



Quantify the impact of cross-screen ads on in-store visits and offline purchases

Historically, solutions to measure store traffic against TV & digital advertising relied on inaccurate & subjective methods, such as survey based techniques, which analyzed TV & digital conversions in a silo.

Samba TV's holistic cross-screen solution solves for prior measurement shortcomings by matching **real-time TV viewership insights & digital ad exposure data** to **location-based conversions**, helping advertisers attribute **in-store visits & offline purchases** to their cross-screen media strategies.

Determine cross-screen ad effectiveness in driving foot traffic to your stores

Get accurate results from the largest normalized & representative research panel

Measure lift in traffic and frequency generated as a result of an ad campaign

Be 100% privacy compliant by relying on solutions that only use opt-in user data

The most accurate & representative results

1 Samba measures second-by-second exposure of TV commercials across millions of homes

2 Using the **1:1 TV to digital device map**, Samba tracks digital ad exposure on those devices

3 **Opt-in location data** is sourced by Samba's location partners, **Cuebiq** and **Arbor**, from premium apps running on the consumer's mobile devices

4 The datasets are combined within Samba's normalized research panel to provide **representative and projectable results**

5 Samba's research analysts prepare **customized reports** and highlight insights on **the impact of your TV and digital advertising efforts**

