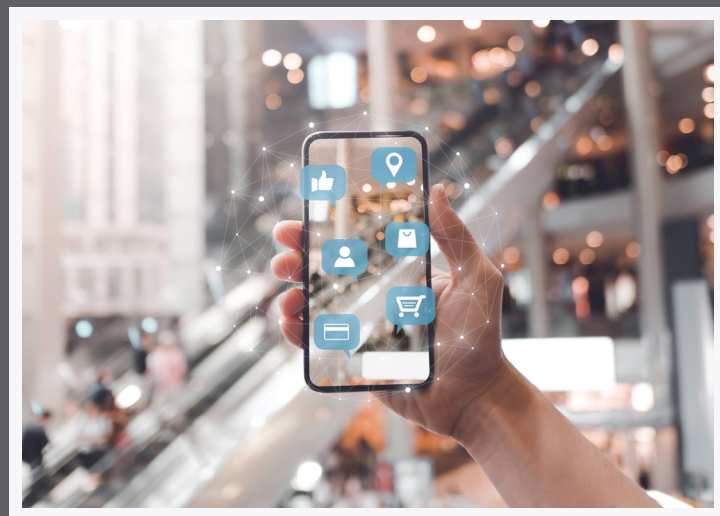


# Offline Attribution

Choozle's offline attribution solution, powered by Foursquare, allows advertisers to directly tie their advertising efforts to real-world foot traffic. By leveraging extensive, highly-accurate mobile location data from billions of devices across the globe, you can now measure the impact of your Choozle campaigns on in-store visits.



## Benefits of Offline Attribution

### Bridge the Gap Between Digital and Physical

Not all final conversions take place online. Form fills and website visits can provide great top of funnel lead generation, but if your goal is to increase customer visits to your location, offline attribution provides a clear picture of which channels and tactics are truly driving incremental in-store visits.



### Measure in Real-time with the Highest Quality Data

Foursquare's first-party, always-on panel of devices is the largest in the industry. They consistently follow your customer's journey with millions of updates from trusted app SDK partners and user communities.



### Stretch Your Investment

With real-time reporting, you'll be able to reallocate your spend based on what's driving visit lift most efficiently for your campaign. With a better understanding of which tactics are most effective in driving foot traffic, you can further optimize your current campaign and inform future media plans to provide higher returns on your ad spend.



## Get Started Today

**Foursquare's offline attribution measurement is part of Choozle's Supported Solutions and available with minimum spend requirement.** These tactics can be implemented with the help of our account management team. To get started, reach out to us with campaign details and a list of the locations you would like to measure.