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Orange 142 Releases Best Practices for Foot Traffic Attribution as Real-World Visits Rebound

New guide reveals how today's smartest marketers are turning digital ads into real-world results with next-gen attribution strategies

AUSTIN, Texas, May 15, 2025 /PRNewswire/ -- [Orange 142](#), a division of [Direct Digital Holdings](#) (NASDAQ: DRCT) and a leader in digital marketing for mid-market brands, today released a guide demystifying **foot traffic attribution**, a fast-evolving capability that helps marketers connect digital ad exposure to real-world store visits.



With foot traffic rebounding across categories like grocery and retail, understanding how marketing drives in-store behavior has become more critical than ever. An April report highlights a [surge in consumer footfall](#), with Albertsons' recent 6% increase in visits demonstrating the renewed value of physical retail spaces in a post-pandemic landscape.

"In an environment where every dollar of ad spend is scrutinized, foot traffic attribution gives marketers the confidence to link digital engagement to offline results," said Lindsey Wilkes, SVP, Business Development at Orange 142. "This guide is designed to help brands future-proof their strategies by mastering both the challenges and opportunities of foot traffic measurement."

Tackling Attribution Challenges Head-On

Despite its promise, foot traffic attribution is not without complexity. The guide explores key challenges, including fragmented device data, evolving privacy regulations like CCPA and GDPR, and the technical limitations of geofencing accuracy in busy retail zones such as malls or shared shopping centers.

Orange 142 emphasizes best practices in user consent, data minimization, anonymization, and cross-device transparency to ensure data collection remains compliant and customer-friendly. For example, rather than tracking individuals, marketers are encouraged to analyze aggregated trends that provide actionable insights without compromising privacy.

The Rise of AI, Wearables, and Smart Devices

Emerging technologies are unlocking new layers of insight. Orange 142's guide explores how AI-powered models, connected cars, wearables, and smart home devices transform attribution accuracy. These tools go beyond smartphone-based tracking, offering richer, multi-touch insights into the modern consumer journey, from a smart speaker voice command to an eventual store visit.

In-store kiosks and Bluetooth beacons close the loop, capturing post-visit behaviors like product lookups, QR scans, or loyalty signups, turning store visits into measurable, optimizable conversion events.

Best Practices for Brands Ready to Act

The guide concludes with a detailed best practices section, offering actionable tips for SMBs and regional advertisers looking to implement foot traffic attribution effectively. Marketers are encouraged to:

- Focus on localized campaigns with geofencing or DOOH ads
- Use time-sensitive offers to create clear attribution windows
- Choose interactive ad formats like voice-activated prompts or mobile location-based ads
- Educate consumers about the value exchange of shared data
- Avoid the "creepy factor" by prioritizing transparency, subtlety, and context.

To download the *Foot Traffic Attribution* eBook or explore additional Emerging Channels resources, visit: <https://orange142.com/emerging-channels-hub>

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holding, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and

enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Travel & Tourism, Energy, Healthcare, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."

For more information, visit www.directdigitalholdings.com.

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