

# BAROMETRIC

## Visitation Lift Report

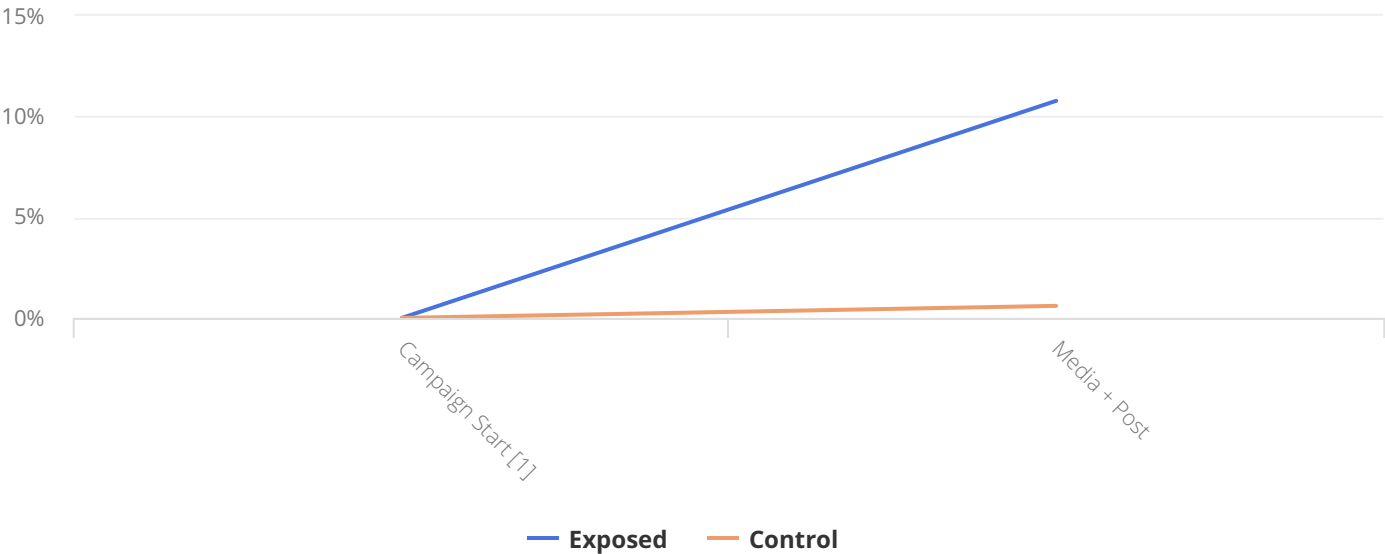
**Advertiser:** Cricket

**Properties:** Cricket Chicago

**Goals:** visit

**Date Range:** 07/01/2019 - 07/18/2019

Visitation Lift



Campaign Metrics

19,039  
Exposures

16,992  
Households Reached

1.120  
Exposures per Household

Unique Visits

1,831  
Visits

=

10.778%  
Visitation Rate

x

16,992  
Households Reached

Lift Confidence 95%

1,702.340%  
Lift

=

10.778%  
Exposed - CVR

/

0.598%  
Control - CVR

1,729  
Incremental Visits

## Definitions and FAQs

**What is a Lift Study?** A statistical study that is used to describe the incremental response due to an ad stimulus when the full population of a campaign cannot be measured because of either data scale or other special circumstances.

**What is a Pre-Period?** Time before advertising has started which is used to see how exposed and control groups differ in terms of conversion behavior. Pre-period is used to account for conversions that would have "already happened" without the ad stimulus.

**What is a Category?** A list of demographics held consistent between the exposure group and control group to ensure the exposure and control audiences are the same. This methodology affirms that the only difference between the exposed and control groups is the ad stimulus. A category can include one or many of the following traits:

- Consumer Behavior
- Device Type (e.g. tablet, smartphone, desktop)
- Device Operating System (e.g. Android, iOS, Windows)
- Date/Time of Exposure
- Geographic Data
- Social & Lifestage Segment

**Control Audience/Group:** Audience confirmed to have not been exposed to the ad stimulus and aligns with the categories of the exposed group. This group represents the exposed group if they had not seen the ad stimulus.

**Conversion Rate (CVR):** The total number of conversions divided by household impressions over a given time period.

**Exposed Audience/Group:** Audience exposed to the advertising stimulus.

**Exposures:** Estimated number of total household impressions based on exposed devices.

**Households Reached:** Estimated number of unique households reached based on exposed devices. To identify household-level exposures, all exposure devices are matched to a high-scale U.S. Postal Device Graph with devices clustered at the household level.

**Households Matched:** Estimated number of households that were matched to a control for attribution purposes.

**Incremental Conversions:** Estimated conversions that are contributed to the ad stimulus.

**IPH:** Impressions Per Household. Calculated by dividing exposures by households reached.

**Lift:** Percentage change between the exposure audience's conversion rate and the control audience's conversion rate.

**Visitation:** An official visit to a specific location by someone within a measured household.

## Disclaimers

- Certain metrics within a lift report are estimated to account for the unobserved population. Typical estimated values include exposures, households, conversions, and visits.
- When an insufficient volume of data is captured, results may be skewed.
- Due to rounding, numbers presented throughout this document may not add up precisely to the totals provided.
- [1] When a pre-period is not present, pre-exposed consumer behavior cannot be measured and lift may contain bias due to initial differences between exposed and control groups.
- [2] Negative lift is usually an indication of insufficient volume to extrapolate from, the usage of data to generate the exposed group that is not unavailable when building a control group, or other unknown outside factors.