

# DIGITAL ATTRIBUTION

Optimization and allocation for an optimal digital media budget – in a post cookie world

EVALUATE ALL YOUR  
DIGITAL MEDIA  
INVESTMENTS IN ONE  
SINGLE TOOL



**Cross platform** – one system with direct integrations to all digital media platforms, including live updates. Integrations to Google, Facebook, Adform, Adobe and many more.



**Cookie-less** – an attribution platform that isn't built on cookie technology which provides a future proof solution in a world with or without cookies.



**No Walled Gardens** – integrate all your media activities and create attribution models across all platforms. This means walled gardens is no longer an issue.



**Online/Offline KPI** – the solution allows for measurement of both online and offline KPI's



CLOUD BASED  
DASHBOARD



DAY TO DAY  
UPDATES



COOKIE-LESS  
APPROACH



DIRECT API'S TO  
ALL MEDIA  
PLATFORMS

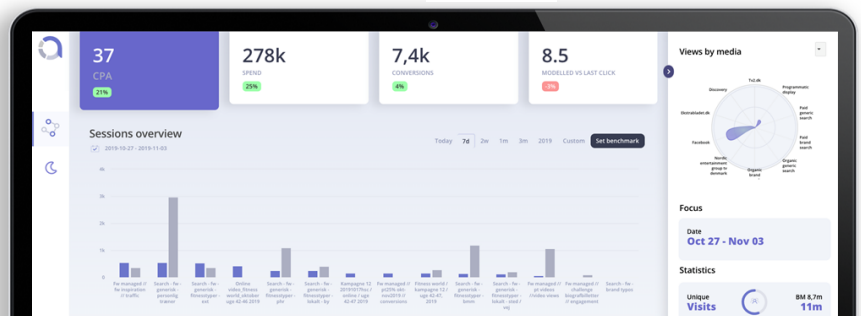


EVALUATION ON  
LINE ITEM LEVEL



GA CONVERSION  
COMPARISON

DAY TO DAY  
MONITORING OF ALL  
DIGITAL ACTIVITIES



A TOOL THAT FITS ALL  
YOUR PROCESSES FOR  
PLANNING AND  
ACTIVATION

- **Campaign Evaluation** – deep dive into all your media activities with breakdown possibilities all the way down to Tactics or Ad Group level. Get a complete campaign overview across all types of media based on either UTM's or Campaign Mapping ID's.
- **Format Breakdown** – detailed reporting on the best performing formats per media. Based on your KPI of choice such as CPA, CVR, CTR or CPM.
- **Device split** – Measure the effect and performance across device types and understand how Mobile vs. Desktop works for your individual campaigns.

**CLOUD BASED AND REALTIME** – the system is cloud based and always available through our state of the art attribution platform



**Scenario forecasting tool** – with an intelligent forecasting scenario tool that updates daily with the latest attribution results across all media platforms, you can test and validate the next campaign before execution.

**Calibrated for external factors** – to ensure that sales are not solely attributed to your digital media the platform also takes external factors such as TV promotions, weather, seasonality and industry specific events into account.

**Machine Learning at it's best** – by connecting directly to your various media platforms, our Digital Attribution system runs daily machine learning algorithms that attributes your performance indicators to the individual activities.

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Want to learn more about our Digital Attribution product? Reach out to us via [email by clicking here.](#)