MEASUREMENT & INSIGHTS

Closing the loop between the ad and the aisle

Connecting online media exposure to real-world store visits.

Brief Description

For retail and auto brands, most media runs online while most revenue happens in-store. The exposure and the purchase sit in separate systems, so campaigns get judged on clicks rather than on whether anyone walked in.



How AI Was Applied

AudienceConnect matches ad exposure to subsequent store visits using hyperlocal signals, attributing footfall back to the audience cohort that drove it. Cohorts are then rolled into strategic categories, showing which signal groups convert to physical visits and which only look good on-screen. The strongest drive-to-store responses were observed coming from outside the metros.

Impact

15–20%
Uplift in offline store footfall

Non-metro
Markets outperformed metros on drive-to-store response

Cohort-level
Footfall attribution, not channel-level

AI turned footfall from a lagging indicator into a targeting input, letting media weight shift toward the audiences that actually showed up.

About AudienceConnect | AudienceConnect is an AI-powered omnichannel DSP operating across India, MENA and Southeast Asia, with a proprietary identity and audience layer built on installed-app signals.