

# Offline conversions

Measure the real impact  
of your campaigns with data  
from your offline world

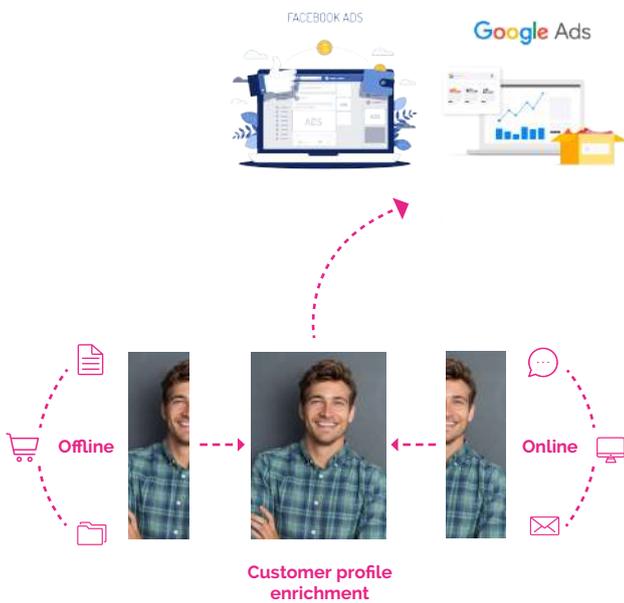


Bridge your online and offline worlds to obtain an omnichannel customer view powering data-driven insights and decision-making and enabling a data culture within your organization.

Digital advertising accounted for a total of 355.6 billion dollars worldwide last 2020. When it comes to investment, we all trust platforms' algorithms to reach the right audience since they are aware of online customer needs and behaviours.

Nonetheless, the current cookieless policies force companies to move away from a digital ecosystem in which you take advantage of user data collected by external sources to move towards one in which you must depend on your own user data (First Party Data) enriching platforms and unlocking better bid optimization.

Moreover, as a smart company you need to gain a deeper and more granular understanding of how each online click drives offline actions, relying on actual sales data to analyze the real impact of your digital advertising.



Offline Conversions easily endorse your company in the process of collecting and distributing the necessary data for measuring and optimizing your company's investment in digital advertising.

Offline Conversions is a technological solution that collects sales data from your CRM, matches with the online user information and distributes it to platforms thanks to developed modules: Google Analytics through measurement protocol, Campaign Manager through API, Facebook through Conversions API or Google Ads through Google Ads API.

Powering your offline data will benefit your company with real analysis of conversions to sales rather than conversion to leads, ensuring data-driven decision making. Furthermore, it will enrich platforms' algorithms improving the performance of your campaigns and return on advertising spend (ROAS).



### TECHNOLOGICAL PARTNERSHIPS THAT ALLOW GAUSS TO IMPROVE YOUR RESULTS

