

# Placed

## MEASURING THE IMPACT OF ADVERTISING IN THE PHYSICAL WORLD

Placed is the industry leader in In-Store Attribution. Focused solely on measurement, Placed leverages persistent location data from its first-party opt-in audience, second-party data, and the scale of bid stream location data to provide the only blended solution available in market for brands, agencies and media companies to measure offline visitation. Capturing 330 billion location signals every month, Placed maps the consumer journey throughout the physical world. As the only omni-channel currency for measuring offline attribution, Placed measures mobile, desktop, TV, search, and out-of-home across 320+ publishers, ad networks and DSPs, all with a simple implementation.

### The Industry's Largest Location Dataset

- 300 MILLION**  
MEASURED DEVICES  
1st, 2nd, and 3rd party location data.
- 330 BILLION**  
MONTHLY SIGNALS  
The world's largest location data set.
- 1ST + 2ND + 3RD PARTY**  
SCALE + ACCURACY APPROACH  
Unique in industry.

### Unrivaled Location Accuracy

- 3 MILLION**  
FIRST-PARTY  
Opt-in audience.
- 1,500/DAY**  
PERSISTENT MEASUREMENT  
1,500 locations per user, per day.
- 100 MILLION**  
VERIFICATIONS  
100MM verified business visits to date.

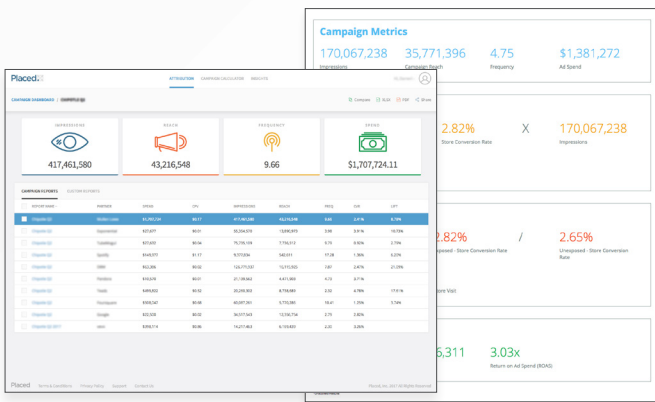
### Integrated Across the Ecosystem


Partnered with over 500 advertisers, agencies, and publishers

# Placed Attribution: How it Works



# Weekly Reporting



To provide our clients with frequent, actionable reporting, Placed automatically generates weekly Attribution Reports. See lift indices and tactical breakouts across TV, out-of-home, in-app, mobile, desktop, and tablet inventories, all within a simple UI.

- MORE GRANULARITY**  
Tactical breakouts of your report are available. Pre-campaign, our team will help you set up relevant tactics so that they will be available throughout the campaign.
- NO ACTION REQUIRED**  
Reports are available in the Placed UI after data reaches required scale levels—simply log in to view them. Results are automatically updated each week.
- NO DELAYS**  
After the first report has been shared, partners and agencies see updated results at the same time - no delay in reporting.

- LIFT INDEX**  
Reporting metric that enables you to see which audience segments had a positive impact on overall lift—more data to guide campaign optimization.
- ALL INVENTORY**  
Applicable to all digital, TV & OOH inventory types and partners (in-app, mobile web, desktop & tablet).
- COMPARE PERFORMANCE**  
Compare campaign performance across partners, tactics or creative types at once, or drill into an individual segment for more detail.

## GET STARTED WITH PLACED

To start measuring offline impact, contact us at [Sales@Placed.com](mailto:Sales@Placed.com)