

Adobe and Azira Launch Cross-Border Footfall Measurement for Global Advertisers

Adobe Advertising integrates cross-border measurement capability enabling advertisers to serve campaigns in one country and verify in-person visits in another

PASADENA, CA, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Azira](#), a global consumer insights platform, today announced an exclusive partnership with [Adobe](#) that for the first time brings international footfall attribution measurement to advertisers running programmatic campaigns through Adobe Advertising DSP. The integration gives Advertising DSP advertisers a way to serve a campaign in one country and confirm the store visits it drove in another.

The partnership is structured through Adobe Global, extending the capability across Adobe Advertising DSP's global advertiser base. Advertising DSP is used by some of the world's largest travel, retail, and entertainment brands, giving the integration reach well beyond any single region. The capability is live today in the APAC market, with structural support for expansion into additional markets, including the U.S., already in place.

Ad impressions served through Adobe Advertising can now carry granular location reporting, giving advertisers visibility into exactly where their campaigns are driving foot traffic, down to the audience level. Azira's integration builds 22 individual measurement macros into every pixel to make that possible.

While the integration launches with a use case in tourism, the capability is built to extend across any vertical that drives consumers to physical locations, including education, retail, and quick-service restaurants. Each new vertical follows the same model, no new pixel or vendor is required.

"This partnership solves a longstanding challenge for global advertisers: connecting a campaign in one market to the real-world visits it drives in another," said Gladys Kong, CEO of Azira. "By integrating Azira's measurement capabilities directly into Adobe Advertising, we're making cross-border attribution seamless and actionable, giving advertisers a clearer understanding of how their media investment drives real-world outcomes across markets."

"Global advertisers are increasingly planning campaigns across borders, but their measurement tools haven't always kept pace with that," said Phil Cowlshaw, Managing Director at Adobe Advertising. "Bringing Azira's attribution capability into our platform gives our customers

seamless access to market-leading intelligence. It's integrated into the DSP, available wherever they're already running campaigns."

The integration is available now to Adobe Advertising partners, giving brands a direct path to activate cross-border measurement. It positions Azira among a small number of providers offering cross-border footfall measurement inside a major DSP environment, a distinction that matters as advertisers increasingly expect the same accountability from physical media that they get from digital.

About Azira

Azira delivers the next generation of location intelligence, powered by AI. Built on a privacy-first, consent-driven data infrastructure of trillions of global location signals, Azira unifies diverse data sources through a secure data spine and leverages advanced data science and patented machine learning models to deliver resilient, future-proof analytics and marketing solutions. Azira streamlines the entire marketing and operations lifecycle for leaders in travel, tourism, hospitality, QSR, and retail - from understanding locations and audiences to activating and measuring campaigns. With more than 15 active patents, Azira operates globally with headquarters in Pasadena and offices in Paris, Bangalore, and Sydney. Learn more at azira.com.

About Adobe

Adobe Advertising helps brands gain a competitive advantage by training agentic algorithms on their own first-party data. As part of Adobe's suite of Customer Experience Orchestration products, it helps businesses create and manage advertising campaigns across media channels. Adobe Advertising features a suite of AI-enhanced advertising technologies that enable media buying, search advertising, and creative management. We drive better results for advertisers by giving them the intelligence and transparency to deliver smarter advertising.

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