



SALESMATCH™

AGENCIES

Media agencies live in a world of constant pressure – to perform, to optimize, to prove value. Urban Science® SalesMatch™ gives you the clarity and confidence to prove what truly works. With 96% coverage of daily new-vehicle sales*, we connect real marketing exposures to real automotive purchases – revealing the sales your campaigns actually drive.

GO BEYOND CLICKS

Move from proxy metrics to proof of performance with the only measurement solution that ties offline vehicle sales directly to online marketing activity:



Deterministic, Daily Sales Matching: Connect ad exposures directly to verified vehicle sales at the individual or household level – using pseudonymized OEM data, not registration files that lag for months.



Near Real-Time Optimization: Day-to-day data provides daily attributed insights, which are especially powerful when driving auto-optimization that learns and acts at the moment decisions are made.



VIN- and Dealer-Level Insight Sales: See what's selling – and where. Identify the specific models, trims and dealerships driving conversion to fine-tune both creative and geography.



Competitive Sales Matching: See how your client's campaigns perform versus competitors – proving share-of-sale gains, not just share of voice.



Actionable Attribution Over Vanity Metrics: Go beyond web KPIs (like clicks or impressions) with data-backed sales attribution to gain a deeper understanding of the auto-buying journey and show true ROI.

*Sales data refers to vehicle unit sales and does not represent vehicle price or revenue.

HOW IT WORKS

SalesMatch™ turns sales data into actionable optimization — helping you and your analytics team drive smarter media decisions.

- 1 Activate SalesMatch™ at the start or mid-flight of any campaign.
- 2 Match sales at the 1:1 household level using deterministic, pseudonymized OEM data.
- 3 Measure incremental lift and compare tactic performance to identify what truly drives conversions.
- 4 Apply insights to planning and budgeting — empowering you to confidently recommend what's working to your client.



Because the matching is refreshed daily, you can show results faster and optimize before a campaign ends — not after.

COMPATIBILITY

SalesMatch™ integrates seamlessly with all major analytics platforms across your digital marketing ecosystem.



URBAN SCIENCE®

To find out more, visit
urbanscience.com/media/agencies.

