

Koala Ads

Reports methodology, implications for
brands and sample report graphs



We provide extensive report about the online-to-offline conversion ratio of your campaigns and performance metrics for your brands' locations. Samples illustrated below represent a sample analysis of an online-to-offline conversion ratio for a digital campaign and post footfall impact on advertiser's locations from the campaign.

Online-to-offline conversion report methodology

Unit of analysis

The main unit of the analysis are daily-unique visits performed by KoalaMetrics users. The detailed examination of the visits is based on the interpretation of the wifi signal levels which are registered in the neighbourhood of users.

User-generated data

The user-generated data is gathered through KoalaMetrics SDK which runs ONLY on Android OS smartphones.

Timeframes

When comparing different timeframes the results are adjusted taking into account different sizes of the user base in those periods. In this way we can distinguish the actual changes in the behaviours from the apparent changes which are just a function of the changing user base.

Offline visit definition

A single daily-unique visit means that a particular user had performed within a particular day a certain type of visit at least once (another visits of that user from the same day are not counted).

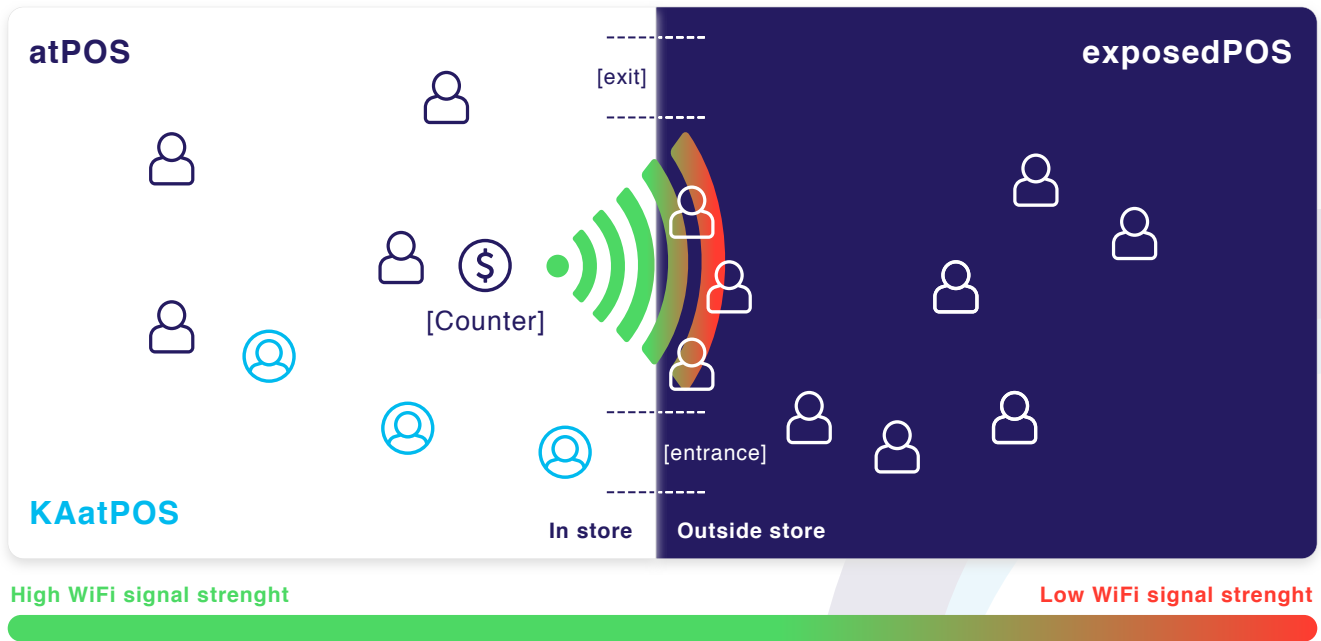
The wifi scans are performed by the smartphones every 10–15 minutes (not more often – due to the system limitations of Android) and any activities that take place between those „snapshots” are not registered.

3 types of offline visit

The identified visits have been divided into 3 types depending on the signal level of the scanned network:

- „**atPOS**” (at Point of Sale) – the signal level which indicates entering to one of advertiser's stores;
- „**exposedPOS**” (exposed to Point of Sale) – visits which indicate user's presence in the nearest surroundings of a advertiser store
- “**KAatPOS**” – visits of users who saw an online campaign and/or clicked on leaflet in the app. Such users who engaged with the advertiser's content online and appeared in advertiser's store afterwards.

Diagram: 3 types of offline visit



atPOS	KAatPOS	exposedPOS
<p>4 app users have been registered to have entered advertiser's store and profiled for future campaigns</p>	<p>3 app users have entered advertiser's store after being exposed to advertiser's online campaign</p>	<p>3 app users have been registered to have passed outside advertiser's store and profiled</p>

Brands can use our data to reach the following segments of users

Points of Interest



Segments of users visiting certain types of locations which show their shopping intents and vivid interests.

Core customers



Segments of users visiting certain types of locations which show their shopping intents and vivid interests.

Competitors client base



Segments of users visiting certain types of locations which show their shopping intents and vivid interests.

Client prospects



People who don't visit the restaurants, but their offline behaviour proves high potential for becoming clients.

How online-to-offline conversion ratio reports looks like?

Executive Summary



Total visits at advertiser's store by app users

14k



Post-view visitors at advertiser's store (exposed to KoalaAds campaign)

5k

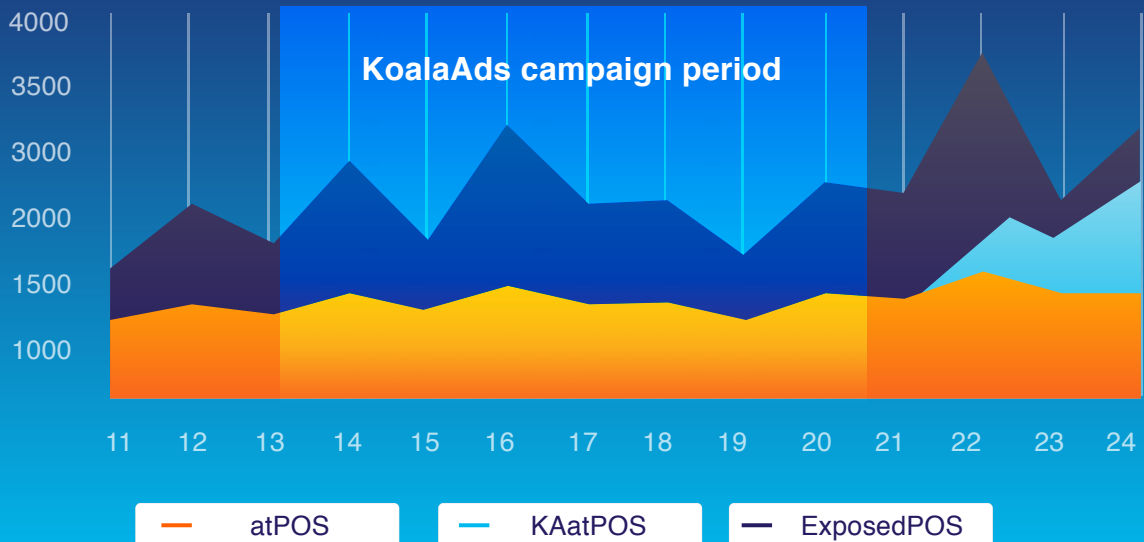


Incremental visitors at advertiser's store (attributed as uplift results of KoalaAds)

+1.2k

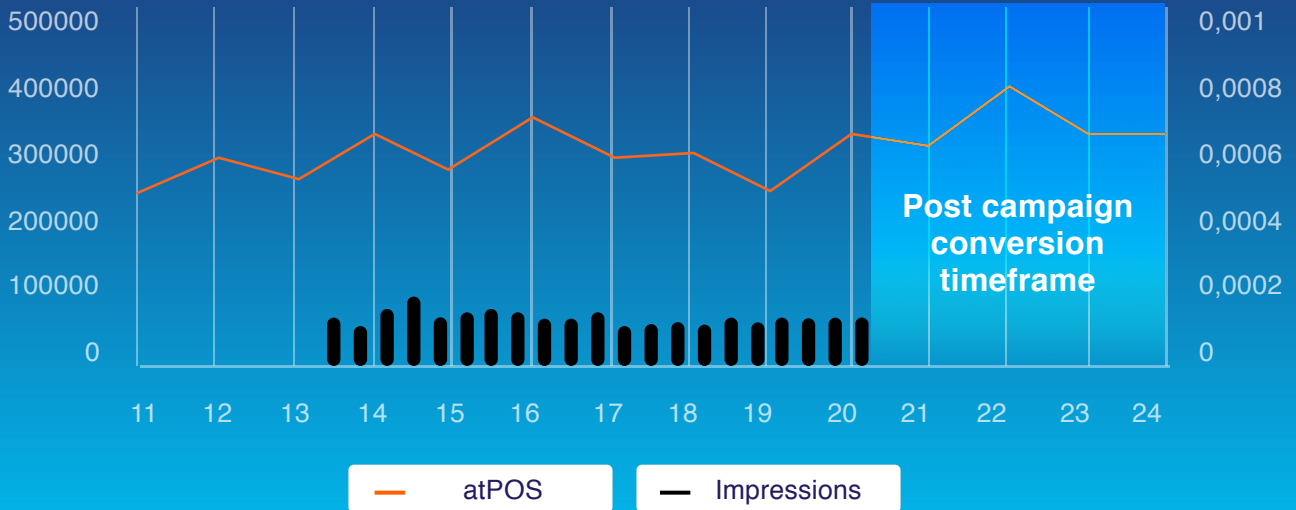
We measure peak days and distribution of visits during and after the campaign

Daily unique visits during KoalaAds campaign period



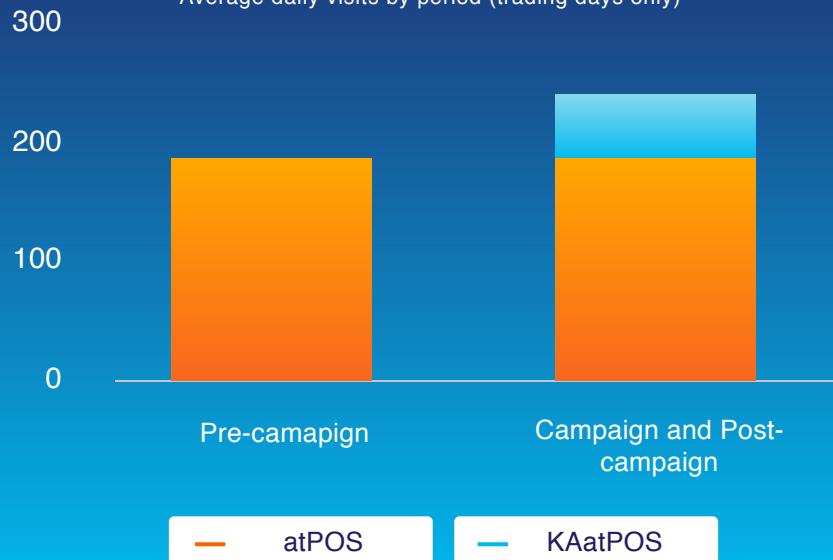
We track your store performance, campaign performance and post campaign effect on advertiser's locations

Daily unique visits ratio adjusted by Koala Metric user base ratio



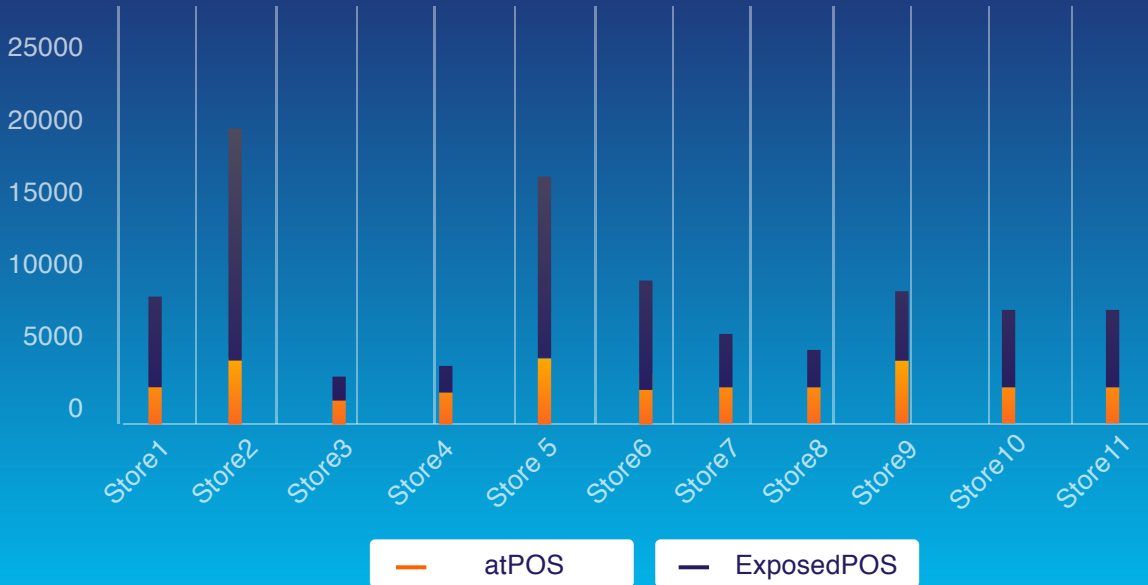
We calculate incremental visits attributed from KoalaAds

Average daily visits by period (trading days only)



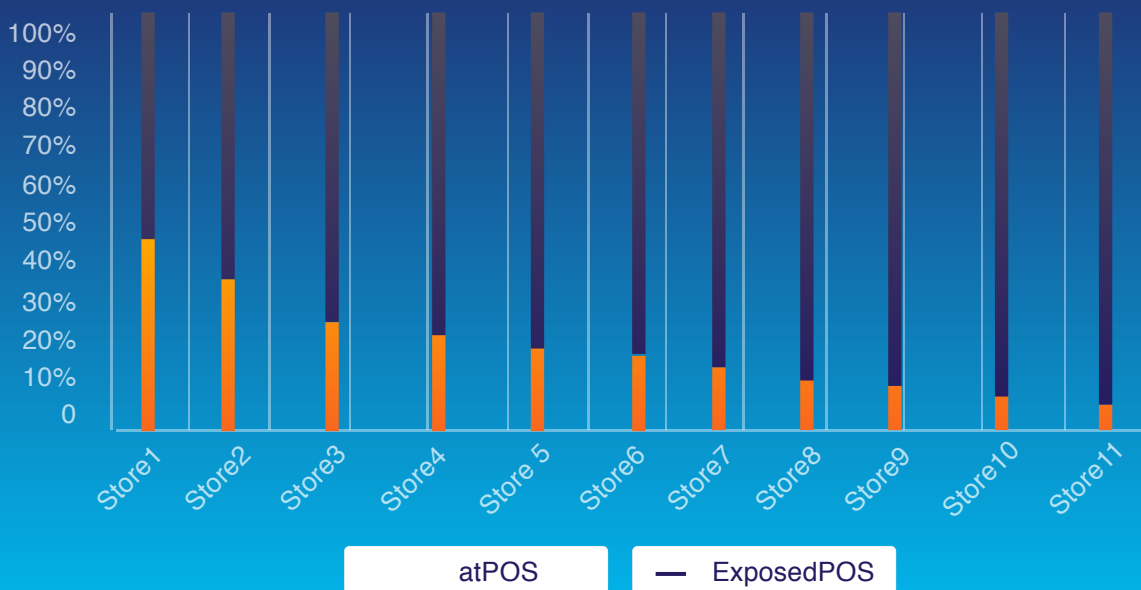
Store analysis - different locations, different footfall scales, different surroundings

Total daily-unique visits distributed by atPOS



Store analysis - different performances in attracting passing users to enter the store

Average daily visits by period (trading days only)



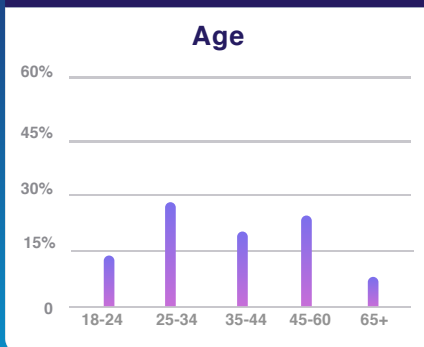
We calculate Advertiser's store % footfall growth difference

The % difference when comparing average daily-unique visits per Advertiser's atPOS (campaign&post-campaign vs. pre-campaign)

POS	Diff	POS	Diff	POS	Diff
Store1	▲ %	Store5	▲ %	Store9	▲ %
Store2	▲ %	Store6	▲ %	Store10	▲ %
Store3	▲ %	Store7	▲ %	Store11	▲ %
Store4	▲ %	Store8	▲ %		

Demographic profile of Advertiser's visitors compared to similar brands

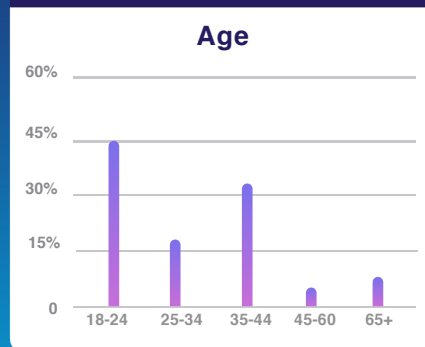
Advertiser's store



Gender



Competitors' store



Gender

