



LOCATION3

ONLINE-TO-OFFLINE MARKETING:
TRACKING & MEASURING STORE VISITS FOR
MULTI-LOCATION BUSINESSES



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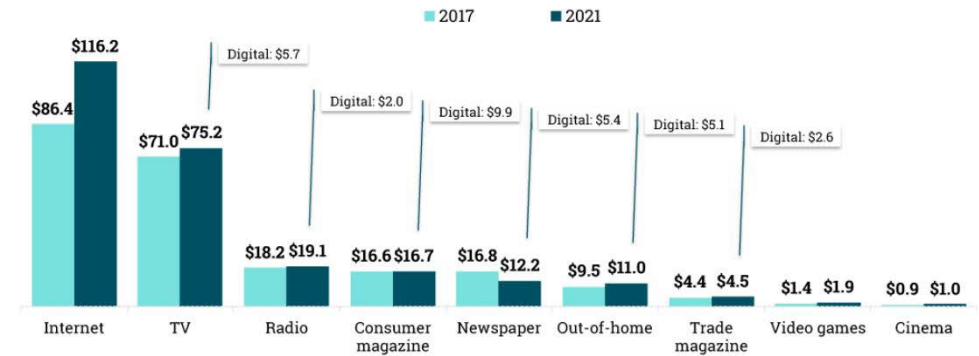
INTRODUCTION

Introduction

When we released our first white paper in February 2015 discussing the ways multi-location businesses were using [online media to drive in-store visits](#), most of the strategic opportunities being leveraged by marketers revolved around using things like promotional coupons, beacons and other tactics. While those methods certainly provided incremental lift in in-store traffic and revenue, there existed a number of gaps in connecting online data associated with promotional efforts, to data that indicated a customer actually converted offline at a business location. At press time for our original “online-to-offline” white paper, digital industry giants were still very much in the early stages of evaluating data points that signified offline customer conversions. Many of these “conversions” were somewhat implied (i.e. Clicks on “Get Directions” link), while others were a bit more reliable in signifying in-store visits and purchases made by consumers (i.e. downloadable coupon redeemed in-store).

Fast forward a few years and [2017 data continues to prove](#) that physical store locations still have a tremendous impact in driving revenue for franchise systems and multi-location brands. More than 90% of retail sales still occur within physical business locations. However, as more brand marketing dollars continue to shift toward being [spent on digital channels](#), how do brands know that their advertising is leading to customer store visits and, ultimately, customer purchases?

US Advertising Media Market Sizes (\$B) 2017 v. 2021



Published on MarketingCharts.com in July 2017 | Data Source: PwC

in US\$ billions

Traditional media figures include online equivalents (e.g. \$11.0B in OOH advertising includes \$5.1B in digital OOH)

Image Source: PWC, MarketingCharts




The answer lies within the latest advances of online-to-offline attribution, or in other words, the ability for industry giants like Google, Facebook and others to tie online advertising data from their digital channels directly to customers visiting and purchasing products in stores.

While the process of qualifying and quantifying customer “Store Visits” began several years ago with Google, 2017 saw some of the biggest technological and industry advances that allowed marketers to connect online advertising budgets directly to in-store revenue for brick-and-mortar businesses. The implications of these advances in marketing attribution for franchise and multi-location brands are enormous. As such, we'll explore the advancements in Store Visits tracking in this whitepaper to help companies with both large and small brick-and-mortar footprints understand how they can improve their digital marketing campaigns to ultimately drive more customers in-store:

- The History of Store Visits Tracking
- Store Visits Tracking: What's Possible Now & What Lies Ahead
- Tracking & Reporting on Store Visits in LOCALACT

Understanding how consumers discover your business online, and ultimately move through the purchasing funnel to become a customer at one of your stores, is critically important as we continue to gain access to more data and insights around omnichannel marketing and attribution.



2017 saw some of the biggest technological and industry advances that allowed marketers to connect online advertising budgets directly to in-store revenue for brick-and-mortar businesses.



THE PROGRESSIVE HISTORY OF STORE VISITS TRACKING

The Progressive History of Store Visits Tracking

October 2013

As has been the case many times before, Google effectively led the charge toward online-to-offline attribution with the October 2013 release of [Estimated Total Conversions](#), a highly influential step toward assigning conversion credit to multiple touchpoints within the individual consumer's buying journey. While the initial rollout required AdWords conversion tracking and "sufficient conversion volume" (minimum 50 conversions per day) to establish reliable estimates, Estimated Total Conversions allowed marketers a more holistic view of all conversions from paid ads. In turn, data from Estimated Total Conversions began impacting strategic decisions on how to bid and budget in AdWords, while also accounting for cross-device conversions as well. After gathering and analyzing volumes of data, Google would take another major step toward connecting online behaviour with offline customer actions roughly one year later.

December 2014

Noting that along with a significant rise in online user activity, Google states that [32% of consumers say location-based search ads](#) have led them to a store visit or purchase. With store visits being a primary KPI for brick-and-mortar businesses, the news that Google had added their first iteration of the "[Store Visits](#)" metric to Estimated Total Conversions measurement was well-received. The integration of Store Visits at the beginning of 2014 meant that marketers could better evaluate the impact their online paid advertising actually had, in terms of driving offline customer revenue. While not a perfect science, Google noted that they determined a "store visit" based on user proximity to the advertiser's location on Google Maps, pulled from users that had "Location History" activated on their Apple or Android smartphones. The Store Visits metric itself was drawn from search ad clicks across all devices – smartphones, tablets and desktops – and campaign types, including product listing ads and local inventory ads. Store Visits data was only initially available to big box retailers due to the need for large conversion volume data sampling, so brands like PetSmart and Office Depot were some of the earliest adopters. In addition to the above, the first release of Store Visits had a few more parameters to be considered by brands taking advantage of the data being reported on by Google:

- Estimates were based on store visits within the last 30 days of an ad click.
- Advertisers were required to verify their business locations with Google and associate them with their campaigns to collect the Store Visit measurement.
- Reporting on Store Visits was only available at the Campaign level.

April 2015

Google's Director of Product Management for Mobile Search Ads, Surojit Chatterjee, shares initial conversion data related to [Store Visits on the AdWords blog](#), and notes that accounting for cross-device user behavior is critical to the development of online-to-offline attribution models.

In addition to understanding how different channels impact a consumer's decision-making process, Chatterjee makes it clear that Google is routinely evaluating data related to how different devices are used throughout the customer journey. While sharing some of the early Store Visits data sets specific to multi-location brands like Sephora and Buffalo Wild Wings, Chatterjee also reveals some incredible conversion data:

- U.S. retailers are measuring, on average, **4x more conversions overall and 10x more conversions on mobile when including Store Visits data** as part of their search ads performance

November 2015

While Google has traditionally owned the lion's share of consumer attention and engagement as it relates to finding local business, retail stores or franchises online, [Facebook announced](#) a major push in helping businesses with a presence on their platform connect their brick-and-mortar locations with more of their target audiences online:

- Facebook Local Awareness Ads
- Facebook Location Insights

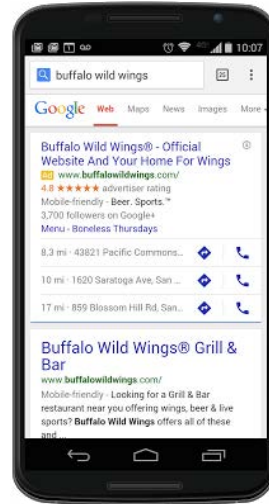


Image Source: AdWords Blog, April 8, 2015.

Local Awareness Ads now allow franchise systems and multi-location businesses already using the Facebook Locations feature to leverage store location data to easily create dynamic ads (featuring links and calls-to-action) that are localized based on each location. This is Facebook's first step in allowing location-based advertising and subsequent reporting on performance. In addition, the release of Location Insights provides franchises and businesses richer demographic data and information about the people in proximity to each of their business locations, allowing them to optimize both targeting and messaging efforts on a location-by-location basis. As it relates to paid advertising, Location Insights also allows franchises the ability to see what audience segments – within their geographic proximity – actually viewed their Local Awareness ads, offering the chance to optimize paid media even further for local, in-store conversions.

May 2016

Even though Store Visits measurement and tracking is only available to a small number of advertisers to date, Google announces at their Performance Summit in May 2016 that they've tracked [more than a billion Store Visits](#) thus far. At press time for the Summit, roughly 1,000 advertisers in 11 countries are actively measuring store visits, but Google also notes that there are challenges associated with both scale and location accuracy as they continue to expand Store Visits to a broader range of advertisers and ultimately small businesses.

June 2016

Following up their 2015 release of Local Awareness ads and Location Insights for multi-unit businesses, Facebook drops a huge announcement highlighting [three major releases](#):

- **Native Store Locator**
Launched within the Facebook app, the new Locator helps consumers locate businesses even more easily. Clearly aimed at keeping users within the Facebook environment as they research local business information, the native locator app is an important step forward for Facebook in helping connect business with nearby consumers.
- **Store Visits within Facebook Ads Reporting**
Facebook's official rollout of its own Store Visits measurement now allows advertisers access to the following:
 - o Data on number of users that visited your store after seeing a Facebook campaign
 - o Ability for businesses to optimize ad creative, delivery and targeting based on Store Visits
 - o Ability to analyze campaign results across stores and regions to better plan and optimize future campaigns
- **Offline Conversions API**
Facebook announces the next logical step in online-to-offline attribution with the release of their new API, allowing advertisers to better understand how their Facebook ads are directly generating customer transactions (with an assist from Facebook partners or with Facebook directly, if they apply), with specifics including:
 - o Ability for businesses to match transaction data from their customer database or point-of-sale system to Ads Reporting
 - o See real-time results as transactions occur in-store and over the phone
 - o Gain demographic insights about people who purchase and optimize future campaigns

While the measurement of Store Visits is critical to the online-to-offline attribution model, the Facebook Offline Conversions API signals to other industry giants like Google that Facebook is seeking to generate even more significant advertising revenue from location-based businesses by showing brands and marketers a clearer path between Facebook marketing products and actual customer purchases.



Image Source: Onojeghuo, Clem. Unsplash.



March 2017

As they noted the previous Spring, while Store Visits tracking measurement had significantly advanced and grown to include more than 1,000 advertisers, Google was still continuing to optimize the measurement to reflect more accurate data related to both the location of a business and its location relative to a user (particularly on mobile devices). As such, when Google revealed it [used machine learning to unlock more store visit data](#) for analysis, they highlighted an improved way of defining location geometry relative to users and businesses. By leveraging deep learning models based on large data sets, Google noted that they'd optimized the measurement of Store Visits with better mapping initiatives and higher-quality survey data, to increase the predictability of which location signals indicate true store visits on behalf of consumers. This was important for several reasons as it related to brick-and-mortar businesses, particularly – as Google notes – in “contexts that are typically tricky, such as in multi-story malls and dense geographies where many business locations are situated close to each other.” As of March 2017, the total number of Store Visits measured by Google officially exceeded 4 billion.

May 2017

Arguably the biggest news to come out of Google's Marketing Next Conference [was their release of "Google Attribution"](#), signalling the largest industry shift away from the traditional “last click” model of marketing attribution, to date. This is incredibly important as it signifies the first major effort by a single entity to develop multi-channel attribution reporting and optimization, outside of independent efforts and models created by marketers within analytics environments like Google Analytics. What's more is that Google also highlights their use of machine-learning in integrating AdWords, Google Analytics and DoubleClick Search data to properly assign credit to each step in the customer journey toward conversion. Outside of the obvious implications for pushing brands and marketers to advertise across multiple Google channels and applications, Google Attribution allows more seamless optimization of paid advertising campaigns using attribution data with a lot less manual effort on behalf of marketers themselves.

From an online-to-offline perspective, [Google also hints at a future rollout of Store Sales measurement](#) at campaign and device levels, further expanding upon the Store Visits metric already available. To date, 5 billion Store Visits have been measured in AdWords across the globe.

May 2017 also marks the first time that we at Location3 gained access to Store Visits data on behalf of franchise clients within Google AdWords. More to come on this pivotal moment for our agency later in this white paper.

June 2017

Although Google and Facebook have been the two industry leaders in connecting the dots between online marketing campaigns and offline customer behavior, they're certainly not alone in this effort. In particular, Snapchat jumped into the fray of competing for local consumer dollars on behalf of its own advertisers when the company announced it had purchased location-based analytics and measurement startup, Placed, on June 5, 2017. The move was made by Snapchat in an effort to improve its “Snap To Store” environment, giving both current and future advertisers better data that connects their Snap advertising dollars to actual in-store ROI.

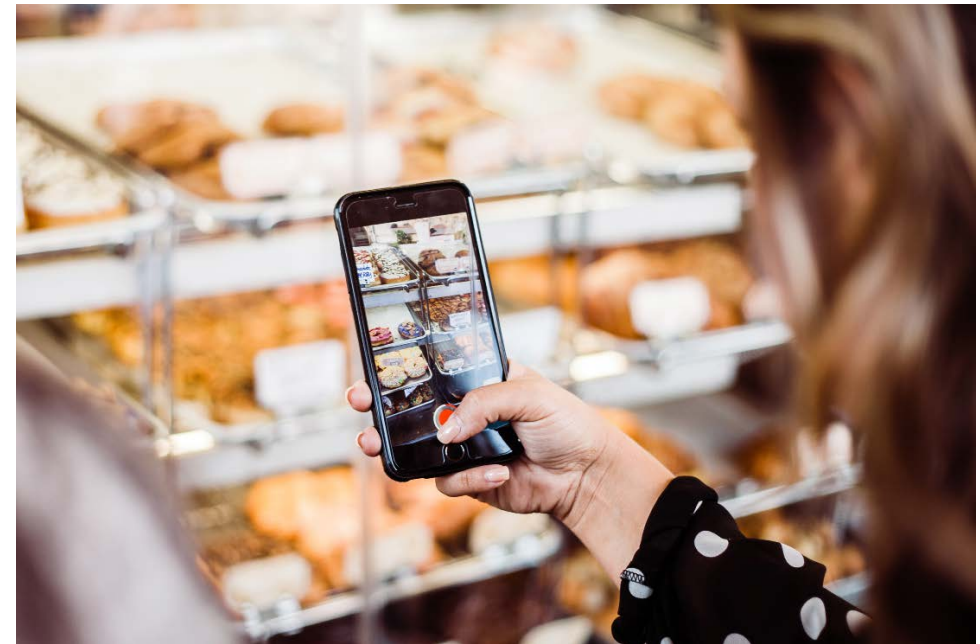


Image Source: Day, Jenna. *Unsplash*.

When users post Stories in Snapchat and use sponsored geofilters created by brands like McDonald's, Snap To Store now provides data on how many users actually viewed that story and ultimately visited one of the sponsor's business locations.

What's Next?

Location3 has extensive experience creating and executing franchise and multi-location digital campaigns that combine national tactics to promote and protect the overall brand, with localized tactics that assist in connecting customers with physical business locations to make a purchase. Connecting online marketing to offline customer actions isn't simply a new trend for us, it's central to who we are as an agency and it's what we do every day on behalf of our franchise and multi-location client partners. We're incredibly excited to see the advancements being made by Google, Facebook, Snap and others. As such, we've put together details around what you need to know and do in order to track and measure the “Store Visits” KPI across key channels, and some ideas on what we think the future holds for online-to-offline attribution.





HOW TO SET UP YOUR LOCATIONS TO TRACK STORE VISITS

How to Set Up Your Locations to Track Store Visits

Google AdWords

What are the brand requirements, to date?

Brands must first link their Google My Business account to their existing AdWords account, which can be associated with individual or MCC-level structures. From there, your business locations must be opted into ad location extensions in order to receive data on Store Visits. Ultimately for the best results, Google My Business listings must already be optimized with accurate, verifiable location data that has minimal (if any) errors existing within the locations feed. Additionally, location data must meet specific data thresholds on Google's system, meaning that there needs to be a high enough volume of GPS and Wi-Fi signals being generated by your individual store locations. Google currently has the ability to aggregate this data in order to determine Store Visit estimates from both AdWords and user location trends.

What have we learned about Store Visits in Google, to date?

2017 was a standout year for Store Visits tracking given that increases in technology allowed us to begin receiving this conversion type across all of our client partners at Location3, regardless of their physical location footprint. Prior to this data being available, geo-modified search terms and "near me" queries had an inherently higher value due to location extension engagement and phone call conversion rates. With Store Visits data and metrics now available, these terms receive more frequent and precise bid management for improved campaign performance. What's more, is that we can actually extract and quantify value from these terms from a Cost-per-Acquisition standpoint. We also have the ability to build Return On Ad Spend (ROAS) and Lifetime Value (LTV) models for these keyword types using existing client data from sources outside of Google.

What are some initial client results observed, to date?

Since implementing Store Visits tracking in Google AdWords on behalf of our clients, Location3 has seen an overall improvement in campaign efficiency with additional offline performance reporting data. This is due to increasing the conversion pool where optimizations can be made to better reflect more in-store sales, in addition to legacy online conversion actions that reflect customer intent. This is especially important for retail clients who don't have a direct avenue for customers to make a purchase on their websites. For these types of clients, we have driven massive gains in performance to date because we are moving away from a world of driving intended actions, toward a new landscape that focuses on getting a customer in-store with our campaigns more efficiently.

What lies ahead for Store Visits tracking?

The future is bright for bringing more offline data into online initiatives in Google AdWords, and the final frontier is focused on pumping accurate sales data into reporting and ultimately into bid algorithms. As technology improves with our ability to better integrate large client data sets, customer information still remains private while more

revenue can be attributed to actual online activity. Emerging technologies will likely further shape how we track online impact and quantify that activity in terms of offline customer visits, as we're only just beginning to get beyond scratching the surface of what is possible for online-to-offline attribution.

Facebook

What are the brand requirements, to date?

Even though Facebook announced Store Visits in June 2016, this type of campaign still remains somewhat limited. Most advertisers have the option to run a Store Visits campaign, but actual reporting on the metric itself cannot be provided if the advertiser is not whitelisted by Facebook. Instead, their "Store Visits" campaigns are optimized to "daily unique reach". As such, a limited number of advertisers have access to Store Visits reporting and optimization for their campaigns.

Facebook Store Visits campaigns (for advertisers with full access) provide a metric called "attention impressions," which is equivalent to the number of times people spend more time on your ad than they usually spend on other posts or ads on Facebook or Instagram.

Our methodology for measuring store visits

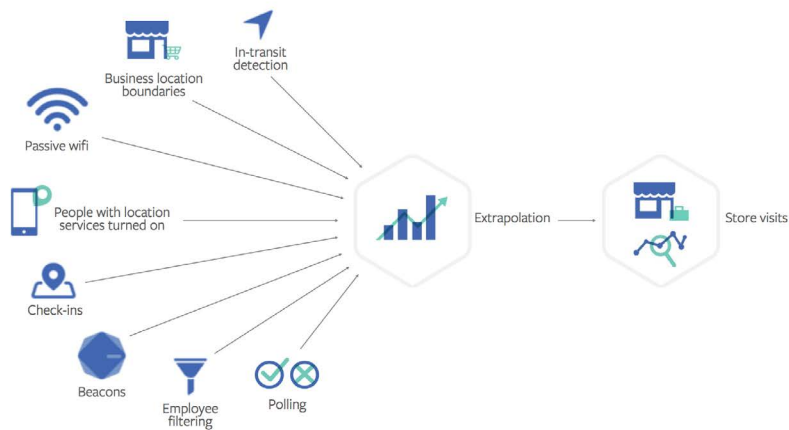


Image Source: Facebook Business. "How Are Store Visits Calculated?"

As it stands today, the two major requirements in Facebook to get rolling with Store visits are simple: (1.) Published and claimed Facebook Place Pages for your business locations and (2.) A whitelisted brand account ID with Facebook.

What have we learned about Store Visits in Facebook, to date?

Because Store Visits reporting and optimizations are only available to a limited number of advertisers, the reporting is still in beta testing. If your brand does not currently have access to beta testing, your campaigns are currently being optimized to measure "daily unique reach" as the primary metric for success.

That said, brands can still view multi-location ad results broken out by business location in order to better understand the cost of reaching target consumers around each of their business locations. Since Facebook optimizes ad delivery toward the best value, this campaign objective should not be used if budgets need to be split evenly across business locations.

From a reporting perspective, the default attribution window reports Store Visits within 28-days from an ad click and 7-days from an attention impression (see previous image). Other attribution windows are not available for Store Visits reporting at press time, and not all reporting breakdowns are available within Store Visits reporting. Although some metric breakdowns by "action" are available in Store Visits reporting, such as outbound clicks, the metric is not available when broken down to actions like "conversion device" or "link click destination". As Store Visits become more widely available to brands and locations, reporting should also become more robust in the process. In the meantime, Facebook's "offline conversions" is an alternate measurement solution currently available. This metric helps brands track when purchases are made in-store and via other offline channels. Facebook does note that "offline conversions" are calculated separately from Store Visits. Thus, brands should be aware that they aren't measuring individual store visitors and their purchases, but aggregated estimates.

What are some initial client results observed, to date?

Depending on industry vertical, Location3 client Cost-per-Store Visit metrics vary, but we usually measure an average cost that is below \$5.00 for our clients. We have continued to see the volume of tracked Store Visits increase across our client portfolio, while also noting overall decreases in Cost-per-Visit after campaigns end (available up to 28 days due to the default attribution window).

What lies ahead for Store Visits tracking?

At press time, the ability to track and measure Store Visits in Facebook is still closer to being in beta than it is to being a fully realized opportunity for brands to use when making key business decisions. In short, Facebook has some catching up to Google yet to do. Similar to how third-party ad servers verify vendor-reported metrics in order to maintain a consistent measurement methodology, verification of Facebook's store visits may ultimately be required, especially if brands and businesses are executing Store Visits-focused campaigns across tactics and platforms.



Additional Channels & Tactics

Digital Video

After rolling out the beta version in May of 2017, Google announced a few months later in October of the same year that locations and Store Visits are now available in YouTube. The location extension appears below an individual YouTube ad placement for a specific business, featuring key business information and links to things like directions and the business' website (or location page). Franchise brands can feature their video ads in either TrueView in-stream or six-second pre-roll formats. If activated, brands then have the ability to pull in Google's Store Visit data to get insights into how effective these video ads are at driving users to business locations offline. If you have existing video assets in place, this is a great way to both expand the reach of that video content for specific business locations while also providing in-store lift from new customer visits.

Mobile Geo-Fencing

Mobile geo-fencing has been around for quite some time, and there are a variety of ad networks and platforms that boast this capability. In a general sense, geo-fencing allows businesses to serve ads to mobile users when they enter (or exit) a virtual boundary set up around a specific geographical location. Scale and precision are often two key hurdles to overcome when implementing a geo-fencing campaign, but there have been improvements in the space since the years of early adoption. There are a variety of platform partners and third-party data providers that currently allow brands to get even more granular with custom audience targeting, and execute a variety of geo-fencing campaigns. By leveraging mobile user data and signals, brands can now gather even more data on how many visitors actually visited their business locations after interacting with their online ads. Event-based targeting, competitor conquesting, and loyalty retargeting based on store visits by previous customers are all providing increased opportunities for businesses to connect their online advertising dollars to offline customer actions.

Instagram & Snapchat

Given that Instagram is integrated in Facebook Ads Manager, as the ability to track and measure Store Visits becomes more widely available to advertisers, it is almost certain that this KPI will be available for any campaigns running on the Instagram platform that include location signals and identifiers. Because of the highly visual content format of Instagram, brands will need to focus on developing unique creative (and creative sequences) and Calls-to-Action that aim at driving visitors in-store versus simply sharing or reposting content.

As for Snapchat, brands can currently run Snapchat's original, vertically-focused ads that allow them to "attach" calls-to-action that are customized to fit business objectives (awareness, engagement, etc). Snapchat Filters also provide businesses the opportunity to leverage location-based targeting around a business location or particular event. As Snapchat states, Filters "allow you to be where your product is bought, thought about, or consumed." While the Store Visits tracking KPI isn't currently available to brand marketers, Snapchat's acquisition of Placed in mid-2017 signifies that it will only be a matter of time before Store Visits tracking is integrated into Snapchat's reporting and analytics.



Emerging technologies will likely further shape how we track online impact and quantify that activity in terms of offline customer visits.



TRACKING AND REPORTING STORE VISITS WITH LOCALACT

LOCALACT

Everything is local.

What is LOCALACT?

LOCALACT is the premier platform built to power and scale local digital marketing for franchise systems and multi-location businesses. Activating customers on a local level requires a unique combination of marketing expertise and scalable technology in order to efficiently execute marketing programs for multi-location businesses.

LOCALACT empowers you with the tools and support you require in order to monitor your local digital marketing footprint, engage consumers online, and convert more customers at each and every one of your franchises and business locations.

Tracking and Reporting Store Visits with LOCALACT

In 2017 we launched our proprietary digital marketing platform, LOCALACT, using years of customer feedback from our franchise and multi-location-business client partners. LOCALACT helps us power and scale enterprise and local digital programs across thousands of business locations, while providing our clients the ability to manage their local data in a single, centralized platform for complete transparency. As mentioned previously, we first started tracking and measuring client Store Visits within Google AdWords beginning in May 2017. Tracking how online advertising translates to in-store traffic is incredibly important for many brands with a brick-and-mortar footprint, as this metric is often the most valuable in helping quantify the potential in-store return investment from digital advertising dollars. Our search marketing team at Location3 has direct access to client Store Visits data in Google AdWords, and the data value itself is based on anonymous, aggregated statistics based upon the total number of people who click our clients' paid search ads and ultimately visit a store location after doing so.

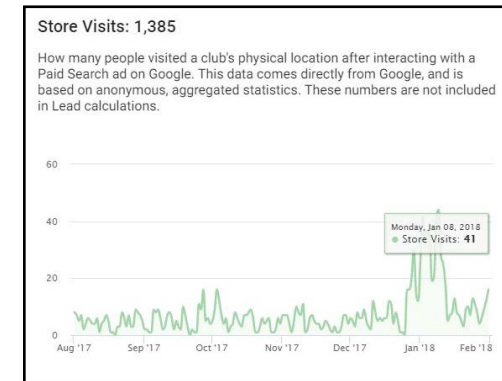


Image Source: LOCALACT

One of Location3's franchise client partners, HoneyBaked Ham, has three peak seasonal windows for generating in-store revenue at its franchise locations: Thanksgiving, Christmas and Easter. In order to ensure we maximize customer foot traffic across all HoneyBaked Ham locations during these peak times, the Location3 team develops and executes an integrated digital strategy that has historically included campaigns and tactics across earned, owned and paid media channels. With our integration of Store Visits tracking and measurement during the 2017 holiday season, Location3 tracked and recorded 6,997 Store Visits in the month of

November, and 7,999 Store Visits in December, across HoneyBaked Ham's franchise stores. By combining this data with internal Point-of-Sale data from the HoneyBaked corporate team, we successfully demonstrated the total offline revenue that was generated by consumers that had clicked a HoneyBaked Ham paid search ad and subsequently visited one of their stores to purchase items for their own holiday feasts.

As we continue to build on this success, LOCALACT currently tracks and measures Store Visits data for a variety of our franchise and multi-location partners at Location3. As we continue to advance our methodologies for quantifying ROI for brick-and-mortar businesses spending advertising dollars in digital, Store Visits will be a key metric we measure and evaluate performance against.



SUMMARY

Summary

True, multi-channel, online-to-offline attribution is often referred to as the “holy grail” of marketing and advertising. While many technology providers, agencies and vendors continue to advance the possibility for brands and businesses to have a clear picture of their respective target customer’s journey, the advertising industry as a whole still has gaps to fill in order for that to become a reality. However, “Store Visits” tracking represents a major leap forward toward accomplishing the widely held goal of complete marketing attribution models. Google and Facebook will likely continue to lead the charge in making Store Visits tracking more widely available to advertisers, as other platforms and channels aim to catch up in the ongoing quest for brand advertising budgets. As the dots between marketing channels like TV, paid search, programmatic media, radio, content, SEO and more become increasingly connected, and the ability to more definitively and consistently connect “Store Visits” to actual in-store purchases (and revenue) increases, we believe brands will begin moving beyond performance metrics like Cost-per-Click, Impression Share, and Cost-per-Lead.

Using offline data will also serve as a jumping-off point in helping brands and clients more clearly determine the overall profitability derived from online customer acquisition programs. Data points that start online can help connect the dots and build bottom-line enhancing formulas that consider in-store average purchase prices, Lifetime Value for new customers, and continued revenue associated with retention tactics. The glue that brings online and offline together goes far beyond cost-per metrics and assumed ROI, it fuels an entire new realm of marketing profitability intelligence.

RESOURCES AND CONTACT INFORMATION



Resources

U.S. Census Data

https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf

PWC

<https://www.marketingcharts.com/television-79007/attachment/pwc-us-ad-market-sizes-2017-2021-jul2017>

AD Age

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<https://adwords.google.com/home/resources/boost-in-store-traffic.html>

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Unsplash.com – Photo by Clem Onojeghuo

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<https://adwords.googleblog.com/2017/05/powering-ads-and-analytics-innovations.html>



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<https://www.facebook.com/business/help/1150627594978290>

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<https://www.placed.com/attribution>

Snapchat
<https://www.snapchat.com>

MarTech Today:
<https://martechtoday.com/freckle-ceo-every-single-online-kpi-goes-away-better-offline-attribution-209443>

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How to Set Up Your Locations to Track Store Visits, p. 11 - Unsplash.com - Photo by Joshua Rodriguez
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Authors

Joshua Allen

As Director of Marketing, Josh is responsible for planning, developing and managing brand marketing strategies for Location3 and LOCALACT, with a focus on establishing new business partnerships among franchise systems and multi-location brands. Josh has 10+ years' experience in digital marketing and advertising and joined Location3 in 2010 after previously working on digital marketing teams at Entercom Communications, Triton Digital and Wayfair. He is certified with a Google Analytics Individual Qualification, and has been featured by Franchising USA Magazine, MediaPost, the American Marketing Association and other industry publications.

Brooke Renzelmann

As Director of Paid Media, Brooke has 10+ years' experience in media planning and buying across both brand and direct response campaigns for a wide range of brands, including Fortune 500 companies. Brooke has developed an expertise in scaling digital campaigns to hyper-local levels while maintaining enterprise-level strategy and targeting segmentation. Brooke joined Location3 in 2017 and has created, executed, and optimized local Facebook campaigns since 2012, purchased in-house programmatic media through a trading desk since 2015, and is Google AdWords Search and Video Certified.

Jim Halligan

As Director of Paid Search, Jim has 10+ years' experience in enterprise and local paid search campaign optimization and performance-based marketing on behalf of Fortune 500 brands and clients at Location3. He has been integral in developing and optimizing Location3's proprietary paid search bid management algorithm ("KOM") and additional in-house enterprise paid search tools. Jim joined Location3 in 2010 and is certified with Google Analytics Individual Qualification, Google AdWords Search Advanced/Mobile, and DoubleClick Search.



About Us

Location3 is a digital marketing agency that delivers enterprise-level strategy with local market activation. Founded in 1999 and located in the heart of Denver, Colorado, Location3 provides digital marketing strategy, planning and execution on behalf of global brands, franchise systems and multi-location businesses. We are a strategic partner and work hand-in-hand with our clients' brand marketing teams to execute integrated digital programs that increase customer acquisition and brand awareness.

In 2017 we launched [LOCALACT](#); the premier platform built to power and scale local digital marketing for franchise systems and multi-location businesses. Location3 and LOCALACT combine to offer a unique Software-with-a-Service model that leverages both in-house digital marketing experts and proprietary software that efficiently integrates client data into a single, centralized platform.





**Online-to-Offline Marketing: Tracking & Measuring
Store Visits for Multi-Location Businesses**

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820 16th Street, Suite 300, Denver, CO, 80202
Office: 720-881-8510 | hello@location3.com | location3.com