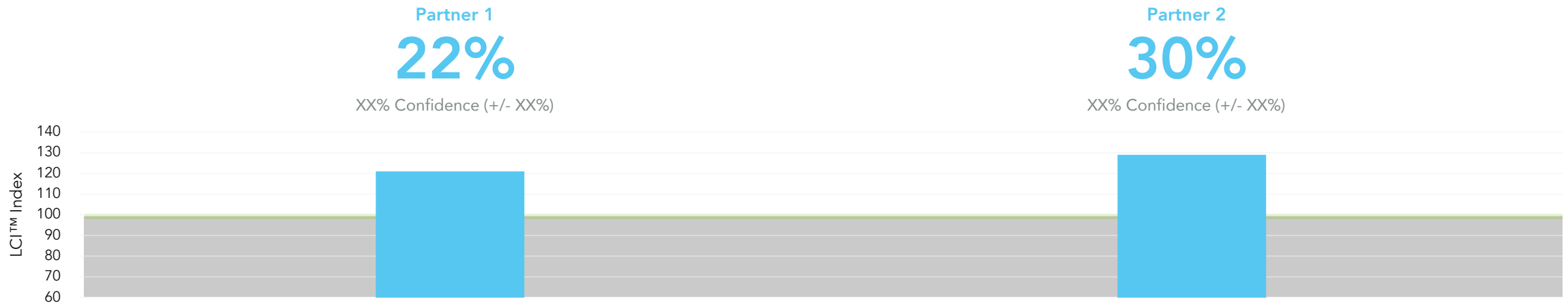
- Audience Matched Control
- LCI Incremental Lift



Channel Partner 2 was the most effective at driving foot traffic, with **30%** incremental lift

LCI[®] by Publisher

- Audience Matched Control
- LCI Incremental Lift



Summary Table

Post Ad Exposure

	Campaign Totals
Total Impressions	35,256,100
Total Exposed Unique Users	11,500,089
Unique Users 1:1 Matched to Calculate LCI™	5,995,200
Average Frequency	3.1
Projected Overall Visits	3,200,000 (+/- 53 visits)
Projected Incremental Visits	650,000 (+/- 21 visits)
Organic Visits	2,550,000
Spend	\$211,000
Cost Per Total Visit	\$0.07
Cost Per Incremental Visit	\$0.32
LCI® Incremental Lift	25%

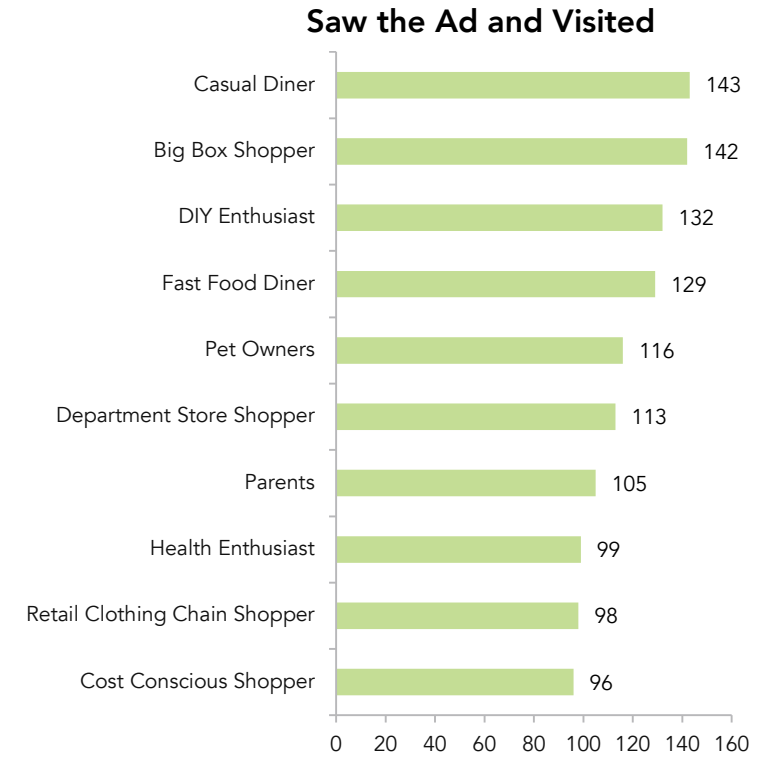
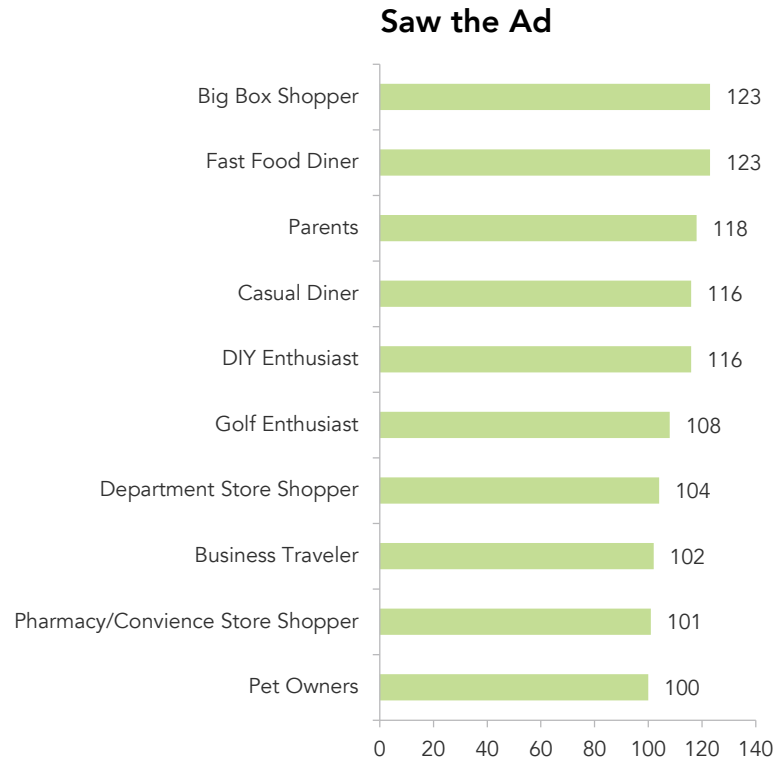
Casual Diners were among the audiences that visited most

Audience Profile Index – Top 10 Segments

Audience Index (Average = 100)

Key Findings

- Casual Diners and DIY Enthusiasts were among the top exposed audience profiles
- Foodies and Green Consumers were among the top exposed visitor audience profiles

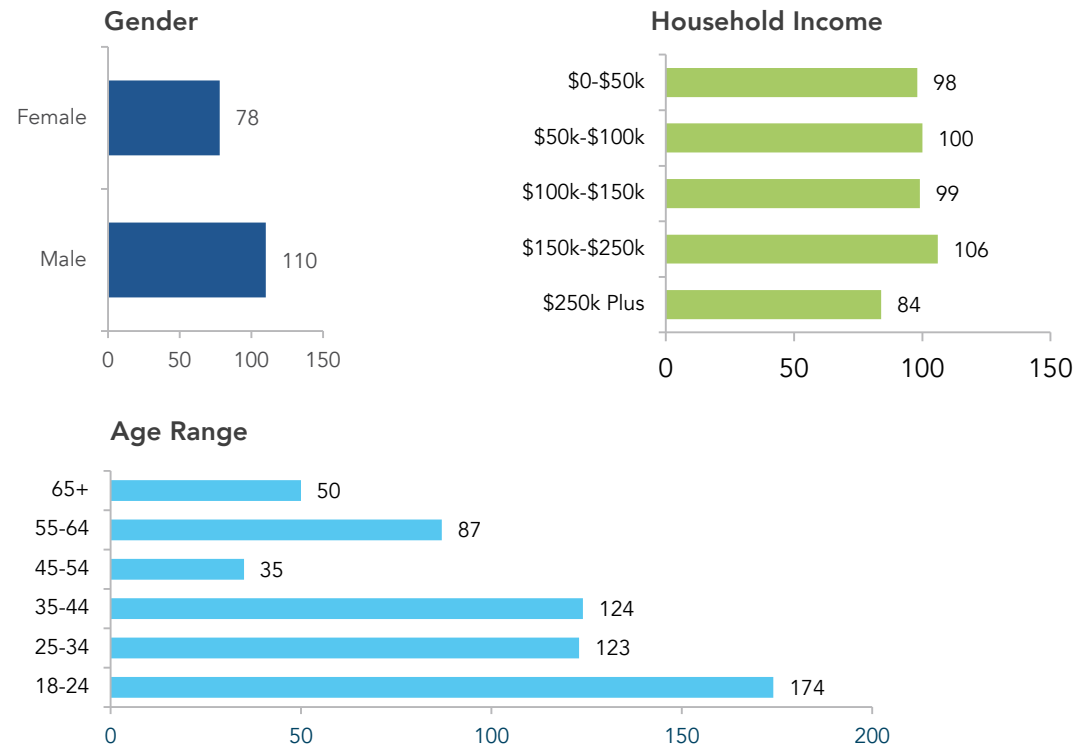


Young consumers over-indexed as exposed visitors

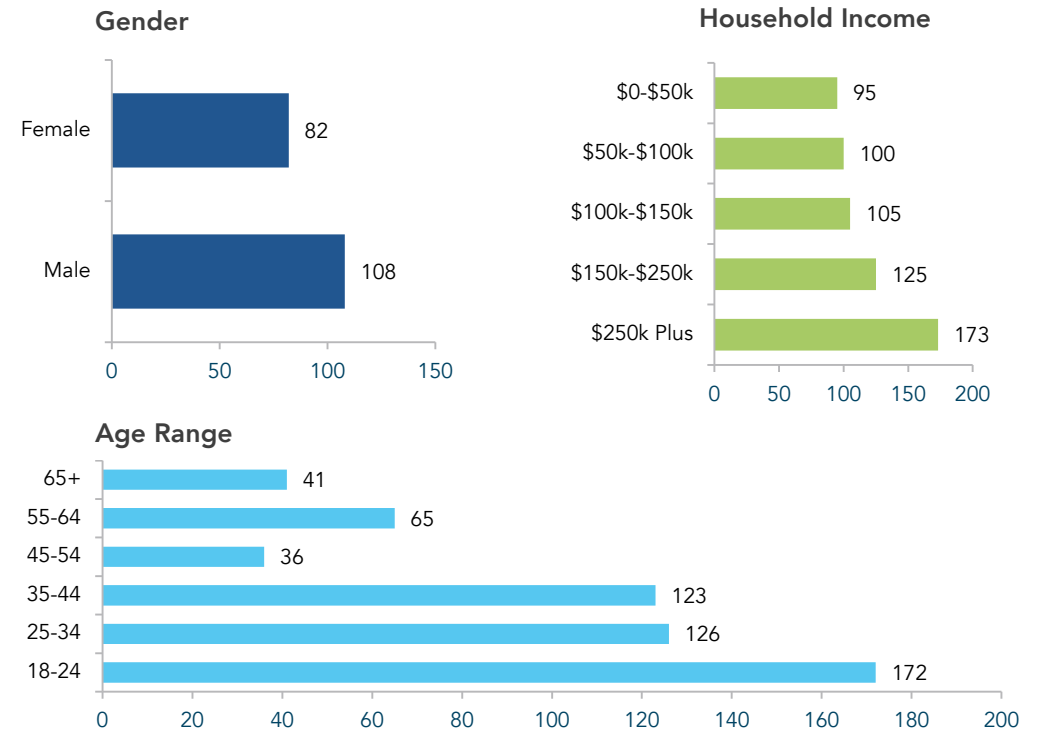
Audience Profile Index – Demographics

Audience Index (Average = 100)

Exposed (Saw the Ad)



Exposed Visitors (Saw the Ad & Visited)



Brand X locations in major urban DMA's like New York, Los Angeles & Portland saw the most visitation

Visit Index (Average = 100)

Top 10 States

Rank	State	Visit Index
1	California	855
2	New York	546
3	Oregon	447
4	Florida	357
5	Pennsylvania	222
6	Texas	196
7	Illinois	178
8	Washington	168
9	Minnesota	153
10	Ohio	145

Top 20 DMAs

Rank	DMA	Visit Index
1	New York, NY	1353
2	Los Angeles, CA	932
3	Portland, OR	467
4	Philadelphia, PA	452
5	Chicago, IL	390
6	Washington, DC-MD	376
7	San Francisco, CA	358
8	Minneapolis-St. Paul, MN	332
9	Miami-Ft. Lauderdale, FL	320
10	Seattle-Tacoma, WA	288
11	Honolulu, HI	248
12	Atlanta, GA	237
13	Boston, MA-NH	222
14	San Diego, CA	201
15	Dallas-Ft. Worth, TX	200
16	San Antonio, TX	175
17	Houston, TX	173
18	Cincinnati, OH	162
19	Orlando, FL	159
20	Sacramento, CA	152

Top 20 Brand X Locations Visited

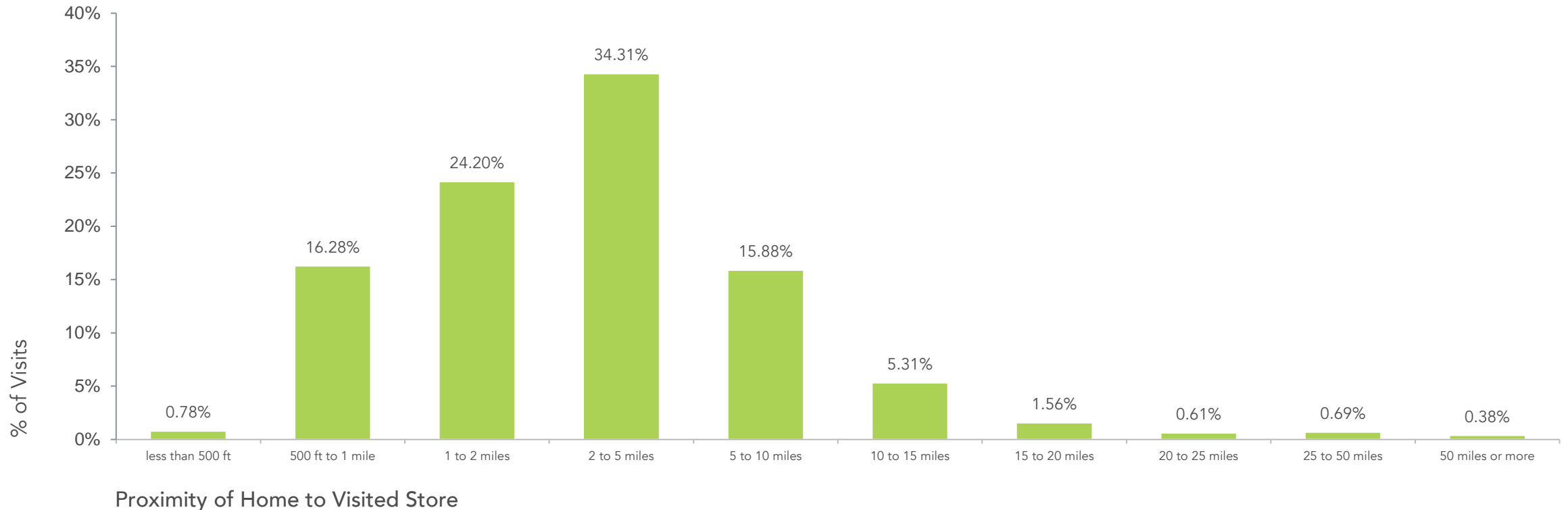
Top 20 by Location

Visit Index (Average = 100)

Rank	City	Address	State	Zip	Index
1	COLLEGE STATION	409 TEXAS ST.	TX	73840	350
2	FEDERAL WAY	552 S 37TH ST.	WA	98103	315
3	LOS ANGELES	11209 WILMINGTON AVE	CA	90059	313
4	BOULDER	2508 BASELINE AVE.	CO	80303	238
5	HOUSTON	9912 NW FRWY	TX	77092	233
6	SAN DIEGO	6931 ALVARADO	CA	92120	229
7	WASHINGTON	5229 BENNING RD NW	DC	20019	206
8	LAS VEGAS	4781 S LAS VEGAS BLVD	NV	89109	183
9	LEAGUE CITY	2810 SOUTH HIGHWAY 45	TX	77573	179
10	NEW YORK	161 NASSAU RD	NY	10038	176
11	LOS ANGELES	6725 S. VERMONT AVE.	CA	90005	170
12	N MIAMI	13015 BISCAYNE BLVD	FL	33181	170
13	MIAMI	3701 BISCAYNE BLVD	FL	33137	168
14	SAN FRANCISCO	618 MISSION ST	CA	94103	165
15	NO HOLLYWOOD	12027 BURBANK BLVD.	CA	91601	156
16	LAS VEGAS	3951 S LAS VEGAS BLVD	NV	89109	154
17	VAN NUYS	12235 SHERMAN WAY	CA	91405	150
18	GREENSBURG	700 WEST DRIVE	PA	15601	145
19	LOS ANGELES	3570 WILSHIRE BLVD	CA	90010	145
20	HOLLYWOOD	9201 S. 27TH TERRACE	FL	33020	143

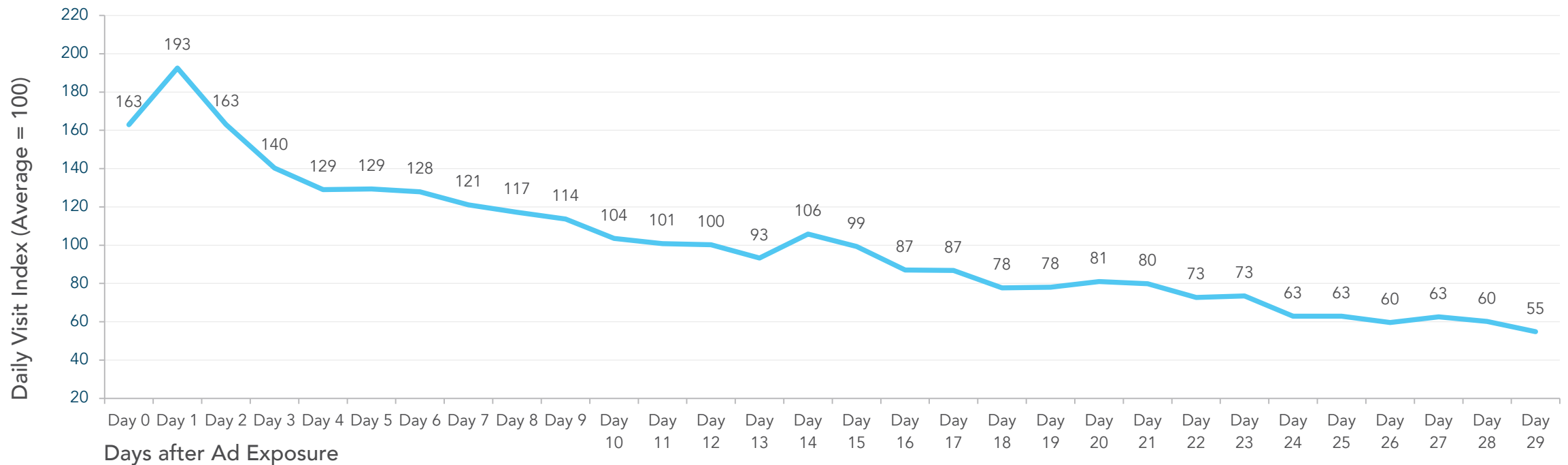
75% of exposed visitors traveled less than 5 miles to shop at Brand X

Visits by Proximity to Home – Exposed Visitors

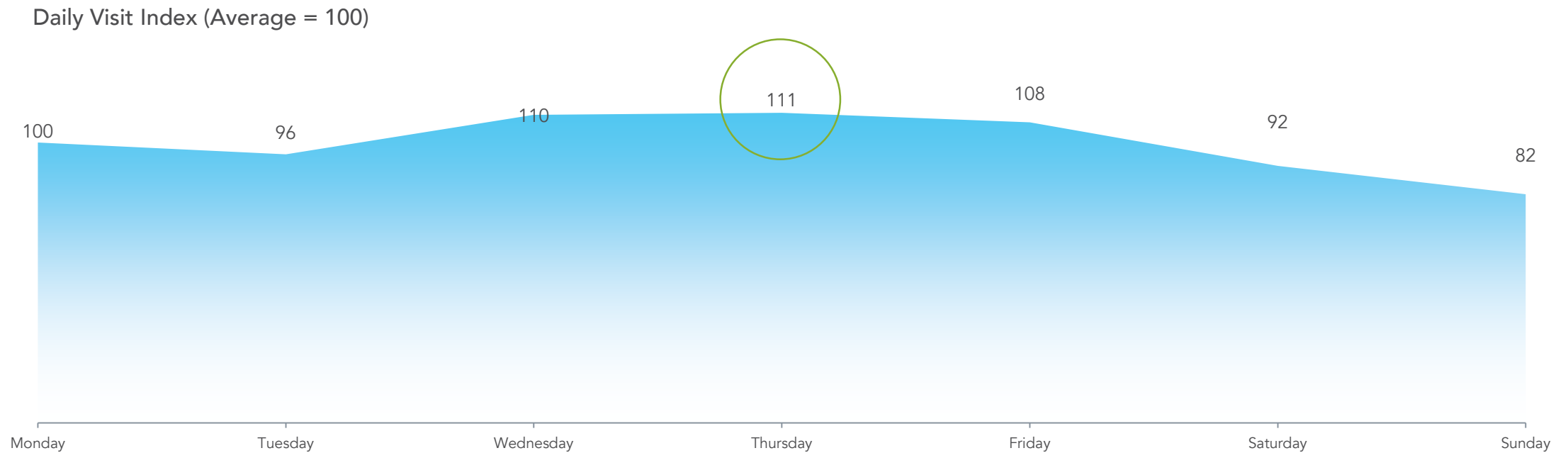


Visit rates peaked in the first 2 days after ad exposure

Visits by Days After 1st Ad Exposure



Visits to Brand X built up from Tuesday and peaked on Thursday before tapering off over weekend

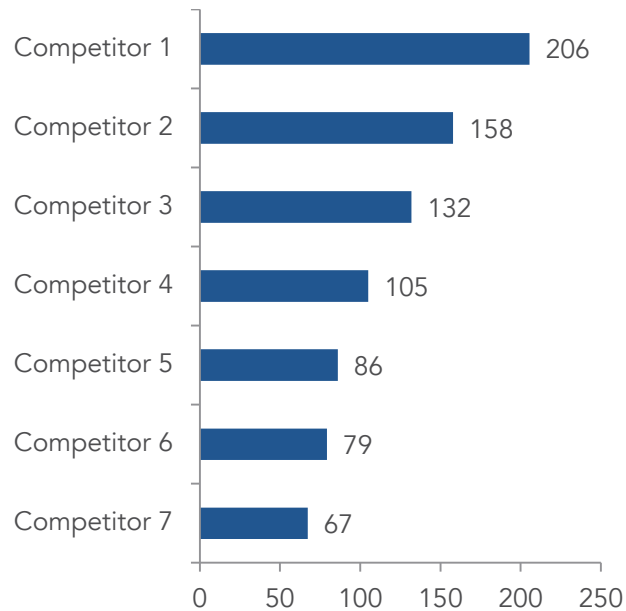


The Exposed Audience was seen most at Competitor 1, as well as at restaurants and banks

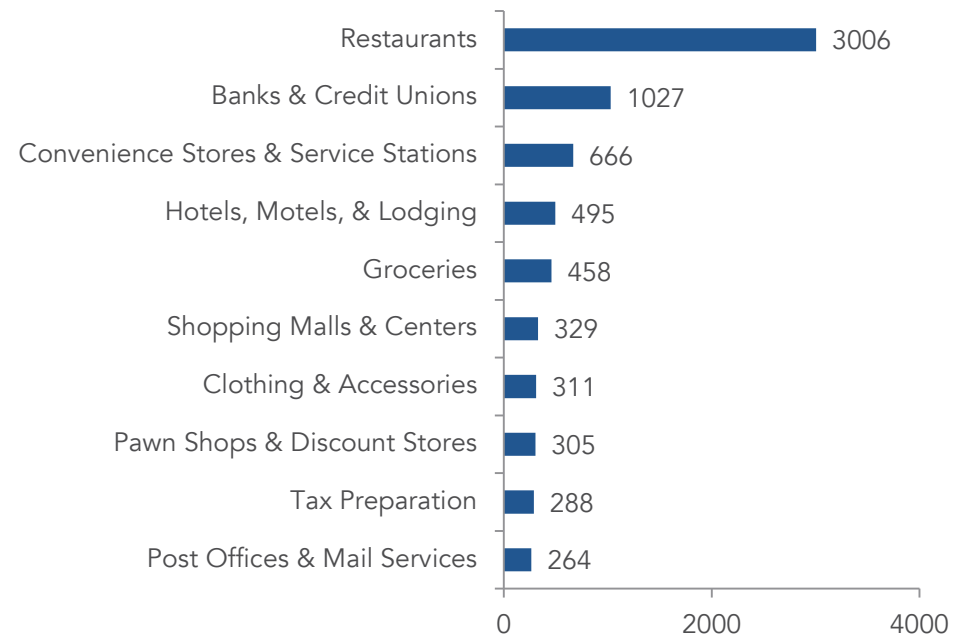
Other Locations Visited – Exposed Audience

Visit Index (Average = 100)

Competitors



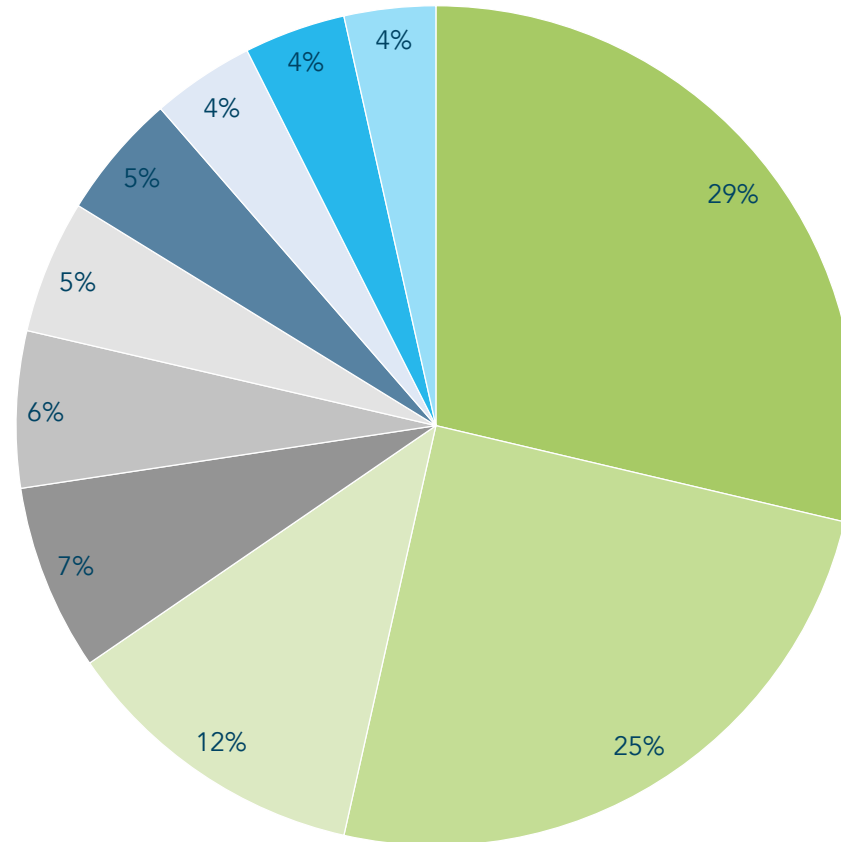
Categories



Exposed Visitors were seen most at Competitor 1 & Competitor 2

Exposed Visitors Competitor Overlap:

- Competitor 1
- Competitor 2
- Competitor 3
- Competitor 4
- Competitor 5
- Competitor 6
- Competitor 7
- Competitor 8
- Competitor 9
- Competitor 10

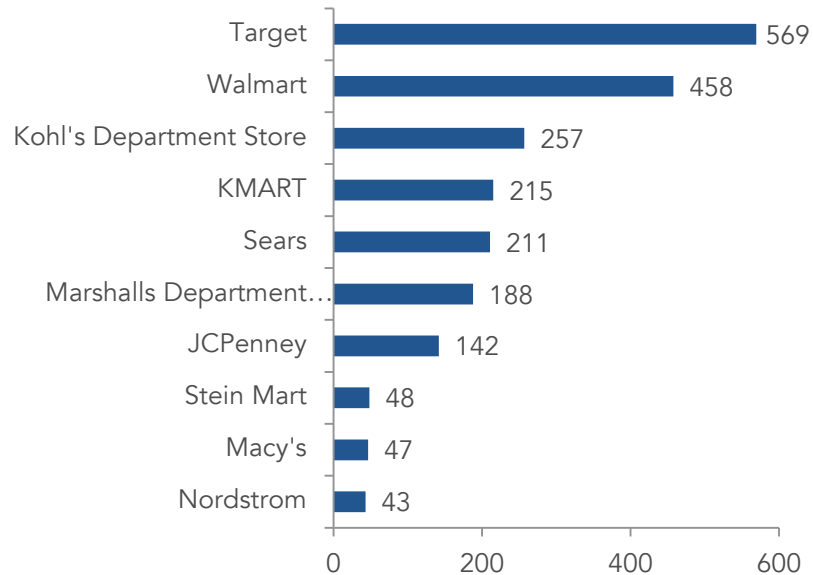


The exposed audience is highly likely to shop at Target and Kroger

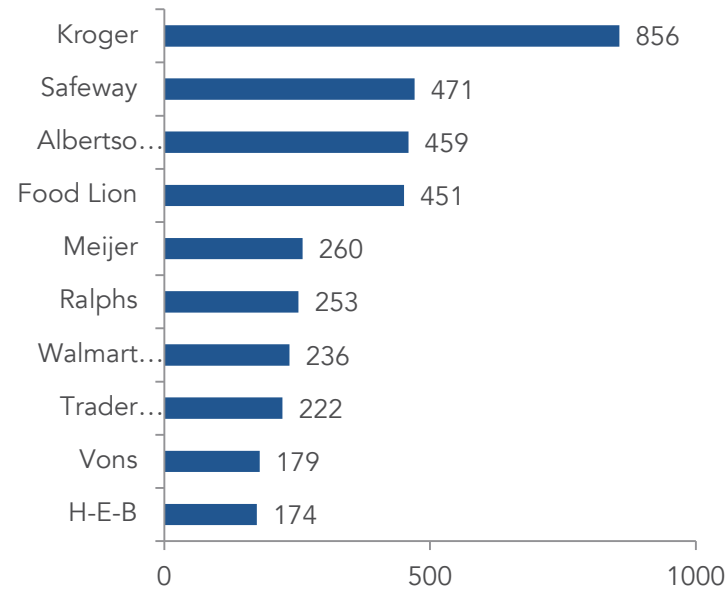
Other Locations Visited – Exposed Audience

Visit Index (Average = 100)

Retail Category 1



Retail Category 2



Brand X visitors frequented competitor stores, furniture chains, restaurants, coffee shops & banks before and after visiting Brand X Locations

2 Hours Before Top Visited Categories

Restaurants & Coffee Shops
McDonalds • Dunkin Donuts • Taco Bell

Competitor Department Stores
Target • Sears • Walmart

Furniture Chains
Aaron's • HomeGoods • Pier 1 Imports



2 Hours After Top Visited Categories

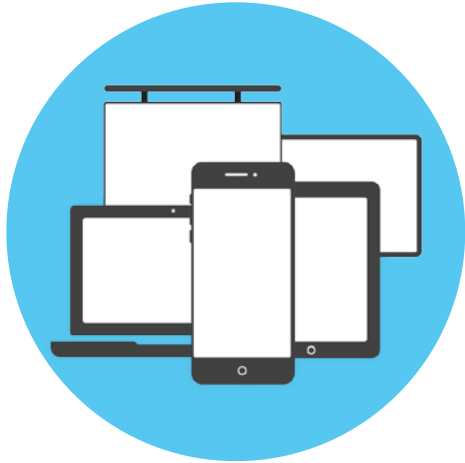
Restaurants & Coffee Shops
McDonalds • Dunkin Donuts • Taco Bell

Competitor Department Stores
Walmart • Target • JC Penney

Banks & Credit Unions
Fifth Third Bank • PNC Bank • Citizens Bank

Appendix

Offline Attribution: LCI[®]



Audience is exposed to an ad campaign



Audience visits store location



LCI measures incremental lift in store visits

NinthDecimal Digital LCI[®] Minimums

LCI [®] Report Dimension	Mobile App Min Imps w/ Valid DeviceIDs *	Mobile Web/Desktop Min Imps
Location Conversion Index [®] – Campaign	10M**	25M
Location Conversion Index [®] – By Audience	10M per audience	25M per audience
Location Conversion Index [®] – By Creative	10M per creative	25M per creative
Location Conversion Index [®] – By IO Line	10M per IO line	25M per IO line
Location Conversion Index [®] – By Channel Partner	10M per channel	25M per channel
Location Conversion Index [®] – By Site	10M per site	25M per site
Location Conversion Index [®] – By Placement	10M per placement	25M per placement

***Note:** Feasibility assessment required by NinthDecimal Product Team to request waiver of required minimum campaign impressions.

**K = Thousands / M = Millions

Talk to us! We're here for you.

LCIhotline@ninthdecimal.com

Get answers to your questions regarding:

- Feasibility & Media Planning Support
- Media Ops Support
- Measurement & Analytics Support
- LCI® Dashboard Support
- Technical Support