



MEDIA ATTRIBUTION FOR AUTOMOTIVE

Increase revenues by proving how effective your ads are

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

We securely match your in-market visitors to your advertisers' websites – tracking visits, configurations and test-drive enquiries – to give a clear, data-driven view of return on investment.

MOVE FROM LAST-CLICK... TO INTELLIGENT ATTRIBUTION

Last-click rewards the final touchpoint and ignores everything that led the buyer there. Full-funnel captures the whole non-linear journey – any ad, review site, marketplace and visit to car brand site.

What our media attribution tool delivers

- » Increased yields based on validated performance and unique buyer insight
- » Detailed, user-level analysis via IP matching in a secure clean room
- » Behaviour comparison of ad-exposed vs non-exposed users
- » Intent-led metrics – propensity to buy and brand consideration
- » Macro platform trends and unique campaign benchmarking

LEARN MORE

HOW IT WORKS

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



01 EXPOSURE

Ad campaigns delivered in your expert content environments.



02 TAGGING

Sophus3 tags on your client's website capture granular behaviour.



03 MATCHING

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



04 ATTRIBUTION

Weighted engagement scoring reveals true media impact.



20+ YEARS

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

Increase yield and prove ROI for every automotive campaign you run.

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