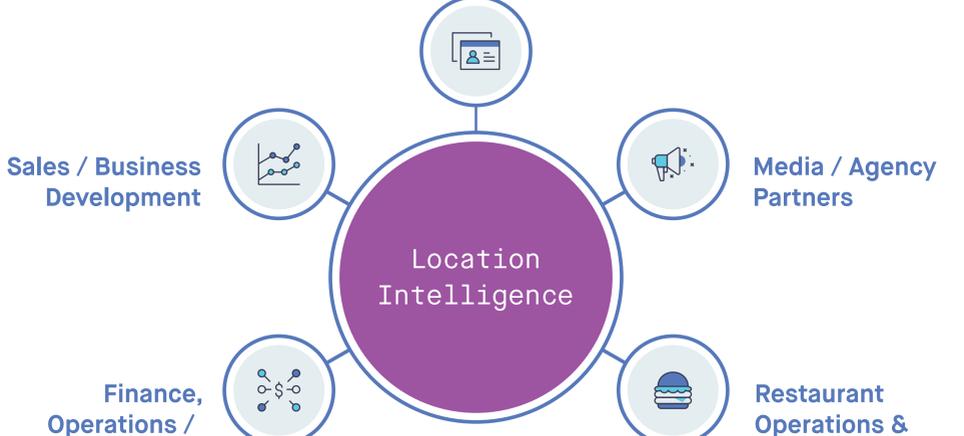


# Location Intelligence for the QSR Enterprise

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

### OEM Analysis

Leverage SDK technology within in 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

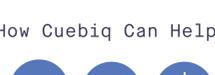
Leverage real-time, daily visit and uplift metrics to optimize media spend by creative, publisher and geo for campaigns already in flight

### Cross-Channel Measurement

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



How Cuebiq Can Help:



## Restaurant Operations & Customer Service

Improve restaurant operational strategies, staffing efficiencies and customer service experiences through visitation behaviors and trends

### Franchise Planning

Elevate GIS strategies for smarter restaurant & franchise location planning based on the key geographies optimal for your brand

### Increase Operational Efficiencies

Optimize restaurant location opening & closing hours and staffing needs based on consumer peak visitation hours and seasonal consumer footfall trends

### Enhanced Diner Experience

Provide an enhanced in-store dining experience by analyzing how much time consumers spend dining in-store, the time of day they visit and the frequency of their visits to your restaurants



How Cuebiq Can Help:



## Finance/ Operations / Strategy

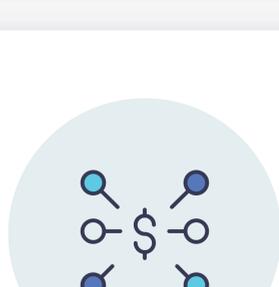
Accelerate growth and reduce costs by optimizing operations with real-time, data-driven decisions

### Revenue Forecasting

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

### Franchise Strategy Analysis

Analyze State, DMA & store-level performance by a variety of location powered KPIs unique to location intelligence to franchise opportunities



How Cuebiq Can Help:



## Sales / Business Development

Turn relationships and business opportunities into revenue by layering data intelligence

### Corporate Social Responsibility

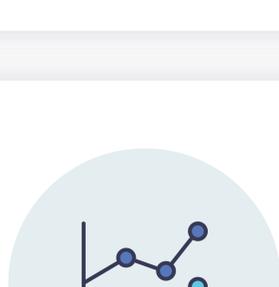
Leverage location data to support nonprofit organizations and universities in their efforts to drive innovation around the globe by solving real-world problems, such as natural disaster evacuation planning

### Customer Acquisition

Analyze offline consumer behaviors to see if they overlap with your enterprise or an enterprise with a similar selection to yours, to better qualify prospects

### CRM Enhancement

Boost your customer tool or database with offline behaviors and purchase intent to more accurately predict and generate revenue



How Cuebiq Can Help:

