

Attribution

Demonstrating the power of the NBCU portfolio to deliver business outcomes

WHAT IT IS

Attribution is a central pillar of NBCU's measurement strategy. We pioneered our go-to-market attribution capabilities with AdSmart (previously Audience Studio), and **now we're making investments to deliver full-funnel measurement** beyond AdSmart to better **demonstrate to our clients the power of our portfolio.**

HOW IT WORKS

- We're combining upper-funnel brand impact measurement with direct attribution to site visits and sales.
- We're also using direct attribution to create benchmarks and norms for proof of performance.
- We're facilitating attribution measurement using the best data, approaches and partners available.

KEY SUCCESSSES & LEARNINGS

across client categories—auto, CPG, retail, movie studios, and more—and across the purchase funnel, from brand metrics to site traffic to incremental sales lift.

For example, we partnered with Michaels to prove that advanced targeting combined with premium video drives sales among high-value customers. The results proved not just that **premium video drives sales** but that a **cross-platform strategy that combines premium video and display outperforms either platform on its own**. Check out the full case study [here](#).

WHAT'S NEW FOR 2020

Proving the impact of your advertising is one of NBCUniversal's key goals, and we're continuing to invest in measurement capabilities and partnerships. See the announcement about our strategic partnership with Data Plus Math.

We're scaling our attribution across linear, VOD addressable, and OTT inventory, extending in-flight reporting against custom audiences, and incorporating measurement of the newly announced cross-platform campaigns powered by FreeWheel.

Additionally, we brought the industry together for the 2019 NBCUniversal Measurement Summit on

February 12, where we discussed solutions for making attribution measurement easier for marketers.