

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 KPI's that impact business outcomes.

Industry	KPI	Use cases
CPG	Sales lift, powered by Oracle Data Cloud's transaction data providers	Connect campaigns to product-level spend at checkout
Retail, Restaurants	Sales lift, powered by Visa Ad Measurement	Understand if a campaign drove sales at a specific retailer or restaurant, whether in-store or e-commerce
Retail, Restaurants, Auto, Telco, Media & Entertainment, Financial Services	Visits lift, powered by PlaceIQ	Measure ad exposure that resulted in the visitation to a brick-and-mortar location

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.

 Match and combine Impression data—from direct integrations with social platforms or via Moat OneTag—combines with Oracle Data Cloud's Identity Graph to create a matched dataset with actual households	 Define control A lookalike audience that matches attributes—demographic, past purchase behavior, and platform activity—of the ad-exposed households is used to form a balanced control group	 Measure results Utilizing identical exposed and control groups, our methodology can precisely detect lift—either Sales or Visits—and underlying drivers such as audience, creative, placement
---	--	--

- 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.

ORACLE
Data Cloud

Contact your Client Partner for more information