



## Optimize Your Marketing Spend to Maximize Customer Growth

### Location Conversion Index® (LCI®)

LCI®, the industry standard for offline attribution, is a proprietary, always-on measurement solution. It uses offline behavior to attribute incremental store visits to marketing campaigns across all media channels, including digital, TV, OOH, search, print, and website. It's time to ban vanity metrics and focus on real business metrics to drive growth.

#### EXPOSURE



Audience is exposed to an ad campaign

#### VISITATION



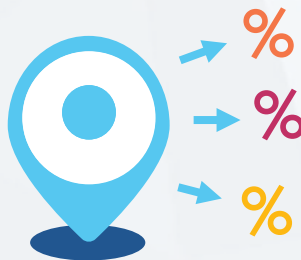
Audience visits store location

#### ATTRIBUTION



LCI® measures incremental lift in store visits

The Industry's First  
**Multi-touch Attribution**  
for Foot Traffic...



...providing the **most advanced understanding** of what drives marketing performance

### The LCI® Advantage: Optimize with Confidence

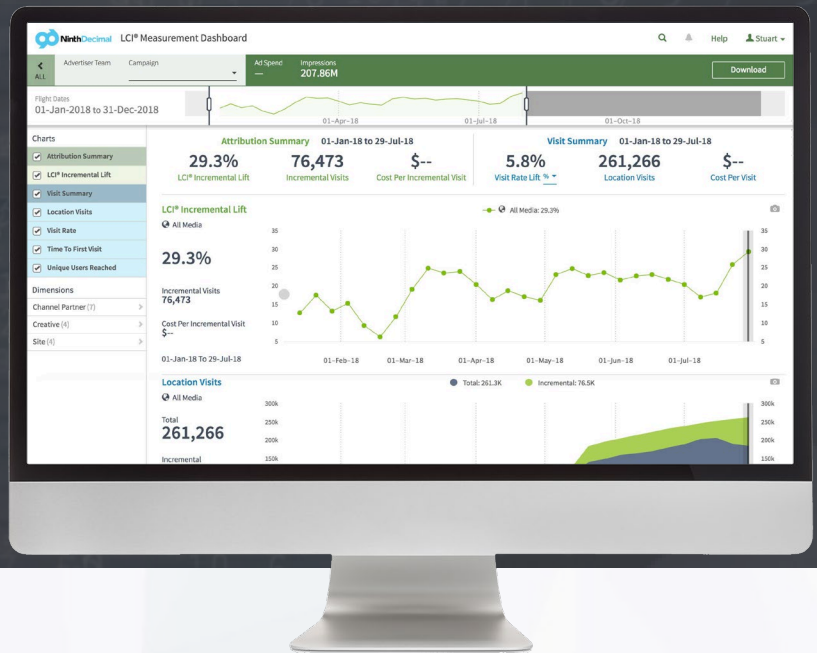
- ✓ Largest Measured Audience
- ✓ Leader in Physical World Precision
- ✓ True Incremental Lift Methodology
- ✓ 100% SDK Data
- ✓ Comscore-Verified Visit Methodology
- ✓ Validated by the Ecosystem

# Always-On Measurement: Your Self-Serve Measurement Tool for Influencing Growth

Seamless integration to empower  
your marketing stack

Near real-time reporting for speedy  
optimization

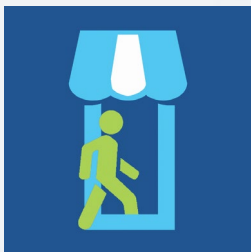
Real business metrics – optimize  
toward real-world visits



## Unified View of Campaign Performance

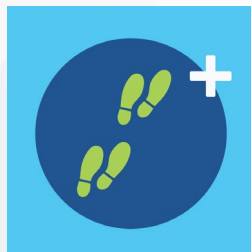
LCI<sup>®</sup> provides three sets of critical KPIs to best understand marketing effectiveness.

### Visit Metrics



What is driving  
total visits

### Attribution Metrics



What is driving  
incremental visits

### Campaign Analytics



Insights for  
optimization

## The Largest Opt-in Audience Measured at the User Level

**110M**

Monthly Active  
Unique Devices

**95M**

Monthly Active  
Unique Users

**94B**

Monthly Location  
Data Events

**250+**

Verified  
Partners

### Omni-channel Measurement

Apply a consistent KPI of foot traffic  
attribution across all your media:  
Mobile, Desktop, TV, OOH, Website,  
Search, and Direct Mail

