

# Cybba BrickMatch: In-Store Attribution for Big Box Retailers

Most purchases at grocery, retail, or any brick-and-mortar service sector stores still close in-store. Yet digital teams struggle to attribute ad spend to foot traffic and offline sales. Cybba BrickMatch solves this by connecting digital exposures to real-world outcomes across all channels.



## CYBBA'S SOLUTION

A privacy-first attribution solution powered by Cybba's proprietary infrastructure:

**Cybba BrickMatch:** Matches POS & CRM data to digital exposures using identity stitching via DMP

**Cybba.io™:** Real-time dashboard showing in-store conversions, sales lift, and ROI

**Cybba Signals™:** Unified tracking across mobile, DOOH, app, and web

**Cybba CDU™:** Secure ingestion of POS/CRM files, format validation, and delivery to DMP

**DSP Integration:** Media execution, exposure tracking, and conversion ingestion

## KPIS TRACKED

- Incremental Sales & Revenue Lift
- ROAS, CPA, In-Store Conversion Rate
- Foot Traffic Increase
- Basket Size and SKU-Level Lift
- Loyalty/App Signups and Coupon Redemptions

## REQUIREMENTS & RESTRICTIONS

Cybba BrickMatch™ uses hashed, anonymized data stored in encrypted environments with strict data separation to ensure client data remains isolated, secure, and compliant with all privacy regulations.

- **Minimum Campaign Size:** \$15,000/month
- **Platform Requirement:** Media must run 100% through Cybba's integrated DSP
- **Data Delivery:** POS/CRM files uploaded weekly or daily via SFTP/S3 (CSV or Parquet)
- **Conversion Volume:** Minimum 1,000 valid in-store conversions per 28-day period
- **File Format Spec:** Must follow Cybba Attribution Spec
- **PII Policy:** Pseudonymized after 15 days; no raw PII stored
- **Data Retention:** Campaign data must be uploaded within 30 days of conversion

## TIME LINE

- 1. File Format Setup:** 1-2 weeks
- 2. DMP Audience Setup:** 1 week

- 3. Attribution Live Date:** <30 days from kickoff
- 4. Dashboard Delivery:** Real-time via Cybba.io™

**Cybba BrickMatch delivers closed-loop attribution tailored for big box retailers — digitally driven, store-validated, and privacy-compliant.**

Visit us at [cybba.com](https://cybba.com) or email [marketing@cybba.com](mailto:marketing@cybba.com) to learn more.