

The Skyhook/KDI Partnership






Skyhook, a mobile location intelligence company, and KD Interactive (KDI), an Online to Offline (O2O) purchase data analytics and attribution firm, have joined forces to produce individualized audience segments giving advertisers and marketers the ability to optimize their digital ad campaigns. The strength of this combined offering is focused on offline “mid-market” brick and mortar sales.

While other solutions bridge the gap between digital ad campaigns and big box retail sales, the combined Skyhook-KDI offering addresses the unfulfilled digital marketing and attribution needs of the select mid-market, high traffic, frequent repeat visit industries. These include QSR/fast casual restaurants, food delivery services, convenience stores, travel, airport concessionaires, hospitality, and concert/sports venues.

The new co-branded offering combines Skyhook’s location data and KDI’s mid-market SKU level purchase data to curate individualized audience segments that connect digital ad campaigns with offline conversions and purchase activity. With these audience segments, advertisers and marketers will now have the means to optimize campaign planning and execution, and localize their brand messages to each targeted consumer from initial ad exposure, through the naturally shorter mid-market customer journey to offline purchase down to the neighborhood level.

All insights are gathered without collecting any personally identifiable information. The segments are available for targeting by both demand side and data management platform partners.

Benefits of Using Attribution Solution

-  Quantify the ROI of campaigns by tracking venue visits of target consumers exposed to ads across CTV/OTT, mobile and online
-  Gain a comprehensive view of audience behaviors and demographics by implementing combined segments that include social media analytics along with 2nd and 3rd party data
-  Expand insights into daily visits and purchase patterns of exposed audiences in high frequency traffic industries
-  Identify footfall and sale lift in venues visited by specific groups across the US compared to the entire target ad audience
-  Localize your national campaigns down to the neighborhood level



Target Markets

- QSR/Fast Casual Restaurants
- Food Delivery Services
- Convenience Stores
- Travel
- Hospitality
- Sports
- Events
- Airport Concessionaires
- Retail