

Introducing

CATALINA® Multi-Touch AttributR

Urban Dweller
Gluten Avider
Organic Seeker
Category Buyer

Powered by



Attribute in-store sales to your national media in real time

MT
AttributR

Tag
national
ads

ID + Track
shoppers

Real-Time
UPC
tracking

FORMULA: MEASURE OMNI-CHANNEL MEDIA SPEND AGAINST REAL-TIME IN-STORE SALES

See real-time impact of campaign ads on shopper behavior

- ✓ Measure **across all types of Digital Media** — including Programmatic and Connected TV
- ✓ Over **35 buyer behavior insights** around each campaign
- ✓ **Link in-store purchases and buyer behavior** to media engagement
- ✓ Track which channels and creatives are **driving new buyers to your brand** and **new triers to your new items**
- ✓ 1:1 deterministic data **validates efficacy of media spend** and reduces waste

94% of purchases still occur in the store - know how your digital advertising is driving your sales!

The Catalina Attribution Media Pixel identifies and tracks individual buyer behavior in real time

How we track online engagement to offline behavior



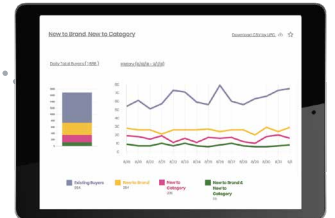
1 National ad tag
Your brand's digital ad media* is tagged with our proprietary attribution pixel



2 Ad engagement
Shopper ad engagement triggers pixel ID match that anonymously captures buyer data



3 Real-time tracking
Pixel tracks tagged UPCs to reveal buyer behavior patterns (trial, repeat, new buyer)



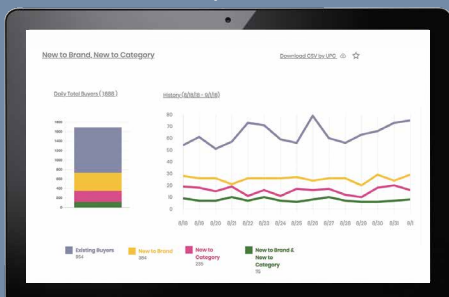
4 Closed-loop reporting
Real-time behavior reporting brings the online to offline journey full circle — attributing ad media to in-store sales

*Catalina Pixel can be attached to ANY digital media, not just media served by Catalina.

35+
behavioral insights per campaign

Catalina MTA Dashboards turn buyer behaviors into brand opportunities

- Brands get **direct access to MTA Dashboards** with **35+ buyer insights** around each campaign message
 - Average time from 1st impression to purchase
 - Trial rate
 - New to brand/category
- Powerful, easy-to-use dashboards that help ID opportunities at multiple levels, including: **Category, Buyer, Brand**
- Real-time **1:1 deterministic buyer behavior** — not modeled
- **Multi-Touch AttributR Reports on in-store sales** associated with national media campaigns



To learn about our new products and holistic solutions, email us at mta@catalina.com