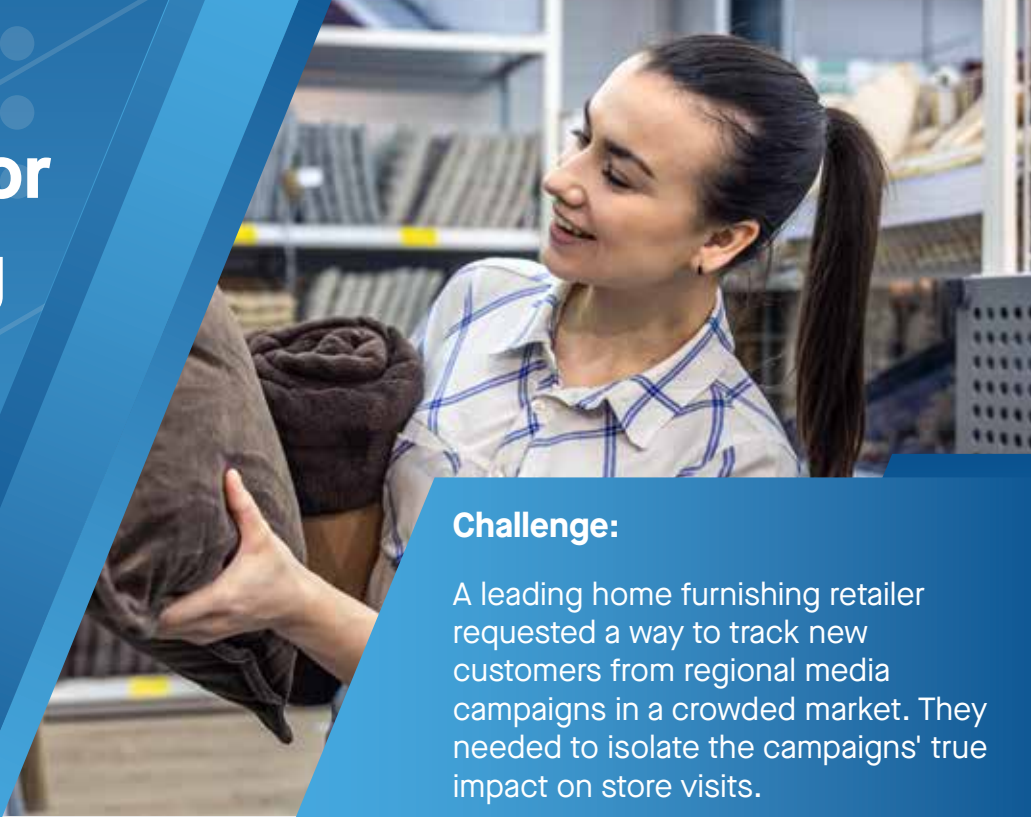


Cuebiq Drives In-Store Traffic for Home Furnishing Retailer with Regional Media Campaigns



Challenge:

A leading home furnishing retailer requested a way to track new customers from regional media campaigns in a crowded market. They needed to isolate the campaigns' true impact on store visits.

Solution: Cuebiq provided a comprehensive solution that addressed the retailer's challenges:

- **Regional Targeting:** This enabled the retailer to measure their targeted media campaigns in specific regions surrounding their stores.
- **Audience Targeting:** This increased the campaign's reach to ideal customers and improved measurement by focusing on the most relevant people..
- **Footfall Attribution:** This isolated the campaign's impact using a control group (not shown the ad) to compare foot traffic with devices exposed to the ad (shown the ad). This revealed the incremental visits driven by the campaign.

Key Takeaways: The campaign achieved significant success:

- **Incremental Visits:** The campaign's 273 additional store visits proves its effectiveness in attracting new customers and exceeding projected visits by 2.78%.
- **Uplift:** Compared to unexposed devices, the campaign saw a 22.28% jump in visits, validating its reach to new customers who had seen the campaign.
- **Control vs Exposed Methodology:** By isolating exposed devices, a clear understanding of the incremental visits provided valuable insights into new customer acquisition. This methodology also confirms the exposed visits as new customers, a crucial metric for campaign success.

**22.28%
UPLIFT**

**273
ADDITIONAL
VISITS**

Cuebiq's location data solutions (Audiences in combination with Measurement) empowered the retailer to run targeted and measurable regional media campaigns. The campaign's success, measured by incremental visits and Uplift, highlights the effectiveness of location data in driving foot traffic and acquiring new customers.