

# Audiology's Integrated Attribution Partners

## Foot Traffic



**Attribution Type: Foot traffic**

**Platforms:** Streaming & Podcasting

**KPI's produced:** # of visits, cost per visit, revenue generated, Brand Lift

**Spotify?** Yes

## Brand Lift



**Attribution type: Opinion survey** of panelists that are served the ad.

**Platform:** Podcasting and Streaming.

**KPI's produced:** Brand Lift at every stage of the consumer funnel

**Spotify?** No

## Podcasting



**Attribution type: Site conversion** on podcasting. Measured at the download.

**Platform:** Podcasting

**KPI's produced:** Site visits and Brand Lift.

**Spotify?** Yes

## Site/App visitation



**Type: Drive to Site or App**

**Platforms:** Streaming & Podcasting

**KPI's produced:** Site visits, shopping behavior, \$\$ spent (i.e., shopping cart value).

**Spotify?** Yes

## Audiology 1P



**Attribution type: Panel survey** of consumer opinion. Our Media is owned by Audiology. Custom questionnaires.

**KPI's produced:** Flexible KPIs of various consumer opinions, lift scores. Customizable.



**Attribution Type: Foot traffic**

**Platforms:** Streaming & Podcasting

**KPI's produced:** # of visits, cost per visit, Brand Lift

**Spotify?** No



**Attribution type: Brand Lift** of "awareness and purchase intent". Audio only. Does Copy testing

**Platforms:** Streaming and Podcasting.

**KPI's produced:** Lift of awareness and intent. Copy favorability.

**Spotify?** No



**Attribution type: Site conversion** on podcasting. Measured at the download.

**Platform:** Podcasting

**KPI's produced:** Site visits and Brand Lift.

**Spotify?** No



**Attribution type: Site or app visits and conversion**

**Platforms:** Streaming and Podcasting.

**KPI's produced:** Site visit, In-App purchases, downloads on site. Campaign lift.

**Spotify?** No



Katz  
Intelligence  
Manager

**Attribution type:** Integrated pixel that tracks ad from our ad server thru to consumer action.

**KPI's produced:** Drive to Site and Drive to App attribution. # of site visits, cost per visit.