



AudienceAnywhere® Optimize

Projections for Media Attribution

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OVERVIEW

This document will provide an overview of the projection process applied when reporting attribution results in the AudienceAnywhere® Optimize module.

CLARITAS PROJECTED ATTRIBUTION 3.0

One critical component of media attribution is identity resolution, making Claritas' identity graph a key point of differentiation among competitive solutions. To understand the importance, recall that there are several match types used to attribute a conversion to an ad impression (in order of preference):

1. HEM Match
2. Mobile Ad ID Match
3. Cookie ID Match
4. Virtual Household Match
5. Probabilistic Match
6. Non-Verified IP Match

For every match type except Virtual Household Match, both impression and conversion must be associated with the exact same ID, which often means the same environment and device. Consumers rarely limit or consider their media environment when this occurs, so it's not uncommon for a consumer to hear an ad on a podcast in the car, for example, and purchase the advertised brand on their home computer. Cross-environment attribution requires the accurate resolution of identifiers to a common decision-making unit, which in Claritas' case is a Claritas household ID.

Claritas acknowledges (as all vendors should) that 100% of activity cannot be resolved, due to collection restrictions in the environment, how recently a device was introduced into the home,

where the activity is taking place, etc. Reporting results without considering how much of the activity was resolved will understate the campaign's performance, which doesn't reflect how the U.S. population responded, but rather the subset of the U.S. population that is captured and householded by the identity graph. Claritas has developed a proprietary method of adjusting attributable conversions so that they properly reflect the comprehensive impact of an advertiser's media campaign.

Projecting attributable conversions is a two-step, dynamic process:

1. The degree to which ad placements and conversion types are resolved to a Claritas household ID for the campaign's reporting period. This dynamic approach addresses situations where ad placements or conversion types have a broad range of resolution (typically coverage ranges between 50-90%).
2. For the same reporting period, the degree to which the Claritas identity graph represents the known count and distribution of U.S. residential addresses.

Because virtual household matches are the only type that require identity resolution, the projection factors determined from the two-step process are applied only to the count of attributable conversions derived from virtual household matches. All other match types should pick up 100% of media attribution as long as the identifiers are collected. In other words, if an impression occurs on a mobile ad ID with a value of sds-32s1-s456f-356rfd-s3-3srfg, and the same device is used to make a conversion, that same ID should be collected when the conversion event takes place. There is no reason those deterministic matches should not be made.

Note: The Respondent Data scheduled report will not include projected matches and will reflect all attribution matches with their match flag assignment (including IP Only matches).

Implementation of the Projected Attribution Methodology

The Projected Attribution methodology was put into effect the evening of February 16, 2021, at which point any new campaigns generated will be reflective of the above methodology. Report output for campaigns created prior to this date will not reflect this methodology.

LEGAL NOTIFICATIONS

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