

PRESS RELEASE

adsquare's Real-Time Footfall Measurement Now Globally Available in Google and The Trade Desk

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Berlin, 21st of May 2019: adsquare, the real-time data exchange, announced today that its Real-Time Footfall Measurement solution is available in Google's Marketing Platform (DV360 and Campaign Manager) and The Trade Desk. The technology enables brands to measure the success of multi-channel drive-to-store campaigns and is the only footfall measurement solution available in the leading platforms globally.

The first advertisers to use the technology include McDonalds, Renault and their agency partner Omnicom.

Stephanie Pelz, Department Head Marketing CRM & Loyalty at McDonald's commented on adsquare's product:

"Thanks to adsquare's Footfall Measurement functionality, we can now clearly link our advertisements to restaurant visits and proactively optimize campaigns in real-time. We definitely plan to leverage real-time visits data to craft more successful digital marketing campaigns."

Clients using Google Marketing Platform (DV360 or Campaign Manager), The Trade Desk and other DSPs such as FUSIO by S4M, Hawk by Tabmo, and Mediasmart can measure store visits based on cross-channel campaigns and attribute them to all formats and channels such as Google Search, YouTube, Audio, or Display. adsquare provides precise store-visit data relying on high-quality datasets that adhere to the highest privacy standards, including local regulations such as GDPR.

Thanks to adsquare's real-time Footfall Measurement solution, marketers can now:

- Measure in-store visits for all digital media activations, including display, video, audio, and search
- Analyze which creatives, devices, and targeting criteria drive the most store visits to their business
- Understand return on investment and make more informed decisions about ad creatives, inventory, bid strategies, and other elements of digital campaigns

Flavien Taquet, Head of Media Renault Group France also added:

"In the past few years we have been looking for ways to reconcile our marketing efforts to our in-store traffic. Thanks to adsquare's ability to measure Footfall directly in Campaign Manager, we are now able to connect our digital advertising campaigns with in-store visits to

Renault dealerships. What has captured our attention is the possibility to measure our digital campaigns irrelevant of device type or channel. It is a particularly important feature to us when measuring the impact of our Open Days campaigns.”

Vincent Renonciat, Business Director, OMD France said:

“In a market such as the Automotive Industry - where an offline purchase is still isolated from a digital interaction - we are particularly interested in this new measure of offline visits in the dealership. The most notable feature of this Footfall solution is the possibility to integrate it to our adserver, as this allows for the measure of visits on a cross-device and multi-channel level.”

About adsquare

adsquare is the Real-Time Data Exchange that gives advertisers access to accurate data at scale, enabling more relevant campaigns based on audiences and their context. The platform puts data at the heart of your campaign and makes it actionable for more effective targeting, measurement and insights. Advertisers can take control via the self-service Audience Management Platform which gives them full transparency when buying data, creating segments and activating them to their programmatic platform of choice. It has been built mobile-first and its proprietary location data intelligence makes real-world movement data available for digital advertising. Via its open and private marketplaces, adsquare offers a broad portfolio of data from mobile, online and offline sources, including location behavior, app usage, demographics, affinities and interests. For validated data at scale, buyers can leverage the adsquare Data Alliance, which aggregates deterministic data from app publishers, eCommerce and telcos combined with validated third-party segments. adsquare complies with strict European privacy laws, protects data ownership, and offers a secure environment for data sellers and buyers. For more information visit <http://www.adsquare.com>, follow [@adsquarecom](https://twitter.com/adsquarecom) or contact info@adsquare.com.

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