Attribution Provider Request For Information Template

INTRODUCTION

Project objectives and goals	
RFI Responses Due:	
Key contacts	

COMPANY BACKGROUND

Name	Full Legal Company Name
Address	Primary company address, phone number and URL
# Employees	Number of employees
Length of time in business	How long has your company been in business?
Ownership	Please provide an overview of your companies ownership structure, including if there is there a parent company. If privately held, who owns the majority interest (list the top three investors)?
D&B #	Please provide your Dun & Bradstreet number.
Revenues	Company revenues (USD$: 2018, 2019 and 2020)
Litigation	Do you have any pending litigation? If so, please explain.
Significant Changes	Within the past two years, describe any significant developments in your organization (e.g., ownership, reorganization, change in core business, engagements with Investment Bankers, etc.)
Changes in Org Structure	Do you anticipate any changes in your organization structure (e.g., mergers or acquisitions) within the next three years?

ATTRIBUTION EXPERIENCE

Length providing Attribution	How long have you been providing Attribution services?
Competitors	What firms do you consider key competitors in Attribution?
Points of Difference	Please provide a brief summary of your company's philosophy and your points of difference relative to other competitors. What is the benefit of partnering with you?
Categories	In what product categories are you currently providing Attribution and /or MTA services that include OOH?
Category Specialization	In which of those categories do you specialize?

APPROACH

Approach	Please describe your company's approach to attributing the impact of OOH. Describe your modeling technique.
Alternative Approaches	Under what circumstances might you change that approach?
OOH	Do you have a core competency in: attributing the impact of Local and/or National OOH?
MTA	Do you have a core competency in: attributing the combined impact of OOH and Other Media in MTA? (Please specify media.)
Geography	What are your smallest geographic units of measurement? E.g., zip+4, block group?
Window	What factors go into assigning an Attribution window?
Matching	What is your process for linking/matching exposure and outcome datasets?
Device matching rates/biases	What is your match rate for device matching? Are you aware of any biases that result from the process?
Matching	Please describe your process for ensuring the representativity and geographic coverage of post-matched data.
Control Groups	What attributes are taken into account in creating control groups?
Weighting	Do you weight and/or project test/control lift to total population? Please describe this process.

DATA SOURCES

Ad Units	What is your source of OOH unit locations?
Ad Units	Do you use actual, audited OOH units, complete with posting and take-down dates for each unit?
Exposures	What is your source of your OOH exposure data? Please identify your process and partners (if any).
Exposures	To what extent are your impressions calibrated to Geopath currency data?
Exposures	Does your exposure methodology conform to the OAAA Exposure Standards?
Mobile location	What is your sources of mobile location data? GPS, WiFi SSID, or Bluetooth Beacons?
Mobile location	How precise is your latitude/longitude data?
Balancing	What are your procedures for balancing data for representativity on geography, operating systems and demographics?

Panel Size	How many active devices per month are in your mobile panel?
Coverage	How do you ensure complete and full coverage of a campaign's geography?
Viewshed	How do you define the OOH "viewshed?" What factors go into determining exposure? (e.g., location, orientation, dwell time, sunrise/sunset, etc.)
Threshold	Do you have a minimum exposure threshold (dwell time)?
Validation/Calibration	How do you validate attribution results?
Other Media Exposures	In MTA, what is the source of your other media ad exposures?
OUTCOMES	
Brand	Do you have a core competency in attributing the impact of OOH exposure on brand lift outcomes? Please describe your methodology.
Visits	Do you have a core competency in attributing the impact of OOH exposure on visitation/foot traffic outcomes? Please describe your methodology.
Visits	Do you utilize the same source of mobile data for both impressions and outcomes measurement?
POI	What is your source of Points of Interest data? How do you assure clients of the accuracy and freshness of POI data?
Sales	Do you have a core competency in attributing the impact of OOH exposure on sales outcomes? Please describe your methodology.
Online Conversions	Do you have a core competency in attributing the impact of OOH exposure on online conversions like web visits or app downloads? Please describe your methodology.
Formats	Do you have the capacity to attribute the impact of OOH ad formats individually and in combination?
Creative	Do you attribute the impact of individual creative executions?
Message Type	Do you measure the impact of messages types? (e.g., directional signage vs. brand/product message)
Segments	Can you attribute the response of Target Audience Segments exposed to OOH?
Benchmarks	Do you have norms with which to benchmark OOH Attribution results? Do you have category-specific norms?
ANALYTICS	
Test/Control Matches	On what variables do you match test and control groups?
Matching	Do you match test and control groups on "continuity" or "persistence" of data reporting frequency and precision?
Pre-Periods	Do you evaluate the pre-period when matching test and control groups?
Control Groups	How do you construct control groups?
Attribution window	What is your attribution window?
Weighting Test Results	On what basis do you apply weights to test results to ensure representativity in the campaign area?
Creative/Formats	Do you break out results by creative strategy and OOH format?
DATA QUALITY	
Exposure	What is your process for assuring OOH exposure data quality?
Schedules	What is your process for assuring OOH schedule data quality?
Matching	Please describe your approach to data quality and ensuring strong matches.
Validation	How do you validate attribution study results?
MODEL DELIVERABLES	
Reports	How will you ensure quality control of final reports and other deliverables?
Delivery System	How are your results delivered?
Timing	How quickly are your results delivered?
Mid-Flight Results	Can you provide mid-flight results?
Optimizer	Can you provide Optimizers?
Scenario Planners	Can you provide Scenario Planners?
COSTS	
Details	Please provide a detailed breakdown of your costs and what is included.
Volume Discounts	Are there discounts for ongoing engagement/scale?
Timing	Please describe timing from signed contract to report delivery