



# SOLVE FOR FOOT-TRAFFIC ATTRIBUTION

## Breaking it Down, Step by Step

# 1

Gather device IDs for all users and map to a device graph.



# 2

Create a hold-out control group of existing customers to establish a traffic baseline to each location.



# 3

Track exposed segments and their behavior by partnering with a data provider.



# 4

Analyze data in real-time.



# 5

Make continuous optimizations to maximize media dollars and foot traffic.

