



# DRIVE STRONGER PERFORMANCE

## YOUR ATTRIBUTION RESULTS ARE OUR SOURCE OF TRUTH

### Merchant Attribution Reports Lead to Stronger Performance

After enabling retailer supplied attribution reports to steer campaign optimization, a leading audio equipment seller's daily average sales increased by 28% while maintaining a 10% average Cost of Sale target.

# +28%

Avg. Daily Sales

### Be In the Driver's Seat

**Don't settle for performance benchmarked to someone else's definition of attribution.**

Connexity anchors campaign optimization to your own attribution results as a source-of-truth when measuring performance to goals.

### Efficiently Win Placements

Merchant supplied attribution is a validation input that enables refined optimization of pricing down to the individual placement and SKU level.

The result is **more efficient wins** of competitive traffic placements and better conversion rates to meet your cost of sale (COS) goals.

### What's Needed?

Daily sales attribution data is combined with event activity supplied from a first-party pixel integrated on your site. These inputs inform algorithms that prioritize shopper traffic and optimize efficiency of placement bidding parameters

1. [Integrate the shopping pixel](#) on your site.
2. [Generate a daily file](#) of conversions records.

### Need Help with Attribution Reporting?

Connexity can accept data from all major reporting platforms like GA4, Adobe, Tealium, Shopify. Visit our [Merchant Resource Center](#) for help setting up attribution reporting.

Contact us to see what we can do for your business.

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