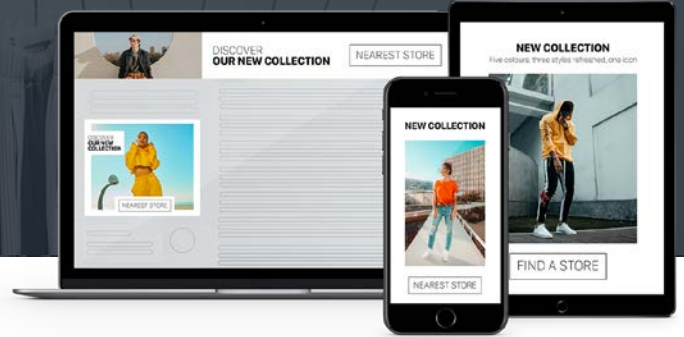


GIMBAL ARRIVAL

CROSS-DEVICE LOCATION ATTRIBUTION



Welcome to next-generation cross-device location attribution.

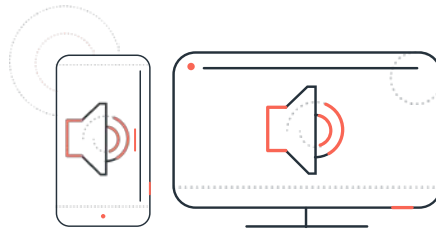
Measure in-store foot traffic by device and screen to understand which media drove the most visits to your locations

HOW ARRIVAL FOR CROSS-DEVICE WORKS



CUSTOMIZE LOCATIONS

Gimbal sets up custom geofence locations and/or installed beacons as point(s) for Attribution



TARGET AUDIENCE & ACTIVATE CAMPAIGN

Determine audience targeting to receive mobile/desktop advertising and activate media campaign



MEASURE & GAIN INSIGHTS

Gimbal detects entry, exit and dwell of customer's visit through a Gimbal-monitored geofence or beacon and matches devices to impressions that a user has been exposed to and ties it back to a store visit

REPORTING & ANALYTICS

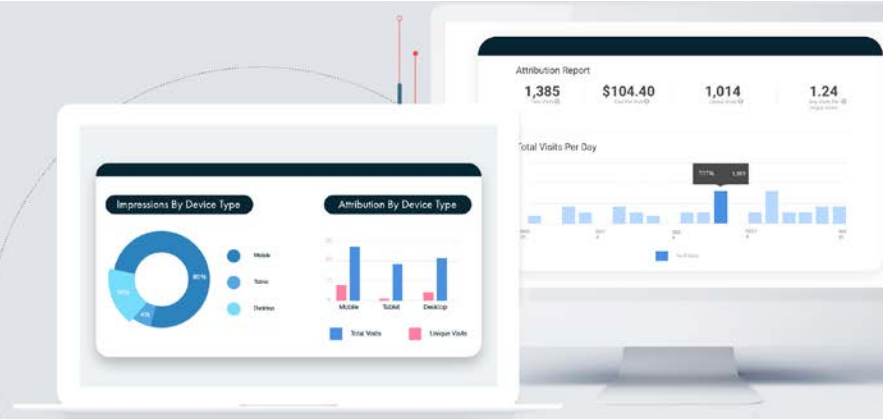
- Campaign Metrics
- Total Visits
- Visitation Lift
- Incremental Visits
- Unique Visitors
- Cost-per-Visit
- Median Dwell Time
- Average Visits per Unique
- Visitation by Day of Week
- Visitation by Time of Day
- Visitation by Month
- Top Locations & DMAs Visited
- Visitation Metrics by Creative
- Visitation by Device



ARRIVAL

FOR CROSS-DEVICE

DWELL-BASED LOCATION ATTRIBUTION



MEASURE AND OPTIMIZE FOR PERFORMANCE

- **Visitation and Dwell data** collected with pinpoint accuracy through Gimbal’s proprietary location SDK, with no reliance on bid stream data
- **Customize locations** to measure attribution for your mobile and desktop campaigns
- **Unlock foot traffic patterns** to understand visitation to specific locations and the channel that was most effective in driving traffic
- **Map audiences** who visit specific locations to discover which targeting works best and optimize accordingly

HOW IS ARRIVAL DIFFERENT?



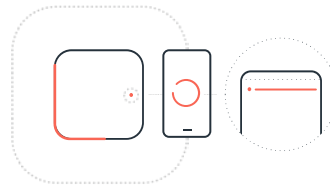
LOCATION SDK

ALWAYS-ON passive location data captured from devices that have the Gimbal SDK installed



DWELL TIME

TIME SPENT to measure how long visitors stay. We require a minimum dwell time to count a visit



PROXIMITY PRECISION

MICRO-ATTRIBUTION at the department or aisle available with use of Gimbal BLE beacons



CUSTOMIZED METHODOLOGY

ACTUALS OR PROJECTIONS available based on preferred measurement methodology; deterministic 1-1 data or modeled probabilistic projections available