CUEBIQ FOOTFALL ATTRIBUTION BENCHMARKS

THE ADVENT OF ACCURATE LOCATION-BASED METRICS FOR TODAY'S MARKETER

CUEBIQ

INTRODUCTION

USING LOCATION-BASED ANALYSIS TO SOLVE MARKETER'S ATTRIBUTION ISSUES

Marketers today have seemingly unlimited options when it comes to building, targeting and delivering a campaign. There are more delivery methods and media devices than ever before, and each channel brings with it vast amounts of data to target ad messages to the right consumer audience.

Amid all of these options, marketers are still trying to answer the age-old question: Is my advertising actually working? This leads to a series of follow-ups: With so many channels, how did the different components of the campaign perform when compared to one another? Is there any difference in how distinctive audience segments are responding to my ads? How well are my campaigns performing compared to others in my vertical?

Now, more than ever, attribution, and the understanding of which ads impact consumer behavior and how, is a priority. In 2017, 57.1% of marketers will spend time examining cross-channel measurement and attribution*. But these questions aren't answerable using online data alone, especially when 93% of consumer spending still takes place offline**. Marketers are spending on media in the hopes of driving consumers to stores, and they need to understand if those campaigns were successful.

Location data has quickly emerged as a powerful solution to tie together signals across channels, because it helps marketers measure in-store footfall.

Footfall attribution analysis enables marketers to see how their audience is reacting to a campaign in the physical world. This requires two key metrics for evaluating success: uplift and visit rate.

UPLIFT measures the impact of ad exposure in driving in-store visits. It is determined by comparing two groups of users: those who saw the ad campaign (the exposed group) and those users who did not see the campaign (the control group). If more users from the exposed group went to an advertisers' desired point of interest (POI) compared to the control group, then there will be a positive uplift. Conversely, if more control group users went to the POI, the campaign had no impact on store visits.

VISIT RATE identifies the average daily POI visits by category (e.g. each weekday/weekend on average X% of US population visited a POI pertaining to the specified category).

When taken together, uplift and visit rate help clients measure campaign ROI and determine strategies for future campaigns.

This whitepaper will take a closer look at how marketers can implement these metrics and leverage footfall attribution into their campaign analysis.

We'll examine the importance of location data, establish footfall attribution benchmarks by vertical, and provide insights and trends on consumers' footfall behavior by advertising category.

*Source: IAB and Winterberry Group, "The Outlook for Data 2017: A Snapshot Into the Evolving Role of Audience Insight," January 2017
** Source: US Census Bureau, 2016.

METHODOLOGY

DATA COLLECTION

For marketers to grasp attribution and measure footfall, they need accurate location data. Unfortunately, much of the data currently available is inaccurate, with limited scale hindering any potential value and effectiveness. Cross-industry companies have been relying on small and biased panels, or low quality bid stream measurement solutions, with less than 33% of location data collected through ad exchanges being accurate within 100 meters.* To make matters worse, an overall lack of transparency makes it hard for marketers to even judge the quality of the available data.

Cuebiq works directly with app makers using precise location and Bluetooth technology, leveraging GPS, WiFi, IOT signals to collect offline behavior data at scale. On average, Cuebiq collects about 100+ data points per user, per day, which, thanks to its advanced machine learning and AI capabilities, allows the company to understand consumers dwell time at POIs and create the largest, most accurate resource of geo-behavioral data available in the marketplace today. By understanding this context, Cuebiq is able to truly profile consumers based on their offline behaviors and understand footfall trends.

ATTRIBUTION METHODOLOGY

Leveraging its intelligence platform and a database of 61MM anonymous users, Cuebiq compares the group of users exposed to an ad campaign to a control group in order to perform its footfall attribution analysis. The control group is composed of anonymous users in its database who match the criteria of the exposed group but were not exposed to ads. Cuebiq then compares the visits of the exposed group to the control group to determine footfall uplift.

PRIVACY COMPLIANCE

Cuebiq does not collect any personally identifiable information, meaning that all of its collected information is completely anonymous. Its privacy-sensitive methodology has earned the company membership status with the Network Advertising Initiative (NAI), the leading self-regulatory industry association dedicated to responsible data collection and its use for digital advertising.

*Source: MMA Report: 2015, Demystifying Location Data Accuracy
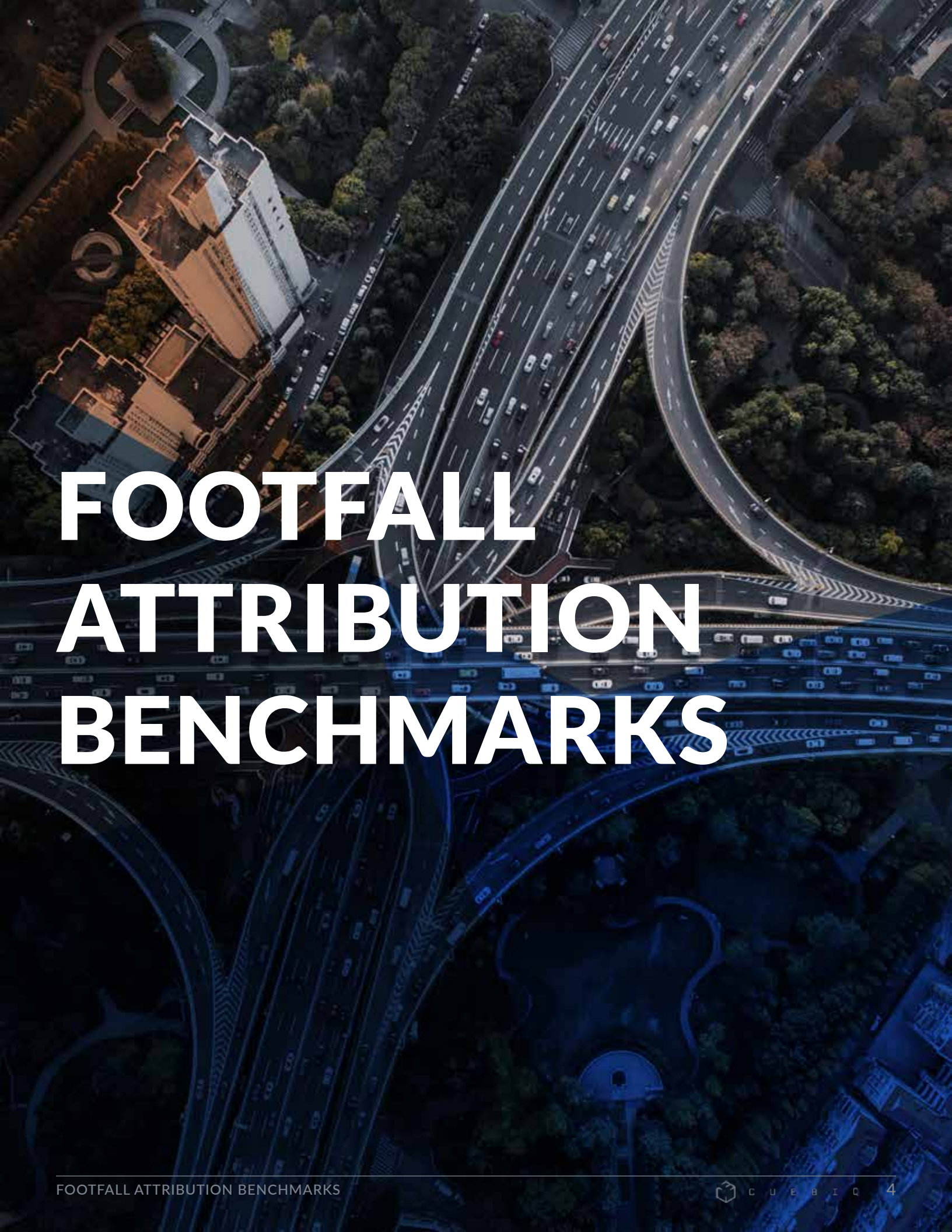
FOOTFALL ATTRIBUTION BENCHMARKS

As marketers begin using footfall attribution as a way to measure their campaigns, it's important that they have a sense of their success. After all, a marketer may find that their campaigns improved sales, but unless they can compare themselves to other companies in their vertical, they may not know if their performance was better, worse, or comparable to the industry average.

Presented here are footfall attribution benchmarks by category, for both uplift and visit rate. This data was gathered from footfall attribution reports for Cuebiq clients from Q3, 2016 through Q1, 2017. Campaigns commonly ran for two months, but length varied from a few days to several months based on brand objectives, which ranged from retail weekend sales to brand-awareness campaigns.
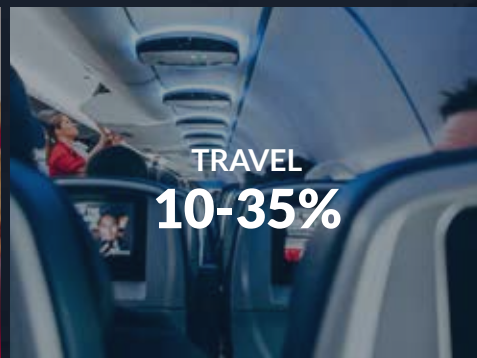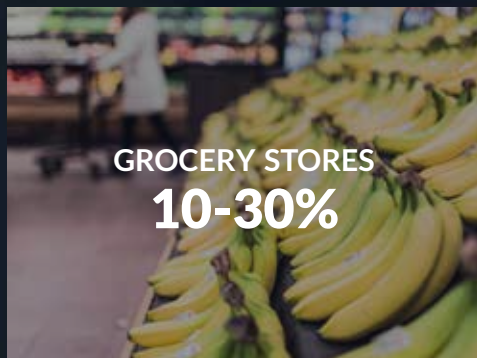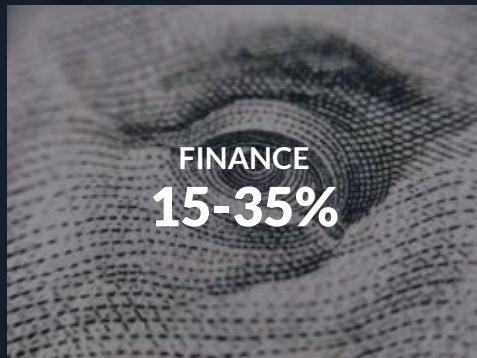
UPLIFT

The benchmarks are provided as a range. Uplift higher than the upper threshold indicates exceptional performance. Uplift between the two thresholds indicates average performance. Uplift less than the lower bound indicates below average campaign performance in driving consumers to a store.

AVERAGE CAMPAIGN UPLIFT BY QUARTER

Quarter	Uplift
2016 Q3	20.73%
2016 Q4	37.70%
2017 Q1	18.62%
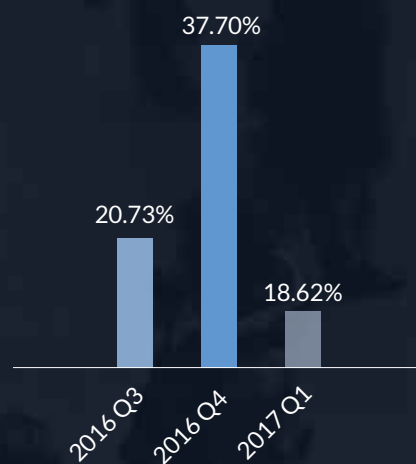
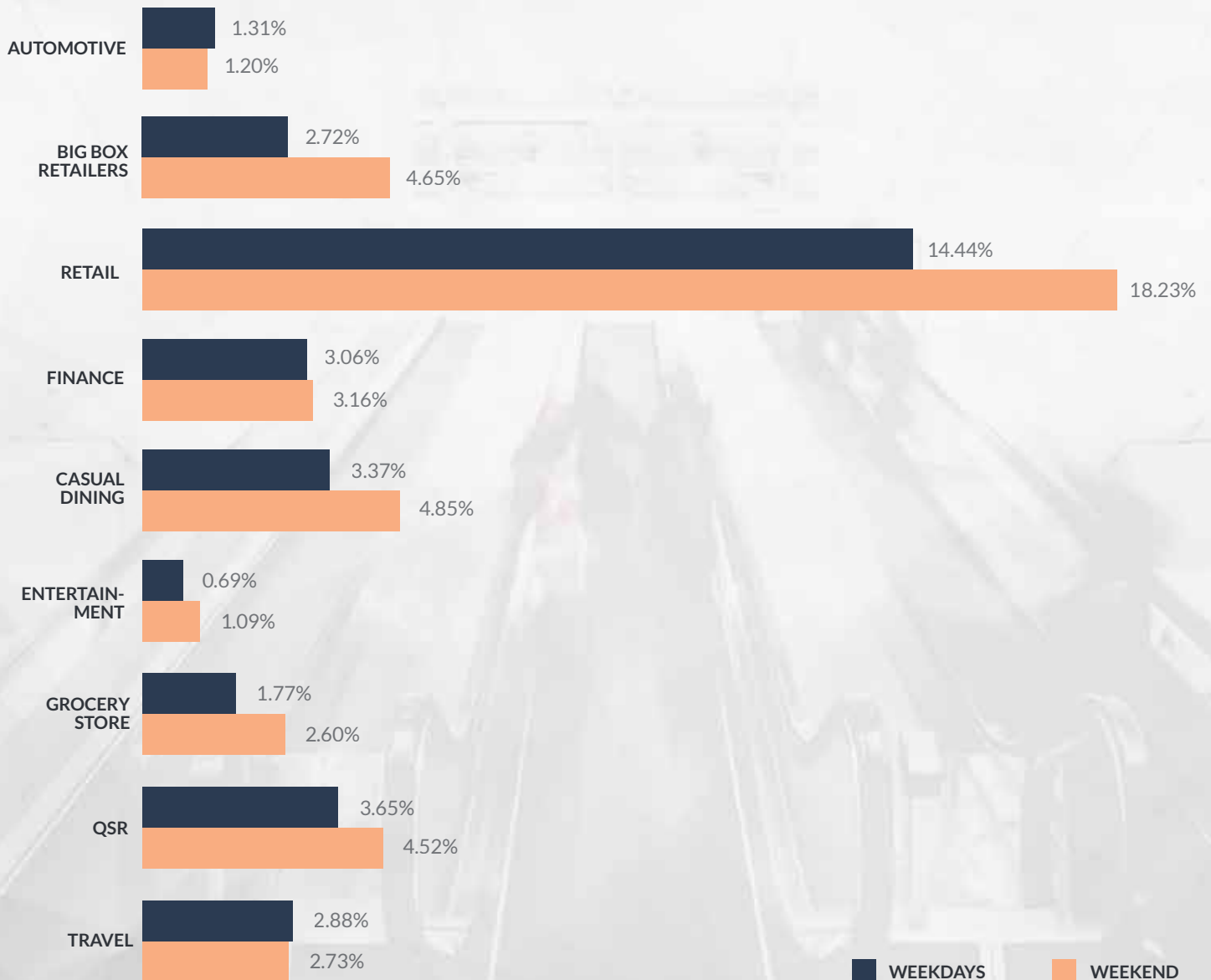*Overall, campaigns that ran in Q4 2016 achieved higher performance numbers, which can be attributed to consumers' higher receptivity to advertising as they shop for the holidays.*

AUTOMOTIVE
20-45%

BIG BOX RETAILER
10-30%

RETAIL
10-30%

FINANCE
15-35%

CASUAL DINING
15-40%

ENTERTAINMENT
15-40%

GROCERY STORES
10-30%

QSR
10-40%

TRAVEL
10-35%

VISIT RATE

Analyzing user visits at POIs over time allowed Cuebiq to identify a daily average visit rate for each advertising vertical for both weekdays and weekends. Each of the benchmark numbers below illustrate national averages, and are based on the daily percentage of the U.S. population that visits certain POIs on weekdays and weekends.

Vertical	Weekdays	Weekend
AUTOMOTIVE	1.31%	1.20%
BIG BOX RETAILERS	2.72%	4.65%
RETAIL	14.44%	18.23%
FINANCE	3.06%	3.16%
CASUAL DINING	3.37%	4.85%
ENTERTAINMENT	0.69%	1.09%
GROCERY STORE	1.77%	2.60%
QSR	3.65%	4.52%
TRAVEL	2.88%	2.73%

■ WEEKDAYS ■ WEEKEND

Marketers can compare their own visit rate, based on the number of exposed users who went to the POI versus the total number of users reached, to these benchmarks. These values should be used in conjunction with uplift as a baseline when evaluating how campaigns are performing in driving consumers to store locations. For example, if a brand targeted five different audiences to help improve foot traffic and found that one of those audiences brought in more traffic than the others, the brand could allocate more to that audience segment in the future.

FOOTFALL TRENDS

The more footfall data marketers have access to, the easier they can answer larger questions about marketing and in-store experiences. While uplift and visit rate are the foundation of footfall attribution analysis, they only scratch the surface on the possible use cases for precise location-based data.

Cuebiq's data collection methodology and intelligence platform allow brands to go much deeper when evaluating their campaigns, by looking into how much time consumers spend at POIs (dwell time) and the most popular times of day to visit (time of visit). To identify anonymous user behaviors and patterns over time, Cuebiq applies proprietary machine-learning algorithms that distill the vast amount of location data collected into "visit data". This is possible thanks to the platform's ability to understand if multiple signals originated from the same location over time and,

based on certain parameters, determine if they should be classified as one visit. For example, Cuebiq may collect six data points over three hours for the same anonymous user, all from one movie theater, and can determine that this was one visit. Conversely, if Cuebiq only detects one data point over ten minutes at a movie theater, the intelligence platform will determine that this was not a visit.
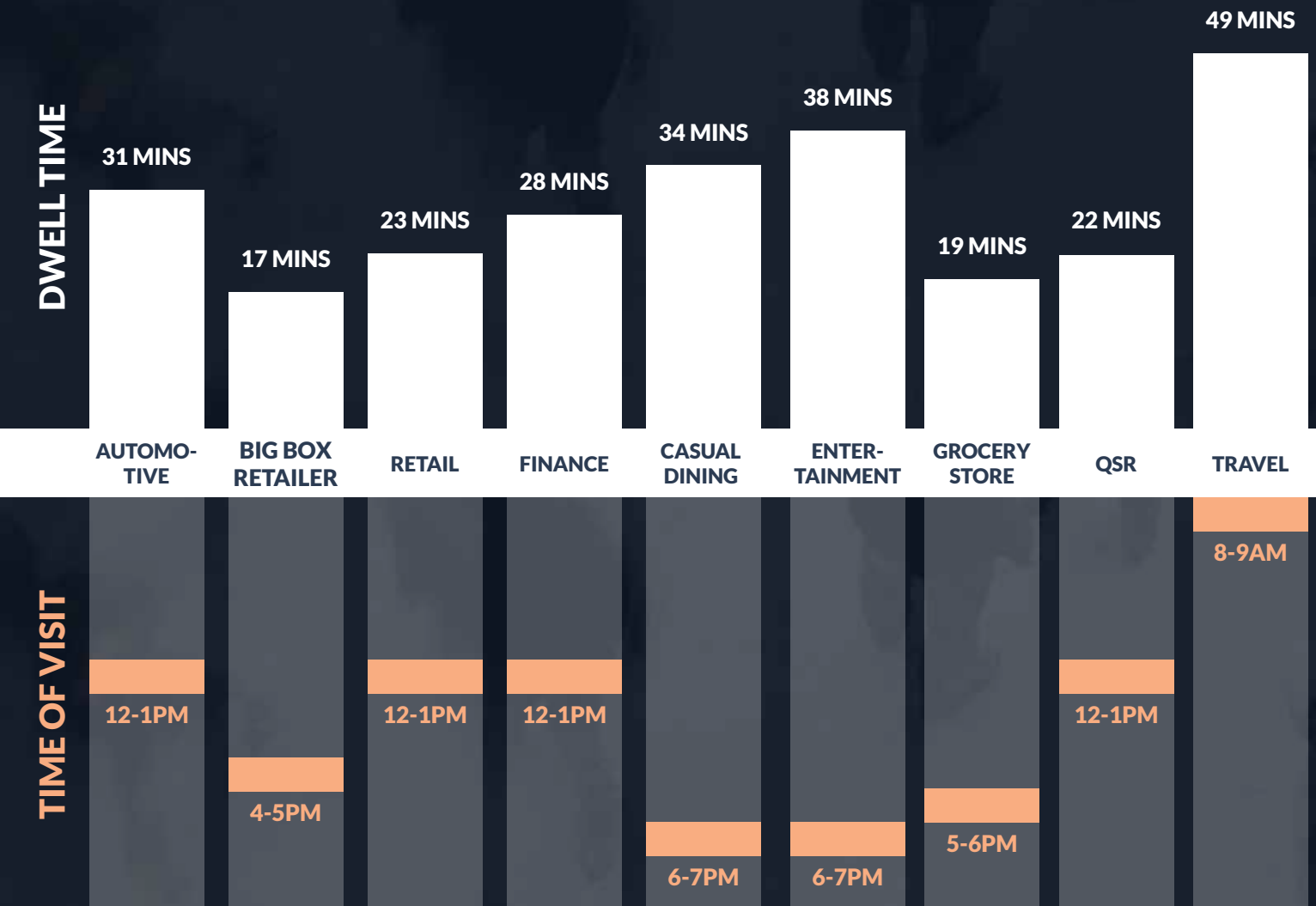
Brands can use these benchmarks to get a sense of the engagement levels of consumers who visit their stores upon being exposed to a campaign. Brands across all verticals can use time of visit insights to plan the best time of day to purchase ads. Meanwhile, retailers can measure how long consumers are spending in their stores compared to the industry average, and adjust the in-store experience to lead to higher dwell times.

DWELL TIME
The average time spent at locations by advertising category (i.e. how much time consumers do usually spend at a QSR, Retail location, etc.)

TIME OF VISIT
The most popular time(s) of day to visit the POIs for each category

DWELL TIME

AUTOMO-TIVE	BIG BOX RETAILER	RETAIL	FINANCE	CASUAL DINING	ENTER-TAINMENT	GROCERY STORE	QSR	TRAVEL
31 MINS	17 MINS	23 MINS	28 MINS	34 MINS	38 MINS	19 MINS	22 MINS	49 MINS

TIME OF VISIT

AUTOMO-TIVE	BIG BOX RETAILER	RETAIL	FINANCE	CASUAL DINING	ENTER-TAINMENT	GROCERY STORE	QSR	TRAVEL
12-1PM	4-5PM	12-1PM	12-1PM	6-7PM	6-7PM	5-6PM	12-1PM	8-9AM

CASE STUDIES:
PUTTING FOOTFALL ATTRIBUTION INTO PRACTICE

SPORTS RETAILER

USES CENTRO AND CUEBIQ TO ASSESS DIGITAL IMPACT ON IN-STORE VISITS

When a leading sports retail brand wanted to understand how its digital ad campaigns affected visit uplift at certain locations across multiple media markets, it turned to Cuebiq and Centro to uncover the answers. Cuebiq ran its attribution analysis to identify uplift, understand the day and time of visits, dwell time, and performed an analysis of the impressions delivered throughout the campaign to better understand its effectiveness.

The findings showed that the digital campaign successfully drove consumer to stores, generating a visit uplift of 46% and exceeding Cuebiq's retail benchmark (10% to 30%). There was also a strong correlation between ad exposure and store visits, as 37% of users who saw an ad visiting a location within three days of exposure. In addition, 72% of consumers who visited a location spent between five and 28 minutes in the location.

TIME BETWEEN IMPRESSION AND VISIT

0.0-2.6 DAYS	**37%**
2.7-5.2 DAYS	**22%**
5.3-7.8 DAYS	**11%**
7.9-10.4 DAYS	**16%**
10.5-13 DAYS	**14%**

"

CUEBIQ'S POST CAMPAIGN ANALYSIS PROVIDED A WEALTH OF INSIGHT. THE DATA ILLUMINATED KEY METRICS SUCH AS THE OVERALL LIFT OF THE CAMPAIGN (WHICH BEAT THE INDUSTRY VERTICAL STANDARD WITH AN IMPRESSIVE 46% LIFT), WHICH DAYS AND HOURS WERE THE MOST EFFECTIVE, WHAT OTHER BRANDS AND STORES THE RETAILER'S CUSTOMERS FREQUENT, AND MORE," SAID APRIL WEEKS, VP, MEDIA STRATEGY & OPERATIONS, CENTRO. "OUR CLIENT WAS EXTREMELY IMPRESSED BY THE RESULTS AND IS LOOKING FORWARD TO IMPLEMENTING CUEBIQ'S BENCHMARKS TO MEASURE FUTURE CAMPAIGNS.

"

TECH BRAND

MEASURES IMPACT OF CROSS-CHANNEL CAMPAIGN ON STORE VISITS

Technology companies are often the first to experiment with new methods of reaching consumers, so it's no surprise that a technology brand took advantage of both out-of-home and digital tactics to drive consumers to stores. After the campaigns ran on the two channels, the brand wanted to understand visit lift at designated retailers.

To evaluate the cross-channel campaign, Cuebiq analyzed offline behavior to determine footfall uplift, the multi-channel impact of the campaign and consumer psychographics. What they found was that users who saw both the digital and OOH campaigns had a 29.32% visit rate, higher than both Cuebiq's retail benchmark (7% to 13%) and the visit rate for consumers who only saw the OOH campaign (23.54%).

29.³²%

VISIT RATE FOR CONSUMERS
WHO WERE EXPOSED TO BOTH
DIGITAL AND OOH CAMPAIGN

AUTO BRAND

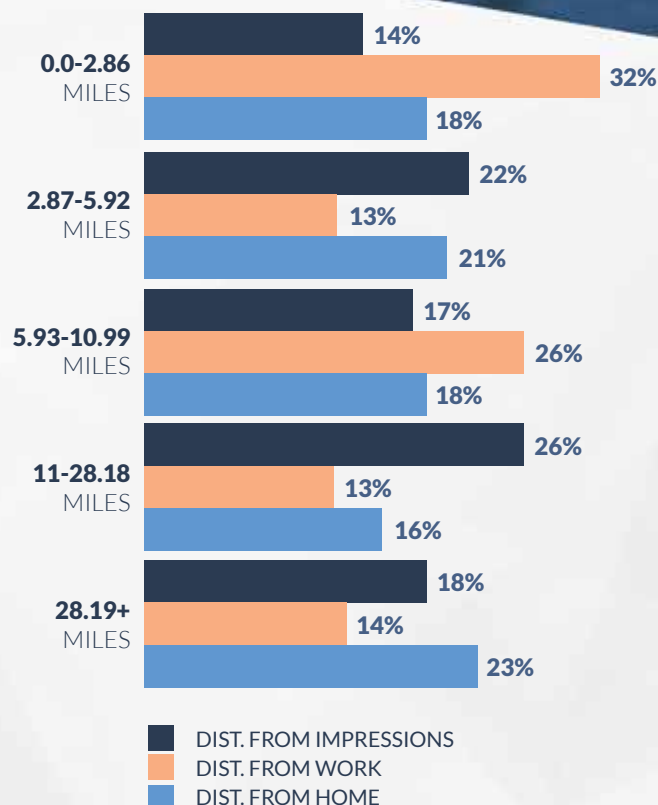## MEASURES CAMPAIGN IMPACT ON DEALERSHIP VISITS

A leading auto brand needed to understand how well a geo-targeted campaign impacted visits to dealership locations in Los Angeles. To best understand campaign performance, Cuebiq analyzed offline behaviors of users exposed to the campaign to determine footfall uplift, dwell time, day and time of visit, as well as consumer psychographics and brand affinity.

The analysis found that the campaign generated a 39% uplift in dealership visits, towards the high-end of Cuebiq's automotive benchmark (20% - 45%). Further evaluation also found that proximity to consumer workplace played a role in driving visits. The majority of visits that came as a result of the campaign were to dealerships within three miles of where consumers worked, as anonymously determined by their data signals.

Dwell time analysis discovered that the majority of consumers who saw an ad and visited the designated location spent up 20 minutes at the dealership.

Armed with this information, the auto brand can continue to adjust its campaign, possibly targeting more consumers within the first three days, as well as adding additional dealership staff to assist the increased number of consumers visiting dealerships.

DISTANCE BETWEEN POI AND KEY LOCATIONS

0.0-2.86 MILES
- 14%
- 32%
- 18%

2.87-5.92 MILES
- 22%
- 13%
- 21%

5.93-10.99 MILES
- 17%
- 26%
- 18%

11-28.18 MILES
- 26%
- 13%
- 16%

28.19+ MILES
- 18%
- 14%
- 23%

- ■ DIST. FROM IMPRESSIONS
- ■ DIST. FROM WORK
- ■ DIST. FROM HOME

39%
UPLIFT IN
DEALERSHIP VISITS

20MINS
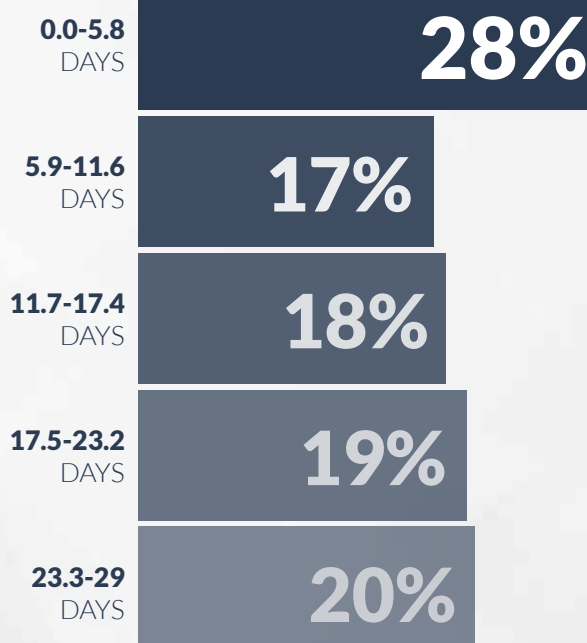### AT THE DEALERSHIP

HOME RETAIL BRAND

MEASURES CAMPAIGN IMPACT ON IN-STORE VISITS AND TRAFFIC PATTERNS

Following a brand advertising campaign, a leading retailer of home goods sought to understand footfall impact on its store locations. Cuebiq examined the offline behaviors of consumers exposed to the campaign, as well as campaign impressions, to determine footfall uplift, day and time of visits, and dwell time.

The brand found that its visit uplift was a stellar 43%, easily eclipsing the retail benchmark (10% - 30%), while dwell time analysis found that 67% of consumers who visited the retail location spent up to and 38 minutes in the store. Additionally, the study found that 28% of consumers who saw an ad visited the store within five days. Finally, the majority of the consumers visited the retail location on weekends, between 4 and 8 p.m.

Once again, these insights prove that a brand's online marketing messages worked, driving consumers to its brick and mortar locations after being exposed to the campaign. The additional insights into when consumers visited the stores helped the retail brand fine-tune its targeting and ad delivery strategies going forward, ensuring that it continues to drive footfall uplift.

TIME BETWEEN IMPRESSION AND VISIT

Days	Percentage
0.0-5.8 DAYS	28%
5.9-11.6 DAYS	17%
11.7-17.4 DAYS	18%
17.5-23.2 DAYS	19%
23.3-29 DAYS	20%

43%
VISIT UPLIFT

CONSUMERS SPENT UP TO
38 MINS
IN THE STORE

ADTITIONAL INSIGHTS:
CATEGORY AND BRAND AFFINITY

Footfall measurement's value isn't merely confined to how often consumers visit the brand's own POIs. Because consumers are moving between multiple locations throughout the day, footfall data helps brands piece together a more complete view of the consumer journey.

In today's data-driven marketing landscape, these insights are crucial. Analyzing the other locations that consumers visit throughout the day helps brands understand potential brand affinities that extend to competitors, as well as other verticals. When brands can see how often consumers visit their POIs compared to the competition, they acquire a better sense of their market share, as well how loyal their customers are to their brand compared to others.

Understanding a target audience as a group people with distinct preferences and habits makes it much easier to plan campaigns and develop messaging and offers that appeal to the most highly sought-after audience targets. It also opens the door for a detailed segmentation strategy, where marketers can categorize consumers as "loyalists" or "win-back," based on their behavior, and alter the messaging delivered to those segments.

Here are some examples of brand affinities and behaviors pulled from analysis of campaigns from Q3 2016 to Q1 2017:

AUTOMOTIVE CONSUMERS IN MARKET FOR A NEW CAR ARE ALSO FREQUENT VISITORS OF...

- Gas Stations, in particular Shell loyalists
- QSR visitors, in particular Subway and McDonald's lovers
- Big Box shoppers, in particular Walmart and Sam's Club shoppers

BIG BOX RETAILER SHOPPERS ARE ALSO FREQUENT VISITORS OF...

- Coffee shops frequent visitors, in particular Starbucks lovers
- Passionate about living a healthy lifestyle, in particular frequent gym goers
- Mall goers, in particular Simon Malls

RETAIL FREQUENT SHOPPERS ARE ALSO FREQUENT VISITORS OF...

- Entertainment locations, in particular movie theaters and amusement parks
- QSR visitors, in particular Subway and McDonald's lovers
- Coffee shops, in particular Starbucks lovers

FINANCE CONSUMERS WHO OFTEN VISIT FINANCIAL SERVICES LOCATIONS ARE ALSO...

- Frequent big box shoppers, in particular Walmart and Target aficionados
- QSR visitors, in particular McDonald's and Dairy Queen lovers
- Business travelers

CASUAL DINERS ARE ALSO...

- QSR visitors, in particular Subway and McDonald's lovers
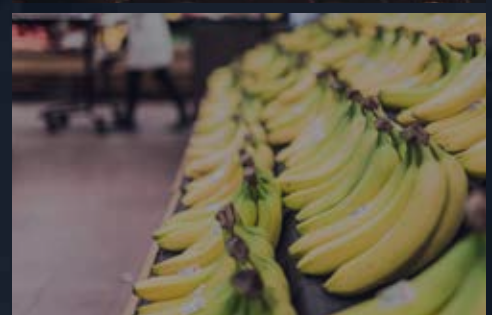- Big Box shoppers, in particular Walmart shoppers
- Business Travelers

ENTERTAINMENT CONSUMERS PASSIONATE ABOUT MOVIES AND LIVE EVENTS ARE ALSO...

- Mall goers, in particular Simon Malls
- Frequent tourist travelers
- University students

GROCERY STORE FREQUENT SHOPPERS ARE ALSO....

- Passionate about living a healthy lifestyle, in particular making health-conscious shopping decisions (i.e. health foods, organic foods, local produce, and nutritional supplements)
- Big Box shoppers, in particular Target shoppers
- Coffee shops frequent visitors, in particular Starbucks lovers

QSR LOVERS ARE ALSO...

- Big Box shoppers, in particular Costco and Target loyalists
- Frequent tourist travelers
- University Students

TRAVELERS ARE ALSO...

- Passionate about entertainment, particular stadiums and casinos
- Bar goers, in particular lounge bar aficionados
- Mall goers, in particular Simon Malls

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GLOSSARY OF TERMS:

UPLIFT
Measures the impact of ad exposure in driving in-store visits. It is determined by comparing two groups of users: those who saw the ad campaign (exposed group) vs. those users who did not see the campaign (control group). If more users from the exposed group went to the POI compared to the control group, then there will be a positive uplift. Conversely, if more control group users went to the POI, there will be a downlift.

VISIT RATE
Identifies the average daily POI visits by category (e.g. each weekday/weekend on average X% of US population visited a POI pertaining to the specified category).

ATTRIBUTION WINDOW
It is the time interval after ad exposure during which the devices are monitored and POI visits are recorded.

EXPOSED GROUP
The exposed group is comprised of users who were exposed to the campaign.

CONTROL GROUP
The control group is comprised of users who match the exposed group's characteristics and demographics as close as possible but were not exposed to the campaign.

DWELL TIME
Amount of time spent at a specific POI. Dwell time it is used to identify visits.

ABOUT THE ADVERTISING CATEGORIES:

AUTOMOTIVE
includes visit analysis at car dealerships.

BIG BOX RETAILER
includes visit analysis at big box retailers such as (but not limited to) Target, Walmart, Costco, Outback Steakhouse, etc.

RETAIL
includes visit analysis at retail locations including apparel, accessories, footwear, consumer electronics, home, toys.

FINANCE
includes visit analysis at retail bank locations, insurance, financial services companies.

CASUAL DINING
includes visit analysis at casual dining chains such as (but not limited to) Applebee's, Dave & Buster's, T.G.I. Fridays, etc.

ENTERTAINMENT
includes visit analysis at movie theaters and live events (sporting, concerts, theater).

GROCERY STORE
includes visit analysis at grocery stores such as (but not limited to) Kroger, Safeway, H-E-B.

QSR
includes visit analysis at quick service restaurants such as (but not limited to) McDonald's, Burger King, Dairy Queen, Subway.

TRAVEL
includes visit analysis at airports and hotel chains.

CUEBIQ

Cuebiq is the largest provider of accurate and precise location data in the U.S. Its leading data intelligence platform analyzes location patterns of 61 million monthly active U.S. smartphone users on over 180 mobile apps, allowing businesses to glean actionable insights about real-world consumer behaviors and trends. Cuebiq provides clients geo-behavioral audiences for cross-platform ad targeting, the industry's only SaaS based real-time campaign optimization and footfall attribution tools, and offline location analytics. Cuebiq does not collect any personally identifiable information. Its privacy-sensitive methodology has earned the company membership status with the Network Advertising Initiative (NAI), the leading self-regulatory industry association dedicated to responsible data collection and its use for digital advertising.

To learn more, please contact: business @cuebiq.com