Moat Outcomes: Move at the pace of media

Transforming lift measurement
For most advertisers, measurement of offline lift is an integral aspect of their media strategies, but this form of measurement lags behind campaign delivery, making it difficult to effectively use the results to inform decision-making. Moat Outcomes bridges the gap by rapidly connecting digital campaigns with offline data so that in-flight reads can be used to make optimizations as campaigns unfold.

Moat Outcomes provides a real-time view into ad effectiveness by revealing the audiences, creatives, and ad placements that drive real-world outcomes, underpinned by our trusted methodology that ensures speed without sacrificing accuracy. Take the guesswork out of campaign optimizations and confidently adjust ad spend mid-flight to maximize your ROI.

Understand campaign effectiveness quickly and easily

Built for speed
Access results within 10 days and monitor performance during the campaign, so you can make optimizations while there’s still an opportunity to drive impact.

Cross-Campaign transparency
Compare campaign performance across social, display, and video, and gather a view of historical trends.

Easy to use
From topline to underlying ad tactics, gain rapid insight into success metrics displayed in visual reporting and housed within an always accessible self-service UI.
Moat Outcomes: Transforming lift measurement

**Built to measure real-world KPIs, not approximations**
Robust and rapid ad effectiveness measurement for the KPIs that impact business outcomes.

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<th>Industry</th>
<th>KPI</th>
<th>Use cases</th>
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<td>CPG</td>
<td>Sales lift, powered by Oracle Data Cloud's transaction data providers</td>
<td>Connect campaigns to product-level spend at checkout</td>
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<tr>
<td>Retail, Restaurants</td>
<td>Sales lift, powered by Visa Ad Measurement</td>
<td>Understand if a campaign drove sales at a specific retailer or restaurant, whether in-store or e-commerce</td>
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<tr>
<td>Retail, Restaurants, Auto, Telco, Media &amp; Entertainment, Financial Services</td>
<td>Visits lift, powered by PlaceIQ</td>
<td>Measure ad exposure that resulted in the visitation to a brick-and-mortar location</td>
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**How it works**
Moat Outcomes is built upon the robust test versus control methodology used by Oracle Data Cloud’s offline measurement for more than eight years.

- 115MM US Households connected via the Oracle Identity Graph, which values quality over quantity.
- Top 20% of the 12B weekly linkages sourced from Oracle’s extensive data partners are scored and utilized to determine actual identity. The rest don’t meet our rigorous standards.
- 1st digital ROI solution to be adopted across all major social platforms.

Contact your Client Partner for more information