DH Methodology & Reporting

FAQ Reference Guide

DH Media Methodology Overview

Custom Audience Driven Media Strategy

DH campaigns are built on a custom audience-first approach, using observed mobile advertising identifiers (MAIDs) derived from real-world visitation behavior to identify and reach the most relevant consumers for each campaign objective.

Prospecting and Retargeting Framework

DH campaigns utilize a combination of prospecting and retargeting strategies inclusive of both the source store and its competitors as designated by DH. Prospecting targets shoppers based on behavioral and demographic signals from the custom audiences. Retargeting re-engages consumers who have previously been exposed to campaign messaging or who have visited the digital circular landing page associated with the campaign designated by the URL provided by DH.

Display, OLV, CTV, Meta, and Other Supported Channels

We support campaign activation across a range of media channels including Display, Online Video (OLV), Connected TV (CTV), Meta, and others depending on campaign objectives. Each channel may have distinct reporting capabilities, attribution methodologies, and audience targeting considerations.

Deterministic Attribution Methodology

Visitation attribution is performed using a deterministic, closed-loop process. Impression log files are matched against observed in-store visitation data within a secure, automated environment. No modeling, estimation, or manual adjustment is applied. The impression log file contains the mobile adIDs in the clear and they are matched against the geoframe for that designated reporting time period (7 days) with a 30-day lookback and scored on visitor frequency in accordance with the DH visitor attribution scoring methodology.

Audience-First Optimization Approach

Campaign optimization is guided by audience performance signals including reach, frequency, engagement, and visitation outcomes. Audiences are evaluated continuously to improve delivery efficiency and attribution results over the course of a campaign.

CPM Controls and Pacing Philosophy

DH campaigns operate within defined CPM thresholds to manage delivery cost and maintain efficiency. Pacing is structured to distribute media investment evenly throughout the campaign period, balancing audience reach and delivery consistency by day/week/month.

Compliance and Privacy Framework

All DH campaigns are executed in accordance with applicable privacy regulations and data governance requirements. Audience construction, attribution, and reporting are designed to protect consumer privacy, with demographic data reported at the household level and visitation data aggregated to prevent individual identification in accordance with PII, CPRA, MODPAPIPEDA, PIPA, DPA and all other privacy regulations associated with the governing principles based on geography of campaigns.

Understanding Programmatic Attribution

Key Principles

- Impressions and visits do not follow a linear relationship. They have a relationship because we are measuring impressions served and the MAIDs associated and if we observed them in that location during a specific time period. With that said, we can only report on the impressions that provide MAIDs in the reporting - this is never 100% - therefore, there is some additional unrecognized/unreported visitation that exists.
- Attribution occurs within a 30-day lookback (in some cases 180-day) window (as per DH methodology) and some impression log file reporting is included within the log file on post-view/post-click log file data can be provided with that detail that accounts for some of the MAIDs we observe in the location and are matched.
- Multiple channels may contribute to the same visit - if running in OLV/DOOH/META for example.
- Visitor attribution reflects observed shopper behavior, in that specified 7-day window, with a 30-day lookback.
- Delivery, engagement, and visitation should be evaluated independently before drawing conclusions.

Audience Methodology

How are DH custom audiences built?

DH custom audiences are built using observed mobile advertising identifiers (MAIDs) collected from approved location-based data sources via geoframing of that location – and parking lot inclusion is at the discretion of DH.

Audience creation is based on actual visitation behavior rather than modeled or inferred assumptions. Devices observed at designated locations are evaluated using:

- Historical visitation patterns
- Frequency and loyalty signals
- Geographic relevance
- Behavioral characteristics

The objective is to identify consumers who demonstrate meaningful shopping behavior and are most likely to respond to advertising and the goals established by DH to drive meaningful visitation to the source store.

What lookback window is used to build audiences?

Unless otherwise specified, audiences are built using a 90-day lookback period.

A 90-day window balances recency and scale while providing enough behavioral history to identify meaningful visitation patterns and shopper loyalty.

How are store visits defined during audience creation?

For retail audiences, store footprints and associated parking areas may be included when approved by the client.

Including parking areas allows for more accurate observation of shopper activity because many devices are first detected in parking areas before entering a store.

How are employees identified?

Employees are identified using long-term behavioral patterns including:

- Repeated observations multiple days per week
- Extended dwell times
- Consistent visitation patterns over long periods

Employees may be excluded or included depending on campaign objectives and reporting requirements as defined by DH. For the purposes of current campaigns, employees are included in the audiences and marketed to, but excluded from attribution.

How are competitor audiences constructed?

Competitor audiences are built from devices observed at competitor locations and evaluated using visitation frequency, loyalty patterns, and shopping behavior.

Highly loyal shoppers who demonstrate little likelihood of changing behavior may be excluded to improve audience efficiency and media performance because they are less likely to visit the source store.

How is geographic filtering applied?

Audience construction may incorporate residential distance analysis. Observed devices may be matched to residential locations and filtered based on distance from the source location to improve relevance and eliminate devices that are unlikely to be meaningful shoppers.

Distance thresholds vary by market, campaign objective, and retailer type.

How is demographic data obtained?

Demographic information is provided after MAIDs are associated with a residential location. We take the visitor attribution data and the associated household level data and provide that in aggregate. The demographic data is deterministic and at the household level in accordance with privacy law. Data may originate from:

- Our licensed third-party providers
- Public records
- Consumer transaction datasets
- Self-reported sources
- Other privacy-compliant deterministic resources

Demographic reporting is household-based and not individual-based.

How is audience allocation structured?

Unless otherwise outlined by DH, audience allocation is structured so that 60% of the MAID audience is sourced from the source store audience, with the remaining 40% distributed across the competitive set in a fair and equitable allocation.

For campaigns with smaller budgets, only a limited portion of each competitor's audience can be included while maintaining sufficient scale and efficiency. As a best practice, the number of competitors selected should be evaluated in relation to the available budget to ensure adequate audience depth and campaign performance and visitor attribution results.

Attribution Methodology

How does visitation attribution work?

Visitation attribution is performed within a secure, automated environment where impression log files are matched against observed in-store visitation data.

The process is deterministic and does not rely on modeling, estimation, or manual adjustments.

Only devices that can be matched to both an impression and an observed visit are included in attribution reporting.

What attribution window is used?

Standard visitation reporting utilizes DH assigned methodology:

- 7-day reporting periods
- 30-day attribution lookback windows (unless otherwise designated by DH for 180-day lookback)

Certain campaign types may utilize longer lookback periods when approved.

Why do impressions and visits not match?

Impressions and visits are not intended to have a direct one-to-one relationship.

Visits reported during a given reporting period reflect observed visitation during that 7-day period; however, those visitors are evaluated using a 30-day historical lookback window to determine visitation behavior and attribution eligibility.

Additionally, a reported visit may be influenced by impressions served days or even weeks prior, depending on when the consumer was exposed and subsequently visited a location within the attribution methodology.

Because visitation is influenced by multiple factors, including consumer behavior, timing, and attribution windows, impression delivery and visitation trends should not be expected to align directly. Both metrics should be evaluated independently and interpreted within the context of the measurement methodology.

How are visitation frequency categories calculated?

Standard visitation frequency reporting uses the following categories as defined by DH:

0 Visits — Shoppers observed at the source location for the first time within the attribution window.

1–3 Visits — Shoppers observed visiting between two and three times within the attribution window.

4+ Visits — Shoppers observed four or more times within the attribution window.

Do reports show visits or MAIDs?

Reports display visit counts. Reports do not display MAID counts.

Platform Reporting FAQ

Why should same-day reporting be avoided?

Programmatic reporting requires time for reconciliation across media platforms, exchanges, publishers, and attribution providers. Data reviewed immediately after delivery should be considered directional. If a campaign was only using 1 DSP, this data would be more realistic within 24 hours, however, given our unique architecture with several inventory partners, data reconciliation takes some time and we always consider at least 3 days before data is reconciled with latency, de-duplication and final calculations.

Best Practice:

- Minimum reporting lag: 1 day
- Preferred reporting lag: 3 days
- Reconciliation period: 2–5 days

Why does reporting change after delivery?

Programmatic reporting is continuously reconciled. Impressions, clicks, visitation data, billing records, credits, and attribution signals may continue processing for several days after activity occurs.

This is normal platform behavior in an environment that houses many inventory partners.

How long can reporting investigations be conducted?

Questions, investigations, or revision requests involving MAID-level analysis should be submitted within the designated compliance review window.

After retention periods expire, underlying device-level data may no longer be available in accordance with our data privacy regulations.

Reporting & Attribution FAQ

Why do impressions and visits not have a 1:1 relationship?

Impressions and visits measure different things. An impression represents an ad delivery event. A visit represents an observed in-store behavior matched within the attribution window. Not every impression results in a visit, and not every visit can be directly tied to a single impression.

Why can visits exceed impressions in a reporting period?

Visitor attribution is only reported when a qualifying impression is matched to a device within the campaign's targeting criteria. Once a match is established, visitation behavior is evaluated using a 30-day lookback window.

Because the attribution methodology measures visitation activity across that 30-day period, a single matched device may be associated with multiple visits to a location. As a result, the number of attributed visits can exceed the number of impressions delivered during a given reporting period.

For this reason, impressions and visits should not be interpreted as having a direct one-to-one relationship. Impressions represent ad delivery, while visits represent observed visitation behavior within the attribution window.

Why does visitation lag the delivery of reports?

In accordance with compliance regulations, visitation data can only be shared 10-15 days following the completion of that 7-day flight of the campaign flight and reporting period. This means visitation reporting for a given week will not be available until at least 10 days after that period has concluded. As a result, the most recent impression delivery data will always appear ahead of the corresponding visitation data in reporting. This is in accordance with the defined scope of sensitive location data based on recency.

Why may Meta, Display, and other channels overlap in reporting?

When the same audience is used across multiple channels, such as Display and Meta, we can provide total visitation contributed across all active channels. This reflects the multi-channel nature of the campaign and captures the combined impact of all channels working together. However, when multiple channels share the same audience, visitation cannot be broken out by individual channel. Reporting will reflect total attributed visits across the campaign rather than channel-level visit counts.

Can Meta and Display share visitation?

Yes. When Meta and Display target the same audience pool, some visitors may appear in both reporting environments. Both channels may contribute to the same visitation outcome.

Can YouTube visitation be reported?

No. Google does not provide the log-level data with MAIDs necessary for visitation attribution.

However, users who later enter display retargeting pools may ultimately be captured through display attribution reporting.

Why should attribution not be evaluated using a single week in isolation?

Attribution operates on a 30-day lookback window, in accordance with DH methodology. A single week of reporting reflects only a portion of the attribution activity associated with that period. Impressions served in prior weeks could drive visits counted in the current week, and impressions served this week may drive visits counted in future periods. Evaluating performance across broader time horizons produces more meaningful insights.

How is attribution calculated?

Attribution is performed within a closed, encrypted environment where impression log files, inclusive of MAIDs, are matched against observed visitation data in the geoframe. The process is automated and deterministic. No manual adjustments, modeling, weighting, or subjective interpretation is applied to the results.

Programmatic Media FAQ

Why do impressions fluctuate?

Programmatic campaigns operate within real-time auctions. Delivery is influenced by:

- Inventory availability
- Audience availability
- Auction competition
- CPM constraints and bid competitiveness
- Campaign optimization

As a result, impression delivery naturally rises and falls over time. With that said, in accordance with DH methodology, we do not use flexible bidding and work to maintain stability in delivery of the campaigns.

Why do impressions often increase after launch?

New campaigns typically undergo a learning period. During this phase the platform:

- Matches audiences to inventory
- Optimizes bidding
- Evaluates engagement signals
- Expands access to inventory

As optimization improves, delivery generally increases.

Why can impressions increase without budget changes?

Marketplace conditions constantly change. When inventory supply increases or auction pricing becomes more favorable, campaigns can generate more impressions while maintaining the same budget and CPM strategy.

Why can impressions decline?

Lower inventory availability, increased competition, audience limitations, or restrictive CPM thresholds can reduce delivery opportunities.

What impact do CPM restrictions have?

Lower CPM ceilings reduce auction competitiveness. This may result in:

- Lower win rates
- Reduced scale and fewer impressions
- Reduced audience reach

Budget & Pacing FAQ

How are campaign budgets allocated?

Unless otherwise specified, approximately 30% of the investment is allocated toward audience and data costs, with the remaining balance, 70%, allocated towards working media. Working media budgets are paced throughout the campaign to support delivery objectives.

Why can budget increases create impression spikes?

Higher budgets allow campaigns to compete for additional inventory opportunities. When budgets increase significantly, impression delivery may increase accordingly.

Will higher budgets automatically increase visitation?

Not necessarily. Audience size, inventory availability, consumer behavior, and attribution timing all influence visitation performance.

What happens when budgets are reduced?

Budget reductions can impact:

- Audience scale
- Optimization efficiency
- Delivery volume
- Retargeting pool growth
- Attribution opportunities

Audience Refresh FAQ

How often are custom audiences refreshed?

Custom audiences are typically refreshed on a monthly basis unless otherwise specified. Refresh schedules are designed to maintain audience relevance while balancing operational efficiency and campaign continuity.

Why can performance decline near the end of a month?

As a campaign approaches the end of an audience cycle, the active audience pool may become increasingly saturated. Consumers within the audience have been exposed to campaign messaging for a longer period, which can contribute to declining engagement and visitation response as the refresh approaches.

Why can performance decline at the beginning of a month?

Following an audience refresh, newly introduced MAIDs have not yet been exposed to campaign messaging. The retargeting pool may temporarily decrease as the platform begins reaching and re-engaging the updated audience, which can result in a short-term decline in performance metrics at the start of a new audience cycle.

Can audiences be refreshed more frequently?

Yes. Audience refreshes can be performed more frequently upon request, subject to data availability, budget tolerance and campaign configuration. More frequent refreshes may help maintain audience relevance and reduce saturation effects.

What are the tradeoffs of more frequent audience refreshes?

More frequent audience refreshes introduce new MAIDs into the campaign more regularly, which can reduce audience fatigue and saturation. However, more frequent refreshes also mean that the retargeting pool is reset more often, which may affect the depth of retargeting and reduce the number of consumers who have received multiple exposures to campaign messaging. The appropriate refresh cadence should be evaluated in the context of campaign budget, audience scale, and performance objectives.

Creative & Engagement FAQ

What causes CTR to decline?

CTR is primarily influenced by creative performance. Declining CTR often indicates:

- Creative fatigue
- Weak offers
- Reduced message relevance
- Audience saturation

How can CTR be improved?

Consider the following strategies:

- New creative concepts
- Stronger calls-to-action
- Improved offers
- A/B testing
- Better alignment between creative and landing pages

What is an engagement conversion?

DH engagement conversions occur when a user spends 30+ seconds or more on a landing page or digital circular. This threshold is intended to identify meaningful engagement rather than simple page visits.

What is creative fatigue?

Creative fatigue occurs when consumers have been repeatedly exposed to the same ad creative over time, resulting in reduced engagement and diminishing response rates. Fatigue is typically observed as a gradual decline in CTR despite stable or increasing impression volume. Introducing new creative concepts, updated offers, or refreshed messaging can help address creative fatigue and restore engagement performance.

Why can CTR decline while impressions remain stable?

Stable impression delivery with declining CTR typically indicates a creative performance issue rather than a delivery problem. When the same creative has been in market for an extended period, consumers become increasingly familiar with the messaging, reducing the likelihood of engagement. This is commonly referred to as creative fatigue.

Why do clicks decline after a creative refresh?

It is common to see a temporary fluctuation in click performance following a creative refresh. New creative requires time for the platform to optimize delivery to the consumers most likely to engage. Click performance typically stabilizes as the platform accumulates engagement signals associated with the updated creative.

Why do strong CTRs not always produce strong visitation?

CTR measures consumer engagement with an ad, not consumer intent to visit a store. A consumer may click on an ad without ultimately visiting a physical location. Visitation is influenced by many factors beyond engagement, including store location, pricing, promotions, consumer shopping cycles, and competitive activity. Strong CTR indicates that the creative is resonating with the audience, but it does not guarantee that engagement will translate into in-store behavior. Additionally, consideration in reviewing the competitive set is critical. A high-end grocer leveraging dollar stores, for example, is unlikely to drive shoppers to their store because pricing is a key factor. Knowing your audience is the most important component.

Geofencing & Location FAQ

What is the difference between geofencing and geoframing?

Geofencing: Geofencing targets devices observed within a defined geographic area, typically created by placing a pin on a map and drawing a radius around a location. This approach provides near real-time audience targeting but can include devices that are merely passing through or located near the intended destination, making it less precise at determining true visitation. Typical smallest geofence is 0.016-0.031 miles.

Geoframing: Geoframing uses historical visitation data captured at a much higher level of location precision—accurate to approximately 3.28 feet - to identify devices that were physically present at a specific location. Because the data undergoes validation and processing, it is generally available with a minimum 10-day latency. This methodology provides a more accurate representation of actual visitation and can be used to build audiences, perform visitation analysis, and associate devices with residential locations for advanced targeting and reporting.

Why does geofencing not provide visitation frequency reporting?

Standard geofencing attribution does not include the log-level visitation data necessary for frequency scoring and can only provide foot-traffic attribution.

Geoframing provides the visitation data required for 0 Visits, 1–3 Visits, and 4+ Visits reporting in line with DH methodology.

Can geofences be made smaller?

Yes. Geofences can be adjusted to improve targeting precision. However, reducing the radius may also reduce audience size and available scale.

Can a geofence target only a building?

No. Geofences require a measurable radius around a location. While very precise targeting can be achieved, geofences cannot isolate a physical structure with absolute precision.

How are geofence radii measured?

Geofences are configured using miles. For example, a 500-meter radius equals approximately 0.31 miles.

Does a smaller geofence improve performance?

Smaller geofences improve precision but may reduce audience scale and attribution volume.

UTM Parameters & Attribution Considerations

How do UTM parameters work in digital advertising?

UTM parameters are commonly used to support campaign-level tracking and source identification within analytics platforms. However, across digital advertising environments, several factors can affect whether UTM parameters persist through to a recorded session or conversion.

Redirect chains, browser privacy protections, operating system restrictions, mobile app environments, cookie limitations, cross-device behavior, and attribution settings can all impact how tracking parameters are passed and retained. As a result, a user may arrive through a campaign-driven interaction, but the originating campaign information may not always be available when the visit or conversion is ultimately recorded.

When campaign identifiers are unavailable, analytics platforms will apply their own attribution and channel classification logic based on the information available at the time of measurement. This can result in traffic or conversions being categorized into channels such as Direct, Organic Search, Referral, or other platform-defined groupings, even when paid media contributed to the user's journey.

Campaign Naming and Analytics Platform Reporting

Standardized campaign naming conventions can be implemented to improve campaign organization, reporting consistency, and source identification wherever tracking parameters are successfully captured. Consistent naming structures make it easier for teams to analyze performance across campaigns and maintain alignment within reporting systems.

It is important to note, however, that campaign naming conventions alone do not determine how traffic or conversions are ultimately attributed within analytics platforms. Attribution outcomes are governed by the platform's configuration, channel definitions, attribution models, processing rules, and data collection architecture.

While campaign-level tracking parameters can enhance reporting visibility, attribution results within analytics platforms should be viewed within the context of these broader measurement considerations. Variances between advertising platform reporting and analytics platform reporting are common across the industry and are often driven by:

- Differences in attribution methodology
- User privacy controls
- Session processing rules
- Cross-channel measurement logic

Demographic Reporting FAQ

Are demographic reports based on all store visitors?

No. Demographic reports reflect only observed and matched visitors associated with attributed audiences and are at the household level in accordance with privacy compliance.

Why do demographic percentages remain similar across locations?

Similar audience construction methodologies often produce consistent demographic distributions. This reflects statistical consistency across comparable audiences rather than duplicated data.

Can demographic data identify individuals?

No. Demographic reporting is aggregated at the household level and designed for trend analysis and audience insight.

How is demographic data associated with MAIDs?

Demographic attributes are not assigned to individual devices. Consistent with industry standards and privacy requirements, demographic reporting is conducted at the household level and should be interpreted as representative of household composition rather than a specific individual.

When audience activity, visitation, engagement, or other behavioral signals are observed at the device level, demographic enrichment is applied using the household associated with those devices. Attributes such as age ranges, household income, marital status, presence of children, homeownership, and similar characteristics are not assigned to an individual device or person.

Household demographic data is deterministic, and sourced from our commercial datasets that combine:

- Census information
- Consumer records
- Property records
- Other household-level data sources

These attributes reflect the reported composition and characteristics of the household linked to the observed devices.

As a result, demographic reporting should be viewed as a measure of household composition and audience trends over time. It is intended to provide directional insights into the types of households represented within an audience and should not be interpreted as identifying the specific characteristics of any individual carrying a device.

This approach aligns with established privacy practices across the advertising, measurement, and analytics industries. While methodologies may vary by provider, demographic reporting is generally derived either from deterministic household-level data or from modeled and inferred audience signals. Regardless of methodology, demographic insights are intended to describe audience composition at an aggregated level rather than identify individual users.

Privacy & Compliance FAQ

What is a MAID?

A MAID, or Mobile Advertising Identifier, is a device-level identifier assigned by a mobile operating system (such as Apple's IDFA or Google's GAID) that allows advertisers to serve and measure advertising without directly identifying an individual. MAIDs are used to observe location behavior, build audiences, and perform attribution matching within privacy-compliant frameworks.

Is personal information visible?

No. DH does not have access to personally identifiable information (PII) such as names, email addresses, phone numbers, or home addresses at the MAID level. Audience construction, attribution, and reporting are performed using device-level identifiers and aggregated data only.

Can individual consumers be identified?

No. Reporting is aggregated and designed to prevent the identification of any individual consumer. Visitation and demographic data are presented at the campaign or household level, not at the individual device level.

Why are visitation reports aggregated?

Visitation reports are aggregated to protect consumer privacy and comply with applicable data governance standards. Presenting data at the individual MAID level could risk enabling the identification of specific individuals, which is inconsistent with privacy-compliant measurement practices.

Is demographic data on the MAID level?

No. Demographic data is not assigned at the individual device level. Demographic attributes are applied at the household level, consistent with industry standards and privacy requirements.

Why are demographic reports household based?

Demographic reporting is conducted at the household level because demographic data is deterministically sourced from household-level datasets, including census information, consumer records, and property records. Assigning demographic attributes to an individual device would imply a level of individual identification that is not consistent with privacy-compliant methodologies.

Why do retention windows exist?

Retention windows define the period during which underlying device-level data, including impression logs and MAID-level visitation records, is retained for reporting, investigation, and compliance purposes. After the retention window expires, device-level data may no longer be available for review. Retention windows are established to balance operational reporting needs with privacy and data minimization requirements.

International & Regional FAQs

Can audiences be built globally?

There is not a simple yes or no answer. Audience and visitation capabilities vary by geography and must be evaluated within the context of the privacy laws established in each market. MAIDs are only available in the continental United States. We can provide geofencing solutions in other geographies, but each instance should be requested so that appropriate options can be identified to support the business goals and objectives. In some cases, where geofencing is selected to satisfy campaign goals, foot traffic attribution can be provided, though in most cases this will be void of frequency of visitation and indexing, at the discretion of DH to use this methodology.

What are the capabilities and limitations for campaigns running in Canada?

We can provide MAID-based audience data and reporting for campaigns running in Canada. However, demographic reporting is not available due to Canadian privacy regulations, including the Personal Information Protection and Electronic Documents Act (PIPEDA) and related provincial privacy requirements.

As a result, we can support audience targeting, campaign activation, and MAID-based measurement where permitted, but demographic attributes such as age, gender, household income, and similar audience characteristics cannot be provided. This approach helps ensure compliance with applicable privacy laws, data provider restrictions, and consumer data protection standards within Canada.

What are the requirements for campaigns running in Maryland?

In order to operate in Maryland, campaigns will need to use polygons that have a radius of more than 1,750 feet, effective April 1, 2026. As the law goes into effect, a decrease in total MAID volume observed is expected initially. Over time, counts are anticipated to scale higher to account for the distance associated with a location. This is because all people in the state of Maryland are required to opt in to enable location services, both on apps and websites such as WAZE, Weather Channel, and others.

What are the capabilities and limitations for campaigns running in Puerto Rico?

We can provide MAID-based audience data and reporting for campaigns running in Puerto Rico. However, demographic reporting is not available due to local privacy and data governance requirements. Although Puerto Rico is a U.S. territory, its data privacy regulations, data availability, and permissible use cases differ from those applicable in the continental United States.

As a result, we can support audience targeting, campaign activation, and MAID-based measurement where permitted, but demographic attributes such as age, gender, household income, and similar audience characteristics cannot be provided for Puerto Rico campaigns. This approach helps ensure compliance with applicable privacy standards and data provider restrictions within the market.

Best Practices for Performance Analysis

Performance should always be evaluated using a structured approach that connects campaign delivery, engagement, visitation outcomes, attribution timing, and external market factors. Individual metrics should not be evaluated in isolation.

When analyzing performance, always review metrics in the following order:

1. Delivery (Impressions, Reach)
2. Engagement (Clicks, CTR)
3. Visits
4. Attribution Timing
5. Creative Performance
6. Market Conditions & Consumer Behavior

Step 1: Evaluate Delivery

Begin by reviewing impression volume, reach, frequency, and CPM trends.

Questions to Consider:

- Is delivery increasing, decreasing, or remaining stable?
- Have CPMs changed significantly?
- Has audience scale changed?
- Has campaign budget changed?

Delivery fluctuations are often influenced by:

- Inventory availability
- Audience availability
- Auction competition
- Budget changes
- CPM competitiveness
- Campaign optimization

If delivery decreases, visitation may also decline simply because fewer consumers were exposed to an ad and we use impression logs to observe in-store visits.

Step 2: Evaluate Engagement

After reviewing delivery, analyze engagement metrics including clicks and CTR.

Questions to Consider:

- Is CTR increasing, decreasing, or stable?
- Are engagement trends moving in the same direction as impressions?
- Has creative been running for an extended period?

CTR is primarily influenced by:

- Creative effectiveness
- Offer strength
- Message relevance
- Audience saturation

Strong delivery with declining engagement may indicate creative fatigue or the creative simply not resonating, rather than a delivery issue.

Step 3: Evaluate Visits

Visits should be analyzed only after delivery and engagement have been reviewed.

Questions to Consider:

- Are visits trending similarly to impressions and engagement?
- Are visitation trends consistent with audience exposure?
- Have external factors impacted store traffic?

Visits are influenced by many factors beyond media delivery, including:

- Consumer behavior
- Seasonal trends
- Promotions
- Competitor activity
- Weather
- Local events
- Store-specific factors

Consistent impression delivery does not guarantee consistent visitation.

Step 4: Consider Attribution Timing

Visitation reporting utilizes a 30-day attribution lookback window.

A visit reported during a given reporting period may be influenced by impressions served days or weeks earlier. As a result:

- Impressions and visits should not be expected to move identically week over week.
- Short-term fluctuations should be interpreted cautiously.
- Performance should be evaluated across broader trends whenever possible.

Attribution timing should always be considered before drawing conclusions about campaign effectiveness.

Common Performance Scenarios

Scenario: Impressions Down + Visits Down

Lower delivery reduced the number of consumers exposed to advertising, which may reduce the pool of visitors eligible for attribution.

Recommended Review:

- Inventory availability
- Audience size
- CPM competitiveness
- Budget changes

Consistent impression delivery is a prerequisite for consistent attribution results. If delivery declines, the number of consumers eligible to be matched against observed visitation data will also decline.

Scenario: Impressions Stable + Visits Down

Delivery remained consistent, but consumer response to advertising may have weakened. When impressions hold steady but visits decline, the issue typically lies outside of media delivery.

Recommended Review:

- Creative performance and fatigue
- Competitive targeting and activity
- Promotional activity and offer strength
- Market conditions
- Consumer behavior trends and shopping cycles

Stable delivery does not guarantee stable visitation. Consumer decisions to visit a store are influenced by many factors beyond media exposure, including promotions, competitor activity, and broader market conditions.

Scenario: Impressions Up + CTR Up + Visits Up

The campaign is generating stronger delivery, engagement, and visitation outcomes simultaneously. This is the ideal performance state, indicating that the audience strategy, creative, and media delivery are all working together effectively.

Recommended Review:

- Identify high-performing creative and messaging
- Evaluate opportunities to scale delivery
- Consider expanding successful audience strategies
- Document campaign conditions to inform future planning

When all three indicators are trending positively, evaluate what is working well so that successful strategies can be sustained and replicated across future campaigns or markets.

Scenario: Impressions Up + CTR Up + Visits Down

The campaign is successfully reaching and engaging consumers, but engagement is not translating into in-store behavior. This may indicate that the creative, offer, pricing position, competitive environment, or consumer purchase intent is not sufficiently motivating store visits.

Recommended Review:

- Offer strength
- Competitive positioning
- Store accessibility
- Promotional activity
- Consumer behavior trends
- Creative messaging and call-to-action

Media can successfully deliver and engage the right audience, yet still not generate the desired business outcome if the consumer lacks sufficient motivation to visit.

Scenario: Impressions Stable + CTR Down

Impression delivery is consistent, but consumer engagement with the ad has declined. This pattern points to a creative or messaging issue rather than a delivery or audience problem. Or it could point to consideration that the competitive audience is not the right audience for this source store.

Recommended Review:

- Creative fatigue and time in market
- Messaging effectiveness and relevance
- Offer strength and promotional competitiveness
- Call-to-action clarity and performance

When delivery is stable, but engagement is declining, the most effective response is typically a creative refresh and consideration on the competitive audience. New concepts, updated offers, or revised messaging can help restore audience engagement without changes to delivery strategy.

Can a campaign have strong impressions and clicks but still generate lower visitation?

Yes. Strong impression delivery and click activity indicate that the campaign is successfully reaching consumers and generating engagement. However, neither impressions nor clicks guarantee that a consumer will ultimately visit a physical location.

Visitation is influenced by many factors beyond media performance, including:

- Store location and convenience
- Pricing and promotional competitiveness
- Consumer shopping habits and cycles
- Competitive activity
- Seasonal trends, weather, and local events
- Creative relevance and offer strength
- Important: Consumer purchase intent - Interest was generated among competitor shoppers, but not at a level that compelled them to visit, indicating awareness and consideration without a corresponding change in shopping behavior.

Campaigns can generate strong delivery and engagement metrics while producing lower visitation if consumers do not take the final step of visiting the store.

For this reason, impressions, clicks, CTR, and visitation should be evaluated as separate performance indicators that measure different stages of the customer journey.

Why can stores within the same portfolio have similar budgets and media performance but very different visitation results?

Equal budgets do not guarantee equal visitation outcomes.

While stores within the same portfolio may receive similar media investments, impression volume, reach, frequency, and engagement metrics, visitation is influenced by many factors that exist outside of media delivery.

Programmatic advertising creates opportunities to influence consumer behavior, but the decision to visit a store is ultimately driven by a combination of media exposure and real-world factors.

This can be influenced by: trade area demographics, population density, competitive landscape, pricing/promotional competitiveness, consumer shopping habits/cycles, store reputation, brand loyalty, seasonal/weather/local trends, household income and purchase behavior.

For example, two stores may receive nearly identical impression volume and engagement levels, but one location may operate in a market with fewer competitors, stronger brand loyalty, or more favorable shopping patterns. In that case, the same media exposure may generate more store visits than a comparable location operating in a more competitive environment.

Similarly, a store may experience declining visitation despite stable media performance if local market conditions change, a competitor increases promotional activity, consumer shopping behavior shifts, or other external factors influence purchasing decisions.

This is why visitation should not be evaluated solely through the lens of media delivery. Impressions, clicks, CTR, and visits each measure different stages of the consumer journey and are influenced by different factors.

When comparing stores within a portfolio, the most meaningful analysis considers both media performance and market-specific conditions. Variations in visitation are expected, even when campaign budgets, audiences, and media metrics are similar.

For this reason, equal media investment should be expected to create equal opportunity for influence, not necessarily equal visitation outcomes.

Key Analysis Principles

- Always analyze impressions before visits.
- Distinguish between delivery, engagement, and visitation trends.
- Consider attribution timing before drawing conclusions.
- Evaluate trends over multiple reporting periods rather than isolated days.
- Incorporate real-world market factors into analysis.
- Use multiple metrics together rather than relying on a single KPI.

Key Reminder

Programmatic campaigns operate in a dynamic environment influenced by audience availability, inventory supply, auction competition, creative effectiveness, and consumer behavior.

Performance should always be evaluated across trends and attribution windows rather than isolated daily or weekly snapshots.