

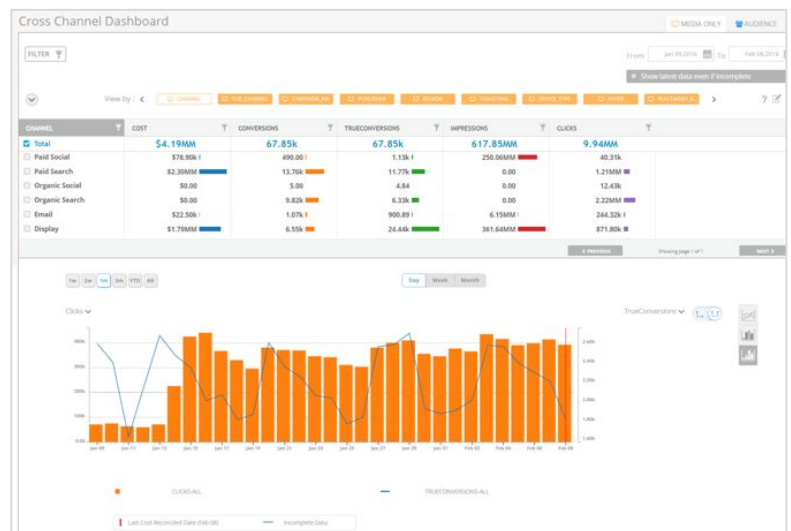
# MULTI-TOUCH ATTRIBUTION

## MEASURE MARKETING & MEDIA IMPACT ACROSS CHANNELS & DEVICES

The variety of marketing channels, platforms and devices you use today to reach, engage and convert customers creates a massive amount of raw data. Nielsen Attribution's multi-touch attribution solution, Envoy, collects and de-duplicates performance and audience attribute data from all your marketing channels and devices. Once collected, it runs this data through a sophisticated, algorithmic model to measure and analyze tactical marketing performance within each of your addressable channels. Learn which campaigns, publishers, placements, keywords, creatives and other tactics produce the best results based on your KPIs.

### Features

- Algorithmic TrueAttribution fractionally distributes credit to all marketing touchpoints & dimensions
- Daily model rebuilds produce daily TrueMetrics at the channel and tactical levels (e.g. placement, creative, keyword, tactic)
- Cross-device mapping of unique users across disparate devices based on the Tapad Device Graph™
- Nielsen Audience Attributes: age, ability to pay, gender, education, household composition, marital status & income level
- Interactive dashboards with tactical marketing & media performance by audience
- Touchpoint Analysis Reports with consumer journey insights
- Adapters available to integrate audience segments from your data management platform (DMP) or offline impressions & KPIs
- Support for multiple KPIs, including brand engagement and conversions
- Cost management interface to automate integration of your reconciled media costs



### Benefits

- Replace subjective, rules-based approaches with an objective algorithmic methodology to understand the true impact of your marketing channels & tactics by audience
- Break down data silos to achieve a people-based view of the consumer journey across channels and devices
- Analyze daily insights that enable inter- & intra-channel budget optimizations, as well as optimizations to the consumer experience
- Track performance goals set against multiple KPIs
- Integrate budget allocation recommendations to track addressable channel performance against them

To learn more, contact a Nielsen representative at [MarketingEffectiveness.info@nielsen.com](mailto:MarketingEffectiveness.info@nielsen.com)