



MEDIA ATTRIBUTION FOR AUTOMOTIVE BRANDS

Understand whether your TV and digital ads are working

Sophus3 is one of the UK's leading automotive full-funnel measurement specialists.

Using our proprietary technology, we securely match your in-market visitors to your streamed TV and online advertising – analysing visits, configurations and test-drive enquiries – for a clear, data-driven view of your return on investment.

YOUR ADS ARE WORKING... BUT WHICH ONES?

Traditional attribution relies on clicks or last-touch models, which ignore buyer intent. Car buyer journeys are non-linear – customers interact with ads, review sites and marketplace platforms long before visiting a brand site, creating inconsistent standards across media owners.

What our media attribution tool delivers for your business

- » Clarity on the relationship between ad spend and buyer actions
- » Detailed, user-level analysis via IP matching in a secure clean room
- » Intent-led metrics – propensity to buy and brand consideration
- » Validated attribution performance and unique buyer insight
- » Behaviour comparison of ad-exposed vs non-exposed users
- » Macro platform trends and campaign benchmarking

LEARN MORE

HOW IT WORKS

From ad exposure to verified impact, in four clean-room steps



01 EXPOSURE

Ad campaigns delivered on TV and online.



02 TAGGING

Sophus3 tags deployed across your website capture behaviour.



03 MATCHING

Clean-room technology matches exposure to site interaction, anonymously.



04 ATTRIBUTION

Weighted engagement scoring reveals true media impact.

TRUSTED BY LEADING AUTOMOTIVE BRANDS



20+ YEARS

of proven success partnering with the automotive industry on analytics and customer engagement

LEARN MORE

Ready to prove your impact?

For in-depth reports and benchmarking on every campaign, talk to us about supporting your existing media activity

LEARN MORE



Partner with the most complete attribution data in automotive

Prove ROI and optimise every automotive campaign you run.

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