Groundbreaking Moments for Cuebiq in 2020

**March 26**
Launch of Enhanced Clara Platform
- Provides customers with insights on cross-channel attribution
- Includes daily reporting and side-by-side channel performance

**January 10**
Launch of Behavioral Drivers Analysis
- Reveals the link between mobility and consumer behavior
- Builds a better understanding of the consumer journey

**August 10**
Launch of Home Switcher Trend Analysis
- Analyzes the rate of relocation and most popular destinations for home switchers
- Compares relocations during COVID-19 to those last year

**September 17**
Cuebiq's Case Study With Adobe and DP+
- Cuebiq's location-based segments index 80% higher than others tested by Adobe and DP+ for a major QSR
- Delivered successful ad campaign to consumers who were 25% more likely to purchase

**October 6**
Release of New Products on Amazon Data Exchange
- Supports use cases across 16 new verticals

**October 19**
In-Platform Activation of Incremental Shopper Segments
- Closes the loop on consumer-level incrementality by enabling the retargeting of both loyal and new shopper audiences

**October 24**
Products Available on Amazon Data Exchange

**November 11**
Cuebiq's Case Study With Adobe and DP+

**December 10**
Launch of Incrementality at the Consumer Level
- Shows how the visitation rate of each customer changed after campaign exposure
- Reveals the granular campaign tactics that affected customer behavior
- Allows marketers to make data-based decisions in refining their media strategy

**What's Next?**
Contact Cuebiq to Find Out
www.cuebiq.com/contact