

+90%

Site Traffic Lift

98% Confidence Rating

Of the 82,700 unique devices exposed to the campaign, 1,825 visited the Fin Tech advertiser's website—90% more than the unexposed group.

Attribution Study

Question

We implemented this study to understand if people exposed to Brex's ads on Firefly were more likely to visit the advertiser's website than people who did not see the ads.

Solution

Track people who saw a Firefly unit running the Brex ad, then match that audience with the audience who visited the advertiser's website, in order to prove correlation between the two audiences.

Campaign Details

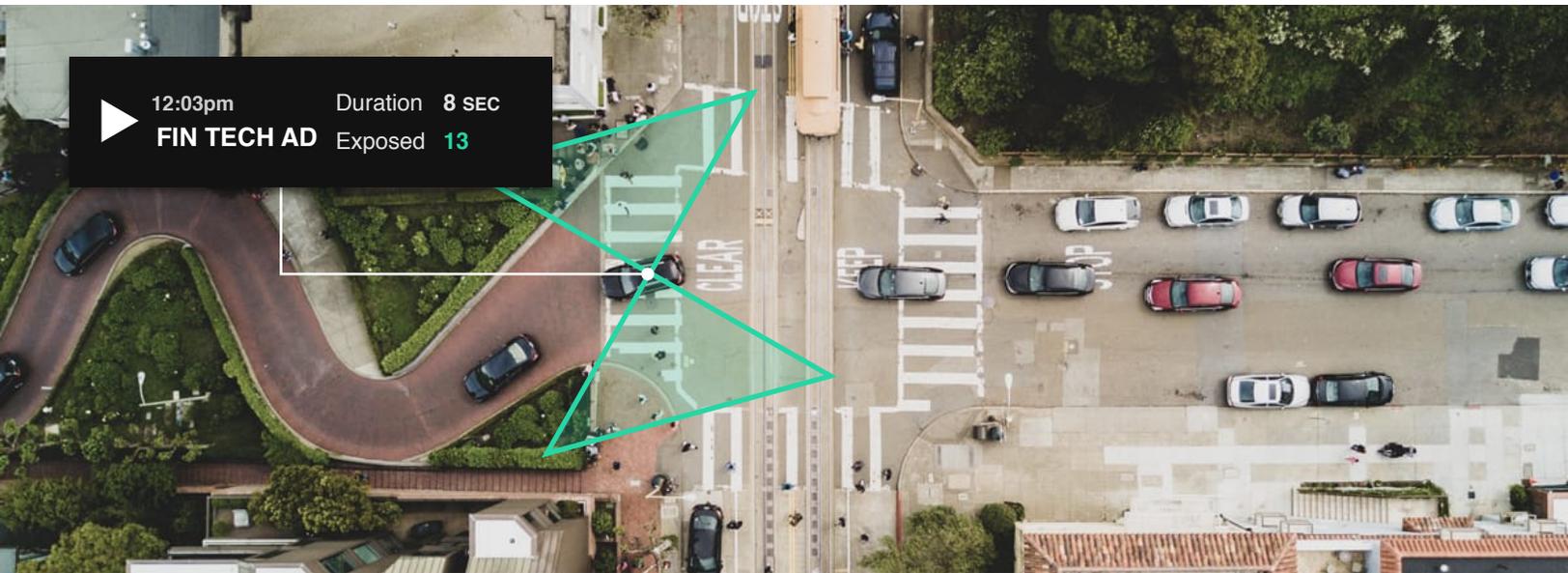
MARKET
San Francisco

ADVERTISER CATEGORY
Fin Tech

DURATION
4-weeks

PART 1

Who Was Exposed To The Campaign?



1

2

3

4

STEP 1

Time stamps let us know which ads ran on Firefly units and when.

STEP 2

120ft hourglass view shed over the Firefly car for the duration of each ad.

STEP 3

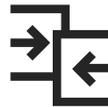
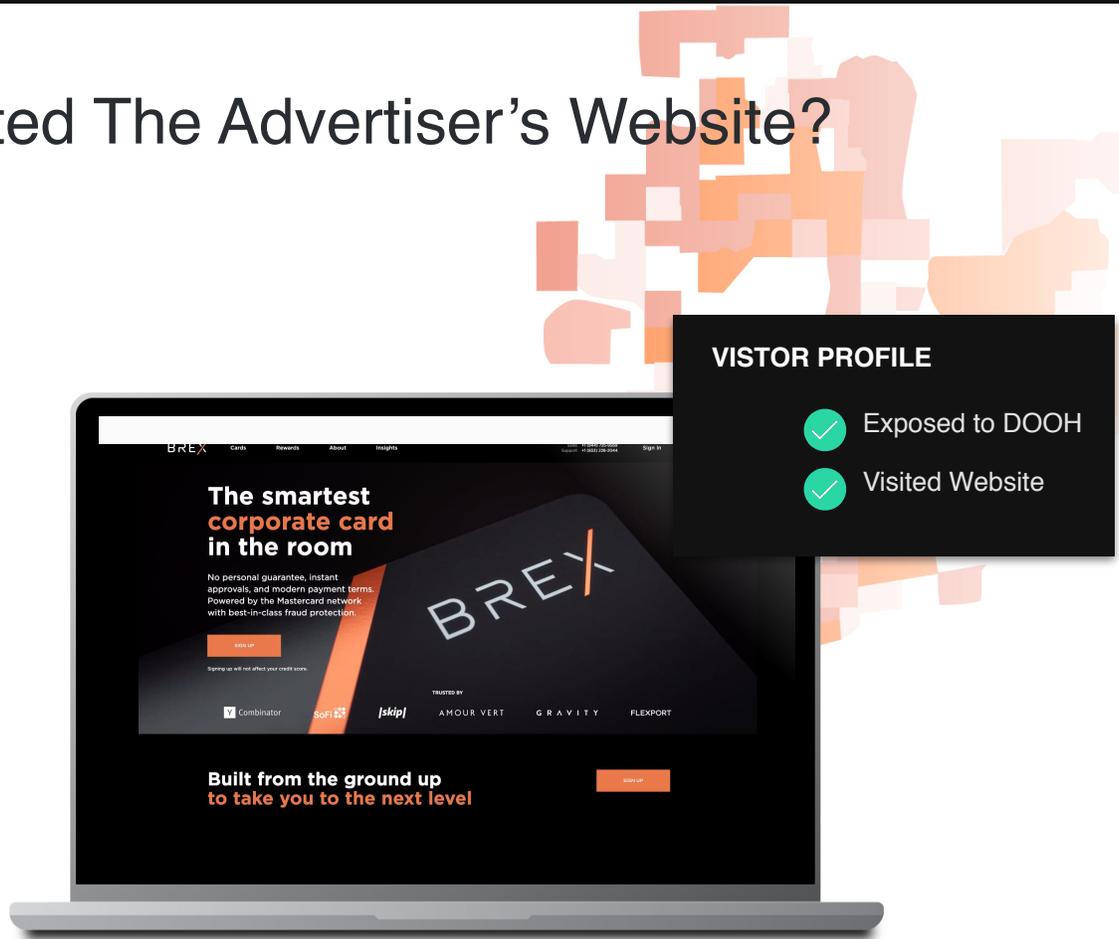
Confirm devices within the view shed during each of Brex's ad spots.

STEP 4

Those devices were considered exposed to the advertiser's ads via Firefly—totaling 82,700 unique devices.

PART 2

Who Visited The Advertiser's Website?



1

STEP 1

Advertiser sends all of their user data for website visits to Neustar.

2

STEP 2

Firefly sends all the unique device IDs exposed to the campaign to Neustar.

3

STEP 3

Neustar matches Advertiser's user data with Firefly's device IDs, into an anonymous group.

4

STEP 4

This anonymously matched group gives us precise insight into who was exposed and when.

PART 3

Analyzing the Campaign Results

82.7k

Devices exposed

3.3x

Frequency

248k

Engagements

1.8k

Website visits

7%

Of all website visits

COMPARING EXPOSED TO NON-EXPOSED AUDIENCES

Exposed Group

82,700 unique devices

Of the 82,700 unique devices exposed to the campaign, they had a 3x frequency, for a total of 248,000 unique engagements.

The exposed group was 2x as likely to visit the website, producing 90% more visits to the website than the non-exposed group.

Of this group, the 1,825 were also 3.4x as likely to visit the website more than once.



Non-exposed Group

82,700 unique devices

To evaluate our results we created a control group of the exact same size audience.

To create a realistic comparison with the exposed audience we matched the two audiences based on their visitation behaviors to a database of over 5 million places, then matched against 1,300 different Neustar Advisor segments, to match the composition of the exposed audience.

Of this group, only 961 visited the advertiser's website and they were 3x less likely to visit more than once.

VISITATION BY CAMPAIGN VIEWERS

Of all visits to the website observed during the campaign and from devices in SF, 7.6% of them were from people that were exposed to the OOH campaign.

+7.6%

Site Visits by Exposed

PART 4

Analyzing Placement Performance

WHEN ADS WERE SERVED

30% Morning
6am–12pm

33% Noon
12pm–6pm

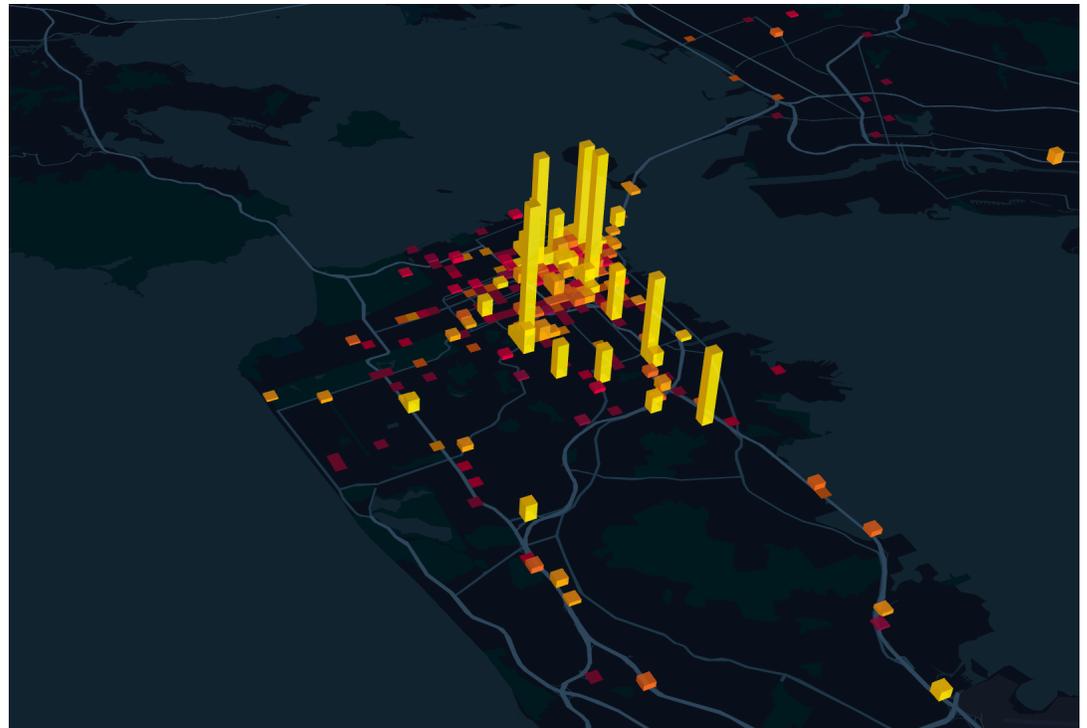
29% Evening
6pm–12am

8% Night
12am–6am

HIGH VOLUME CONVERSION AREAS

This map visualizes the volume of website visitors in San Francisco that were also exposed to the OOH campaign.

The higher the bar the more visits to the website driven by the OOH campaign.



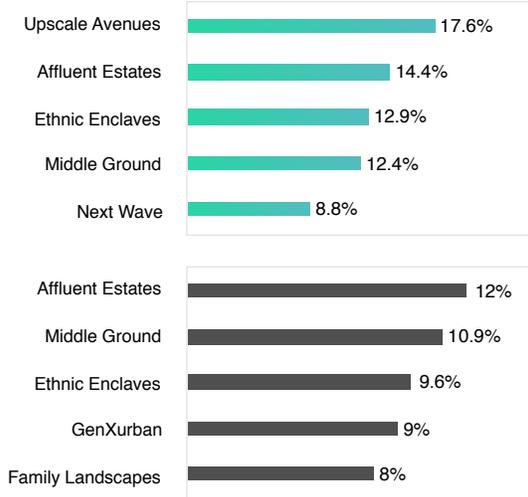
Audience Analytics

AUDIENCE PROFILES

■ People that were exposed to the Firefly ad campaign.
■ All website visitors from San Francisco CBSA

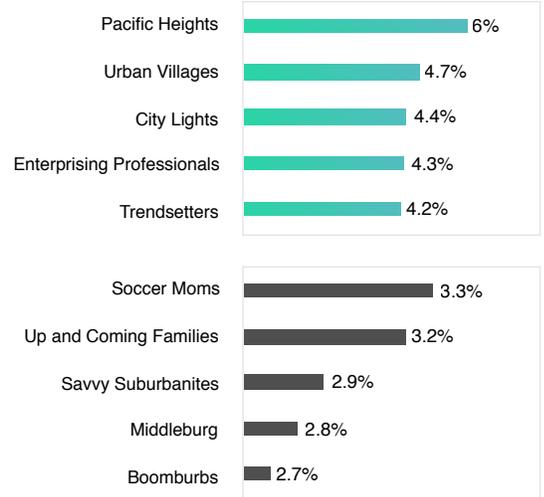
TOP 5 ESRI LIFE-MODE

[Learn More](#)

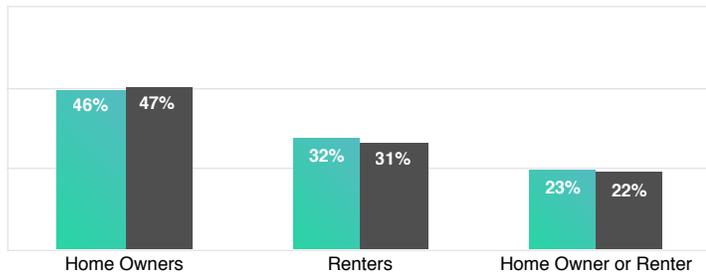


TOP 5 ESRI SEGMENTS

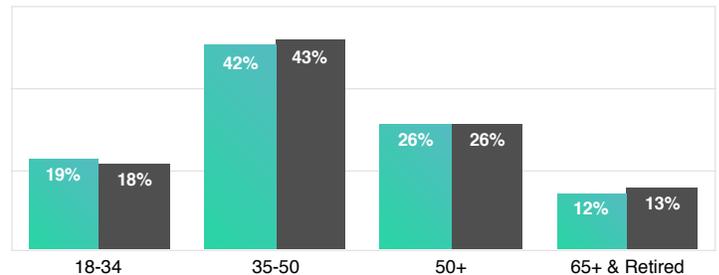
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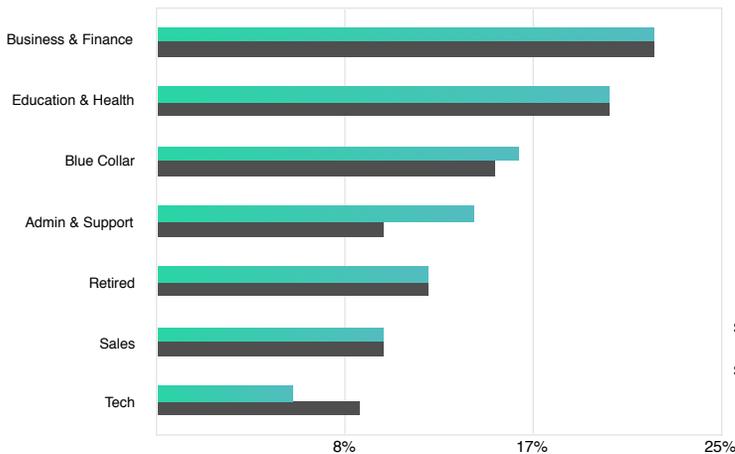
HOUSING



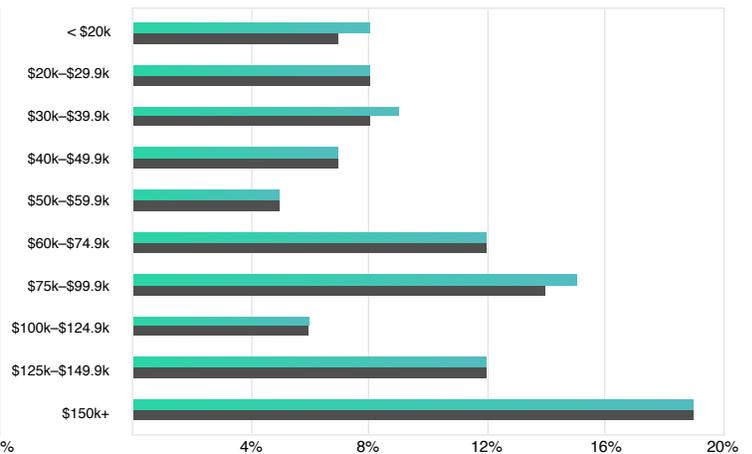
AGE



OCCUPATION



INCOME



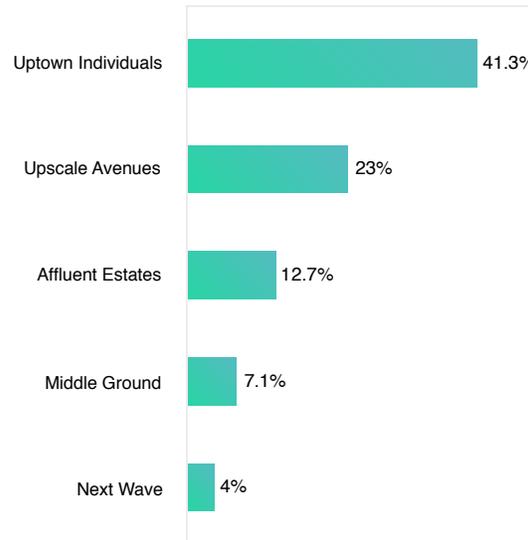
Audience Analytics

AUDIENCE PROFILES

■ People that viewed the Firefly ad campaign and visited the website from the San Francisco CBSA
■ All website visitors from San Francisco CBSA

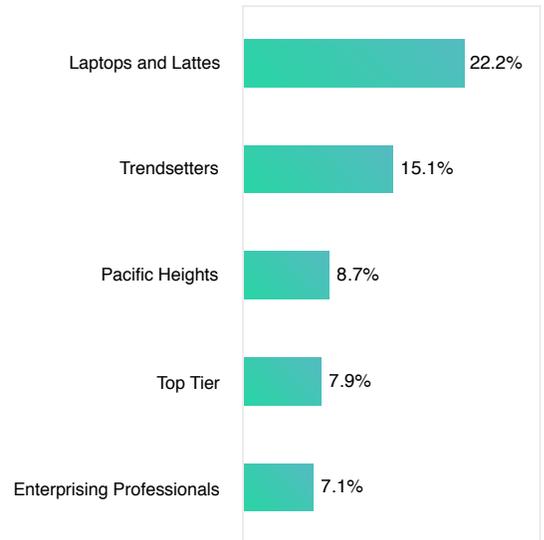
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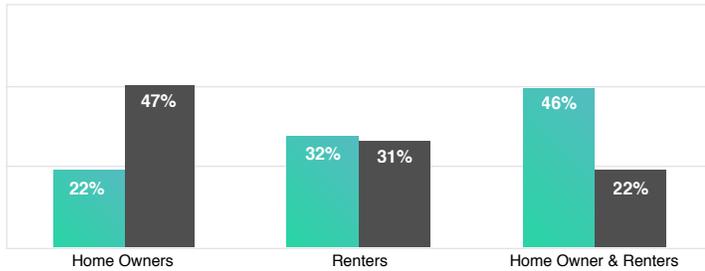


TOP 5 ESRI SEGMENTS

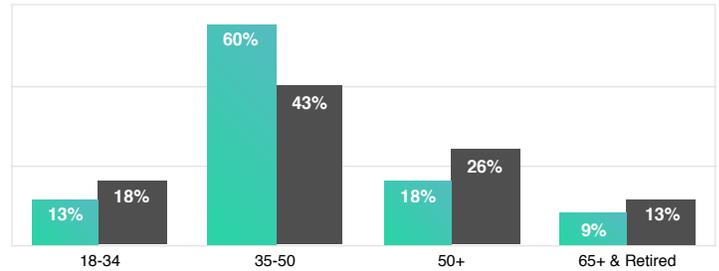
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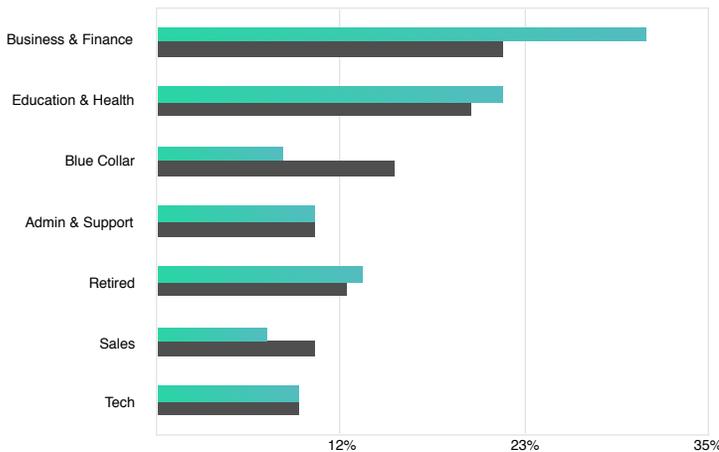
HOUSING



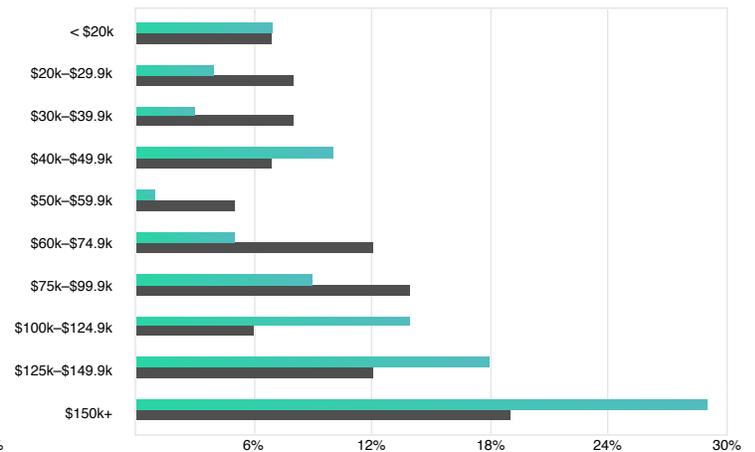
AGE



OCCUPATION



INCOME



Methodology

WHERE DO WE GET



WHAT TYPES OF

- Device ID
- Lat/Long On Check-In
- Location Types (retail, hotel, park, etc.)
- Demographic Data
- Shopping/Purchase Behavior
- Audience Behavior / Habitual Data

HOW MUCH



300



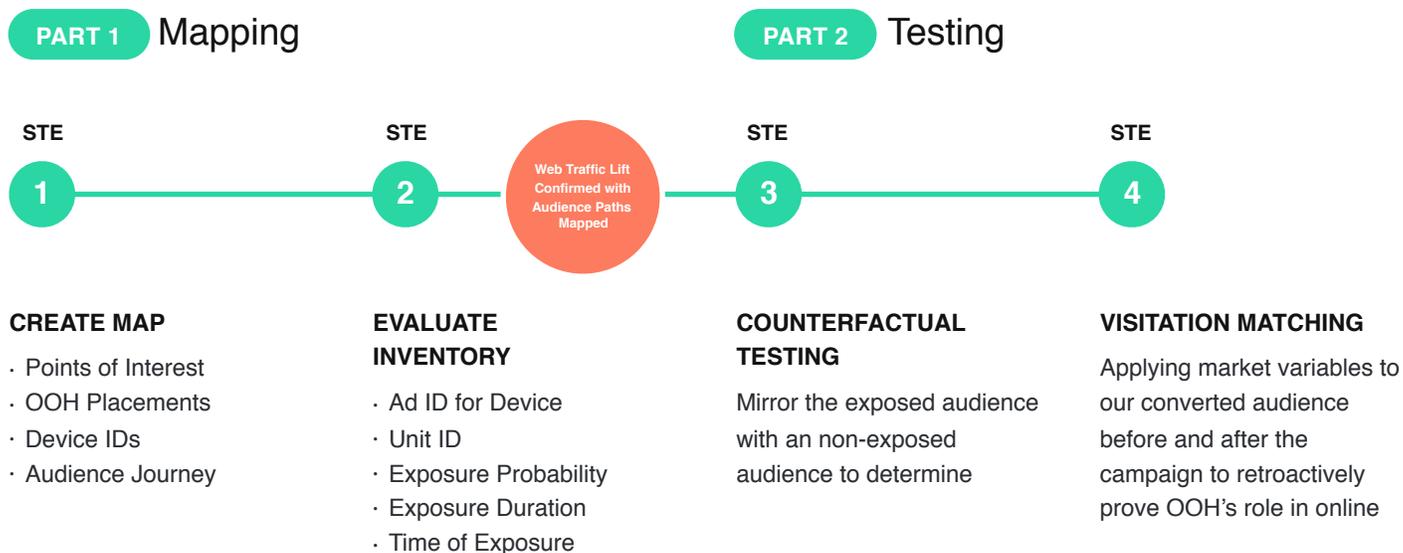
55 million
Devices (per day)



2.8 billion
Location Observations (per day)

HOW IT WORKS

We map audience check-in data or journeys, to OOH Media locations & designated points of



CORRELATIVE DATA

CAUSAL DATA