

Location Intelligence for the Auto Enterprise

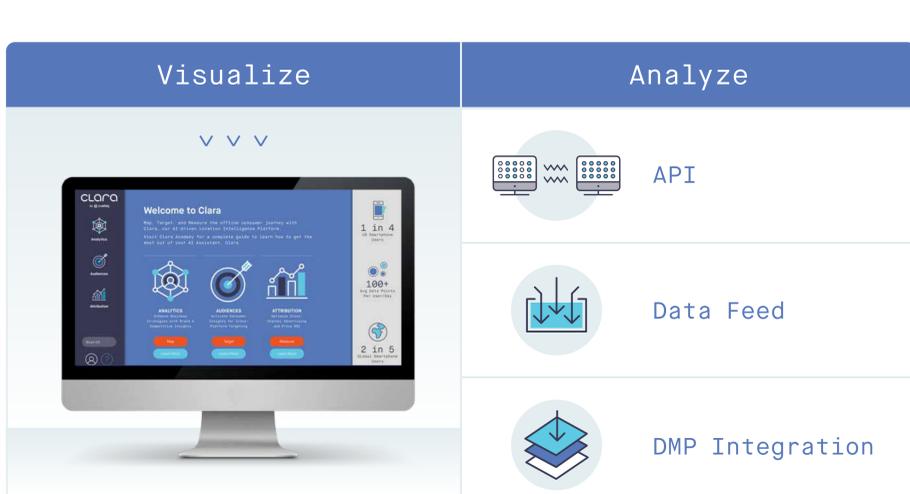
Provide Better Customer Experiences, Improve Media & Marketing Performance, Increase Revenue and Boost Efficiencies

Enhance Your Organization at Every Level

Corporate Marketing



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How Cuebiq Can Help



Clara

Visualize and activate the power of location data within our AI-driven location intelligence platform.**



API/Data Feed

Connect your business intelligence platform or in-house Analytics to Cuebiq's location data with a simple API or data feed.



Data Marketplaces

Activate any of our geo-behavioral audiences via all the major DMPs and DSPs.



SDK

Integrate SDK technology within your mobile app for actionable insights about your app users.

**Clara can access the following solutions: Location Analytics, Audience Targeting, Real-Time Visit Optimization, and Post-Campaign Visit Uplift (ROI)

Corporate Marketing

Map the offline consumer journey to strengthen acquisition and develop better consumer experiences

Co-Branding + Sponsorship Opportunities

Analyze consumer offline behaviors, visitation patterns and purchase intent to evaluate new partnership opportunities by leveraging location analytics to see key brand affinities your visitors have with other brands – identify opportunities that resonate with your target audience

Loyalty Program Development

Knowledge of cross-shopping activities including brand affinity, visit frequency, dwell time and more can be used to better inform loyalty programs for consumer retention and guide segmentation strategies

Consumer Persona Building

Gain a deeper understanding of offline consumer behaviors such as brand affinity and loyalty to more effectively build your buyer personas and inform your marketing strategies and communication efforts

Competitive Intelligence

Build conquering and day-parting communication efforts based on consumer footfall to grow market share and marketing ROI

CEM Analysis

Leverage SDK technology within your mobile app to better understand your app users and their offline behaviors including: loyalty, visit frequency, dwell time and more



How Cuebiq Can Help:



Media / Agency Partners

Leverage data-driven and consumer-centric insights to support better media decisions and investments

Strategic Planning

Identify and test new audiences and media-planning strategies to evaluate publishers, creative messaging, content platforms, media mix and cross-channel investments

Audience Targeting

Map consumers' offline journey and path to purchase to activate geo-behavioral audience segments like branded audiences, predictive audiences (based on churn), seasonal, lifestyle and more

Cross-Channel Spend Optimization

Leverage real-time, daily visit and uplift metrics to optimize media spend by creative, publisher and geo for campaigns already in-flight

Cross-Channel Measurement

Measure cross-channel advertising performance (Digital, TV, OOH, Radio) to prove media ROI



How Cuebiq Can Help:



Dealership Operations & Service

Improve dealership operations strategies and service center experiences by understanding how vendors & consumers are engaging with your brand at a more granular level

Enhanced Dealership & Service Experience

Understand the busiest time of day for dealerships, the time of day consumers prefer to visit your locations & how much time they actually spend "on lot" to ensure the most optimal consumer experience

Model Demand Forecasting

Build proactive model & service part demand infrastructures & forecasts through dealership footfall trends



How Cuebiq Can Help:



Finance/ Operations / Strategy

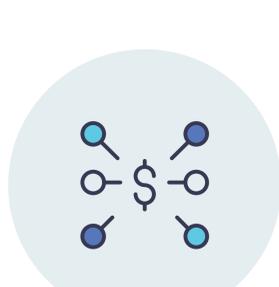
Accelerate growth and reduce costs by optimizing operations with real-time, data-driven decisions

Trade & Market Area Analysis

Location-state, DMA & dealership-level performance by a variety of location-powered KPIs unique to location intelligence

Revenue Forecasting

Leverage real-time consumer footfall data to forecast brand sales, revenue, foot traffic, visitation trends and more



How Cuebiq Can Help:



Sales / Business Development

Efficiently pinpoint undiscovered sales opportunities

Corporate Social Responsibility

Leverage location data to support nonprofit organizations and universities in their efforts to drive innovation around the globe by solving real-world problems, such as natural disaster evacuation planning

Differentiate Dealership Brands

Enhance your dealership sales strategies at the geographic and demographic consumer level



How Cuebiq Can Help:

