

BYOD (BRING YOUR OWN DATA)

How could integrating business outcomes with activation transform the way you optimize?

KEY BENEFITS



Understand the true impact of media investment by connecting media exposure to online and offline outcomes.



Measure performance beyond native publisher capabilities using custom metrics built on outcomes from website or app analytics, sales data, and more.



Leverage your own measurement data in-platform across Scope's reporting, pacing, and optimization dashboards.

YOUR SOURCE OF TRUTH

Bring awareness, consideration, and conversion data into Scope through our feed-based ingestion framework.



Adobe Analytics



HEAP



Google Analytics



In-store sales and events data

Website traffic

Viewability

Location

Click tracking/attribution

Mobile app attribution

Your CRM data