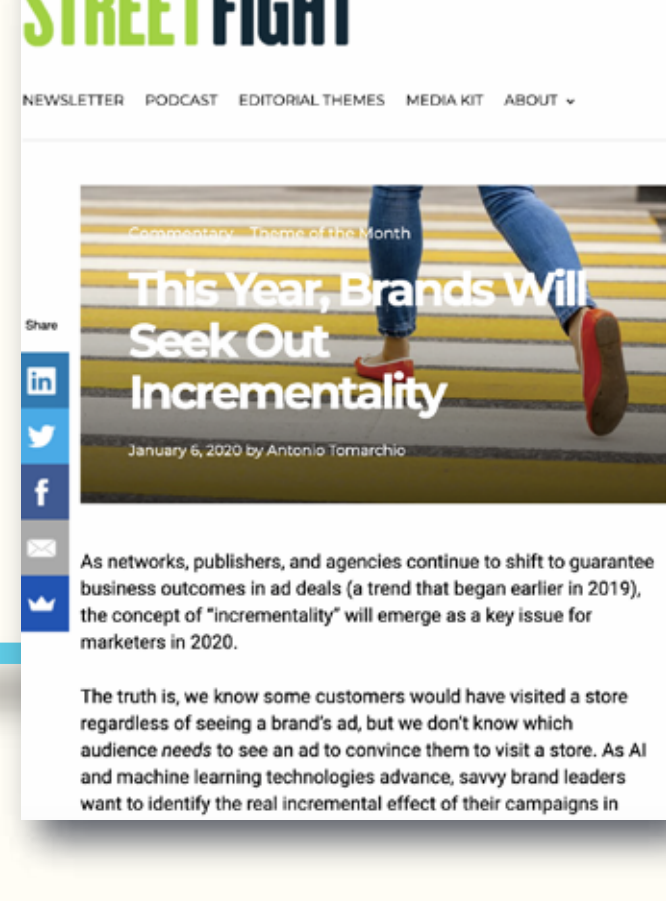


INNOVATION IN TECH:

# Groundbreaking Moments for Cuebiq in 2020

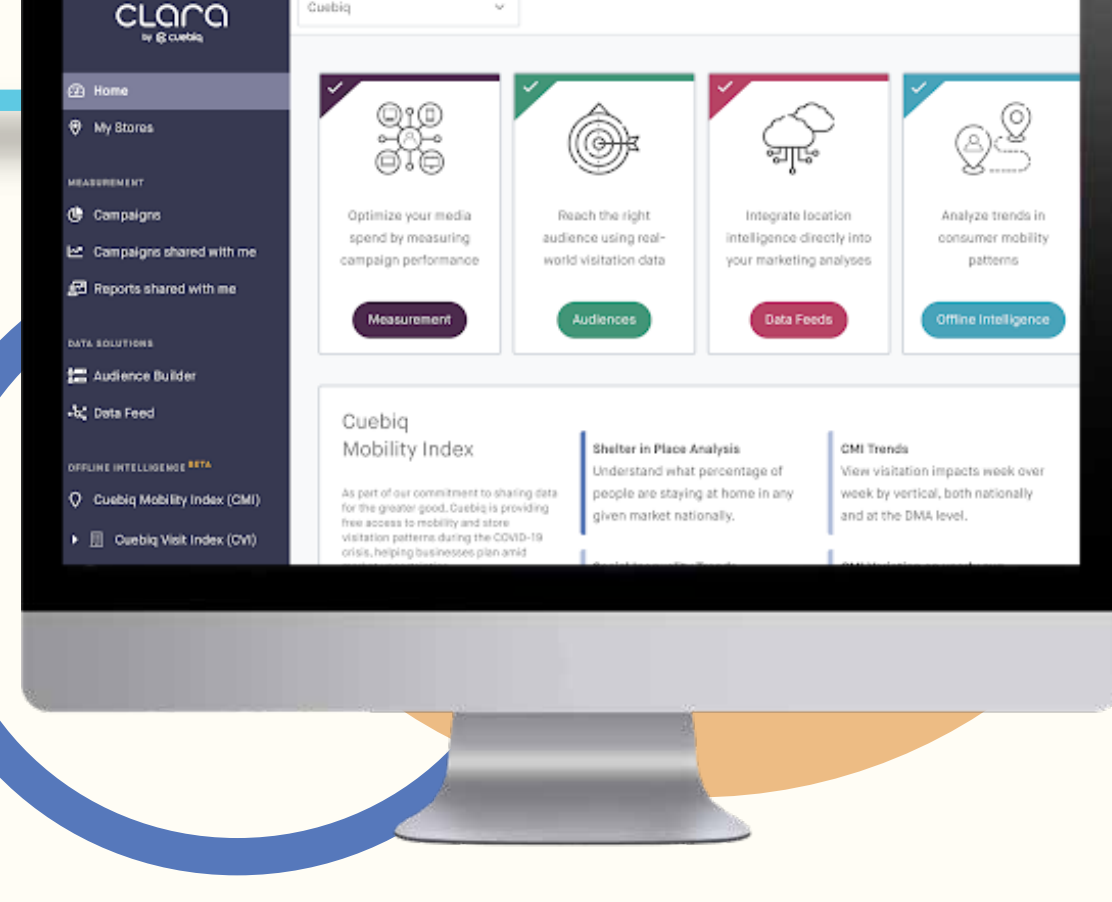


Street Fight, January 6  
Written by Antonio Tomarchio,  
CEO of Cuebiq

**Release of Enhanced Clara Platform**

- Provides customers with insights on cross-channel attribution
- Includes daily reporting and side-by-side channel performance

January 6



Enhanced Clara Platform

January 10

**Launch of Incrementality at the Consumer Level**

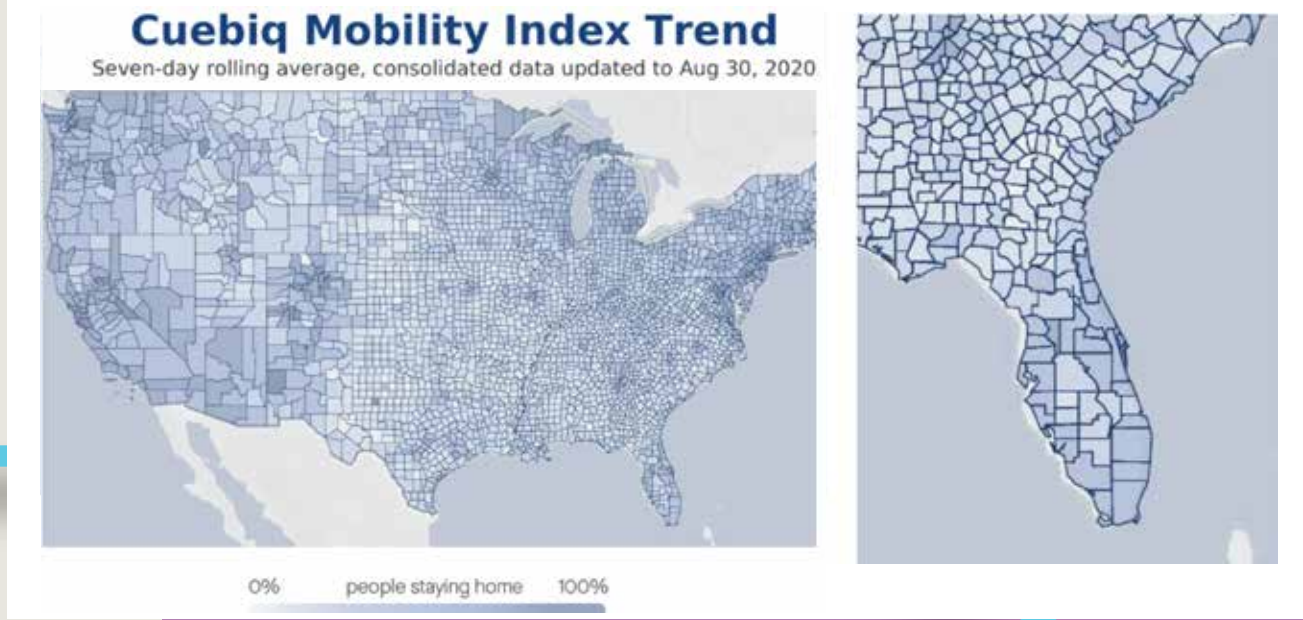
- Shows how the visitation rate of each customer changed after campaign exposure
- Reveals the granular campaign tactics that affected customer behavior
- Allows marketers to make data-based decisions in refining their media strategy

**Launch of Behavioral Effects Analysis**

- Reveals which customers were most influenced by the campaign

February 22

**Cuebiq's Mobility Index Dashboard**

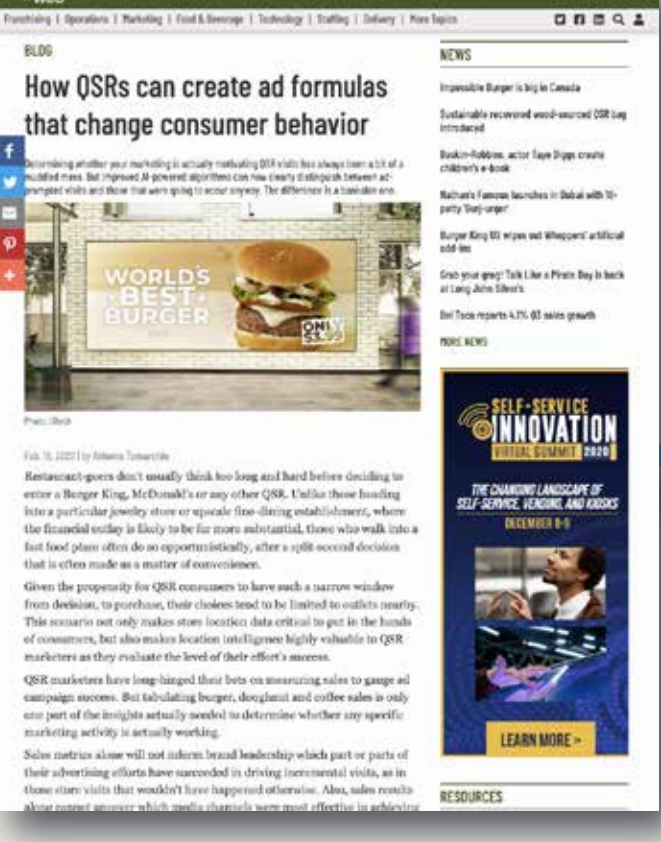


**COVID-19**

March 26

**Launch of Mobility Index – New Offline Analytics Offering**

- Provides customers with insights during the COVID-19 pandemic
- Includes a publicly available Mobility Index
- Offers detailed vertical and brand-level mobility pattern information



QSR Web, February 18

**Release of Mobility Flows Analysis**

- Reveals changing commuter patterns through origin and destination data

**Release of Shelter-in-Place Analysis**

- Represents percentage of devices staying home in any given county



**Launch of Audience Builder**

- Enables creation of custom audience segments based on visitation patterns via a self-service module

April 28

April 22

April 15

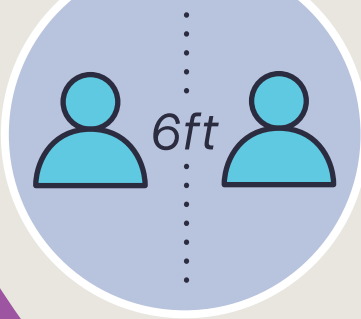


Chicago Tribune, April 28

**Collaboration With The New York Times**

- On April 2, 2020, NYT published an article featuring Cuebiq's offline analytics
- Collaborated on 10 articles highlighting Cuebiq's data

April 2



**Release of Contact Index**

- Illustrates the link between social distancing and mobility
- Compares device-level contacts to pre-pandemic contact and mobility trends

June 11

**Release of Home Switcher Trend Analysis**

- Analyzes the rate of relocation and most popular destinations for home switchers at the national, state, and county level
- Compares relocations during COVID-19 to those last year

June 17



NBC News, June 11



The Wall Street Journal, June 17

**Launch of Economic Reopening Dashboard**

- Showcases overall visit trends to industry verticals and the effect of geography and time on them
- Enables industry-trend analysis, supply-chain optimization, and market-share analysis

**Launch of Data Feed Builder**

- Enables creation, management, and deployment of custom data feeds via a self-service module



**Release of APIs in Clara (Beta)**

- Automates campaign setup, measurement, and reporting
- Offers extraction of performance KPIs in real time
- Provides flexible access to Cuebiq's measurement data in the platform of your choice

July 24

**CTV Added To Cross-Channel Measurement Suite**

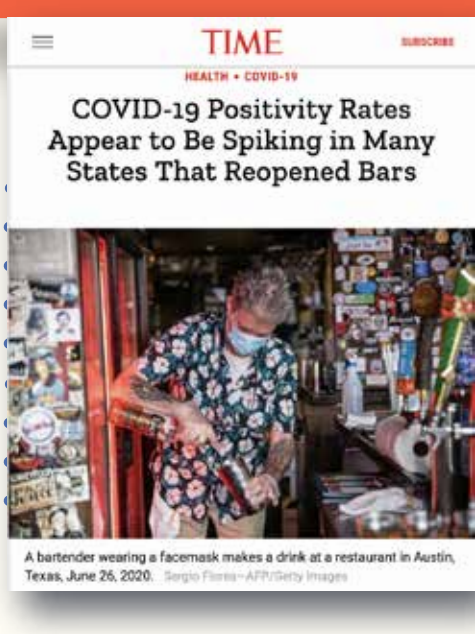
- Enables real-time CTV measurement
- Offers side-by-side comparison of CTV performance to digital and linear TV

July 15

August 10

**Launch of Traveler Analysis**

- Reveals the estimated number of out-of-state travelers to a given location
- Shows where travelers are coming from
- Illustrates what percentage of travelers are self-quarantining vs. failing to shelter in place



TIME, July 17



CNN, July 12

**Launch of Custom ID and Proprietary Identity Graph Solution**

- Protects clients from iOS 14's impact on IDFA sharing
- New SDK retrieves alternate IDs and updates consent flows to preserve the scale and privacy of data panel

September 3



Business Insider, August 27

September 17

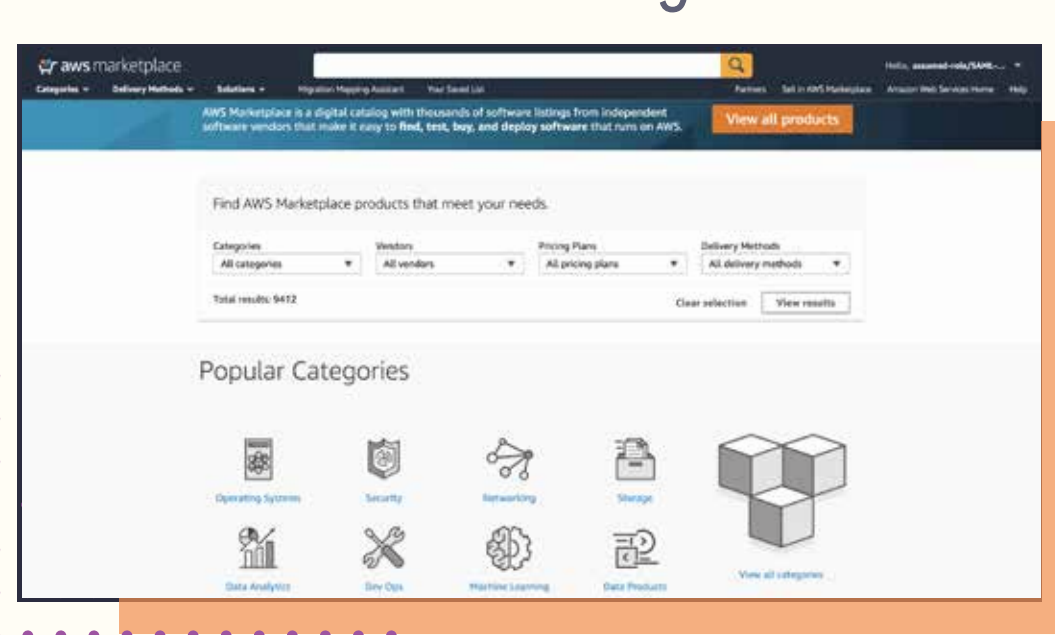
**Cuebiq's Case Study With Adobe and DP+**

- Cuebiq's location-based segments index 80% higher than major QSR tested by Adobe and DP+
- Delivered successful ad campaign to consumers who were 25% more likely to purchase



Cuebiq's Case Study With Adobe and DP+

**Products Available on Amazon Data Exchange**



**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 19

October 24

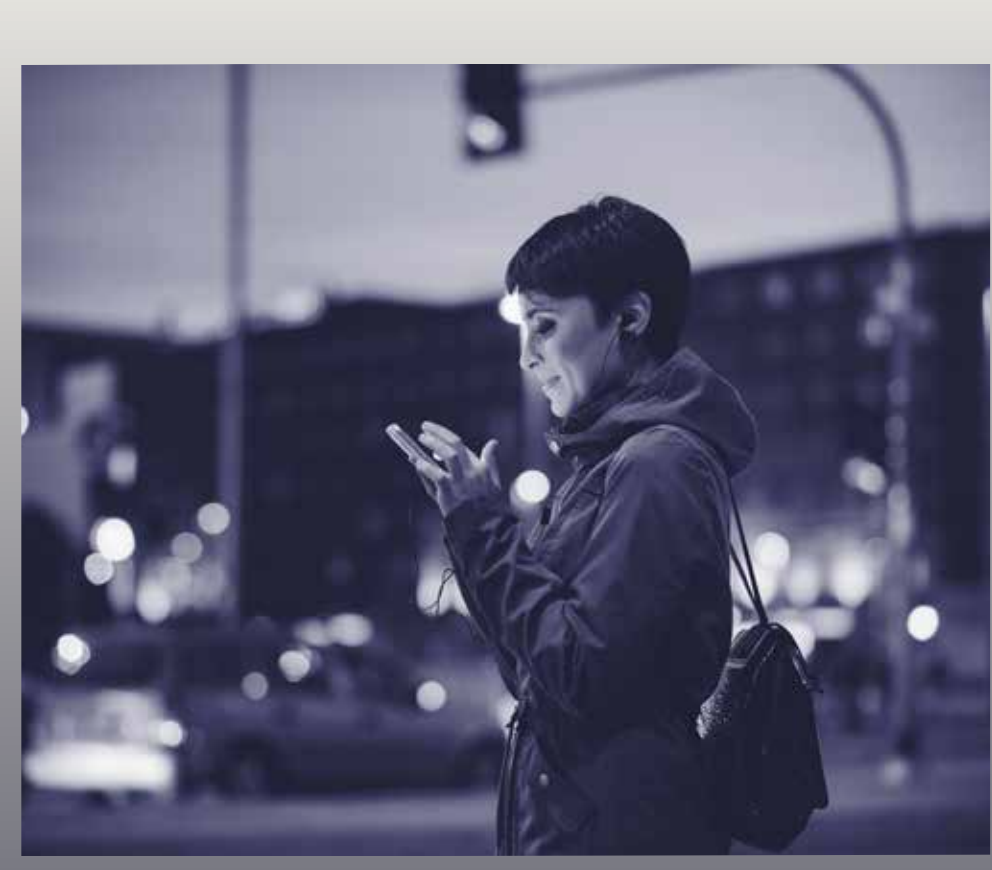
**Release of New Products on Amazon Data Exchange**

- Supports use cases across 16 new verticals

October 6

**Out-of-Home Added To Cross-Channel Measurement Suite**

- Enables clients to understand the full effect of their cross-channel marketing spend
- Clients can now measure OOH's impact on driving incremental visits to their brand



## What's Next?

Contact Cuebiq to Find Out

[www.cuebiq.com/contact](http://www.cuebiq.com/contact)

