



# Benchmark Data

Vertical-specific attribution analysis for  
relative performance comparisons

2023 | *Cuebiq Data Team*

CONFIDENTIAL AND PROPRIETARY - CUEBIQ GROUP, LLC



Cuebiq's benchmarks are based on real-world campaign data (footfall attribution) collected from clients across various industries in 2023. This report offers marketers a reference point to evaluate their campaign performance compared to others in their specific industry (or similar ones).

Cuebiq benchmarks on ***Uplift, Visit Rate, Incrementality Effect*** and ***Cost per Incremental Visit (CPIV)***.

We analyze the performance of all campaigns within each industry (e.g., retail) corresponding to available Interactive Advertising Bureau (IAB) industry categorizations for various metrics. Based on this analysis, we establish performance thresholds to categorize campaigns as below average, average, or high performers.



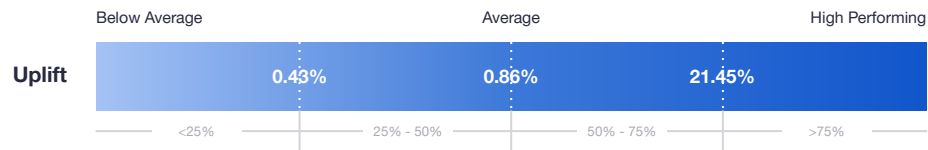
# Cuebiq Benchmark Data

*How to use this document*

To understand the relative performance of your campaign, go to the page containing benchmarks for your metric of interest, find your vertical, and compare your metric with the provided thresholds\*

For example, if your campaign on the retail vertical had an uplift of 15%, it is relatively high performing\*\*

Each benchmark is represented by a horizontal bar (below)



\*Not all combinations of verticals have enough data points to provide reliable benchmarks

\*\*The cutoff points are data-driven and correspond to the 25th, 25th-50th, 50th-75th, and 75th percentiles, respectively



# Cuebiq Benchmark Data

2023 Attribution Benchmarks

The following business services and verticals are included in this study:

[Arts & Entertainment](#)

[Automotive Ownership](#)

[Automotive Product & Services](#)

[Beauty Services](#)

[Big Box Retail](#)

[Business and Industrials](#)

[Clothing and Accessories](#)

[Consumer Electronics](#)

[Convenience Store](#)

[Discount Store](#)

[Fast Food \(QSR\)](#)

[Finance & Insurance](#)

[Furniture](#)

[Grocery Stores and Supermarkets](#)

[Health and Medical Services](#)

[Home Improvement and Repair](#)

[Oil, Gas and Consumable Fuels](#)

[Pet Services](#)

[Recreation And Fitness Activities](#)

[Restaurants](#)

[Retail](#)

[Sporting Goods](#)

[Telecom Services](#)

[Travel & Tourism](#)



# Cuebiq Benchmark Data

Arts & Entertainment



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

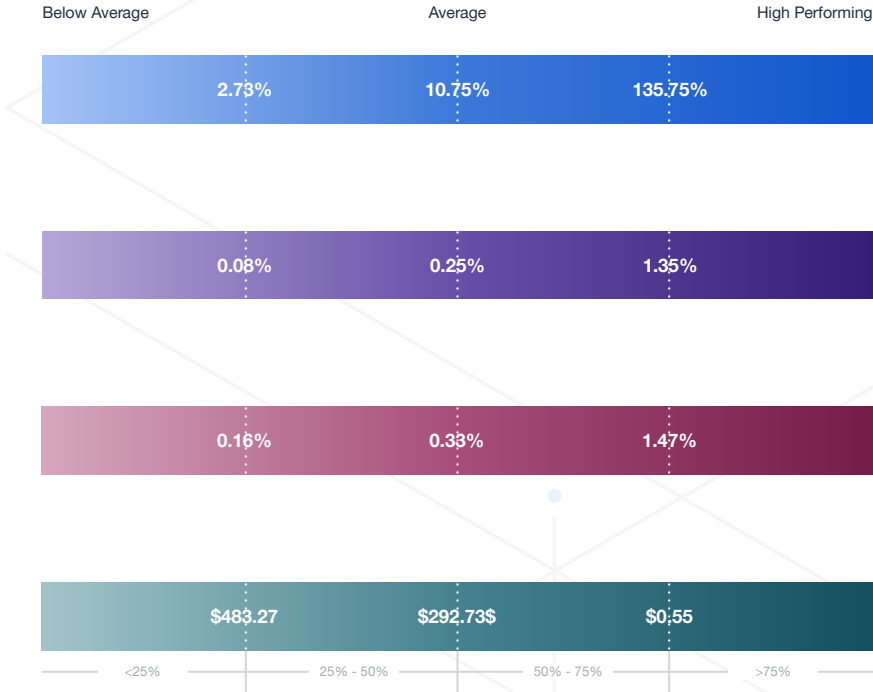
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



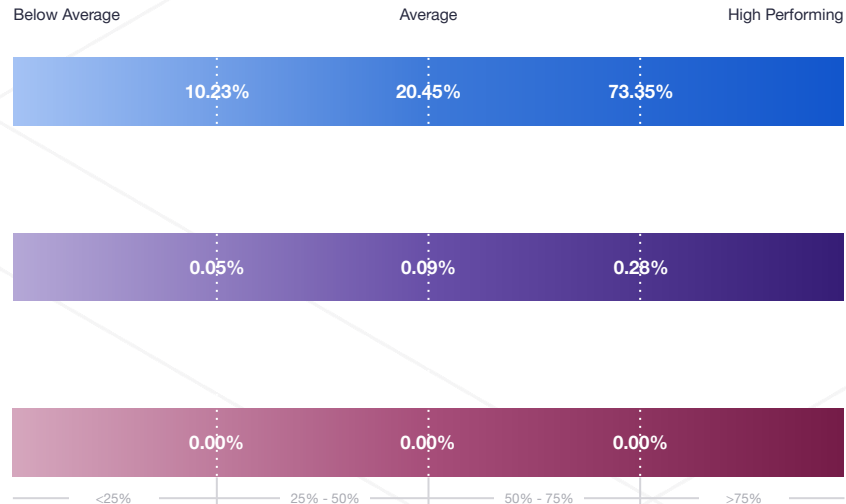
## Automotive Ownership



The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

The proportion of total visits that are incremental (as opposed to organic).



# Cuebiq Benchmark Data

Automotive Products & Services



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

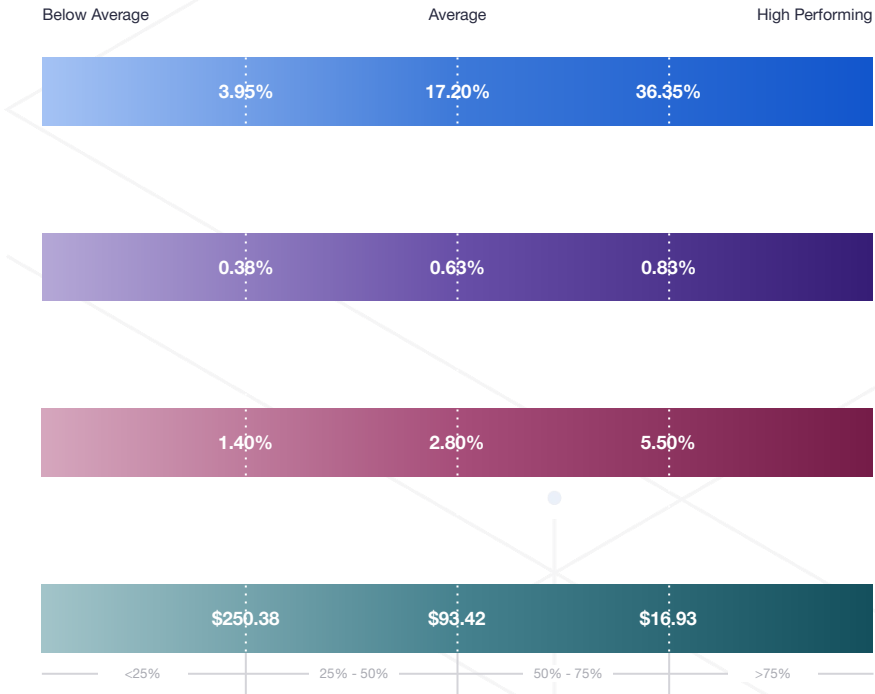
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Beauty Services



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).





# Cuebiq Benchmark Data

*Big Box Retail*



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

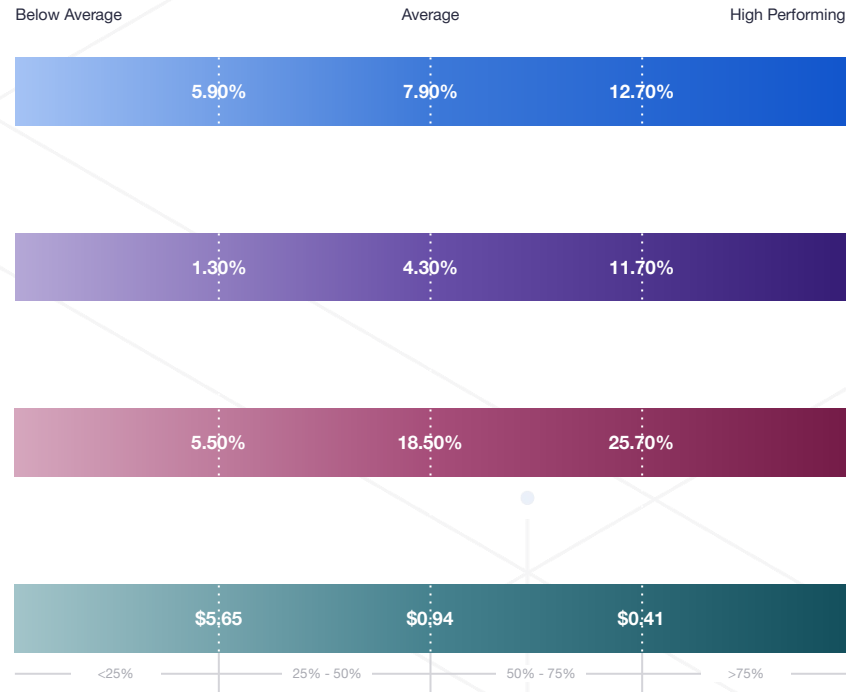
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

*Business and Industrials*



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

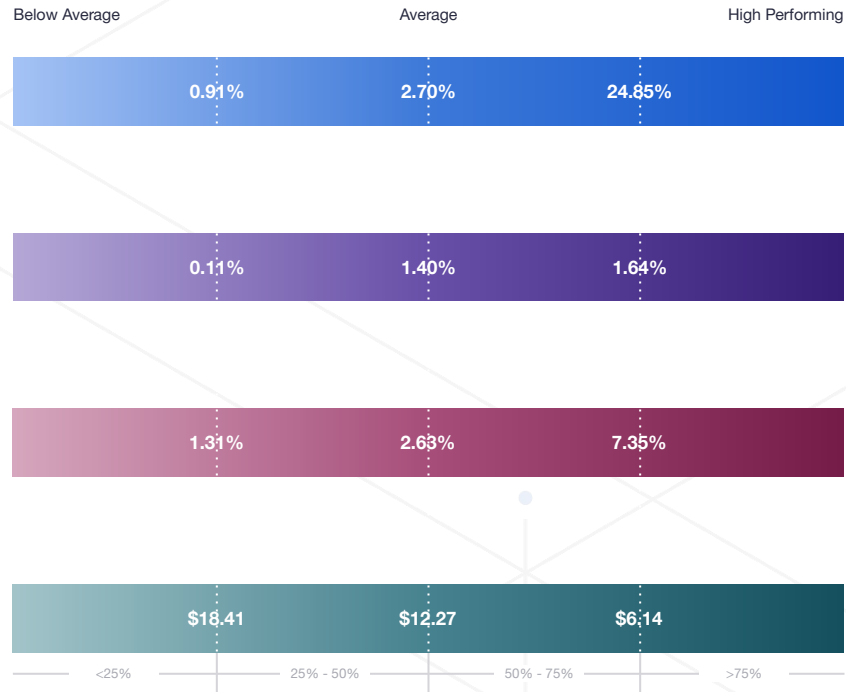
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Clothing and Accessories



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

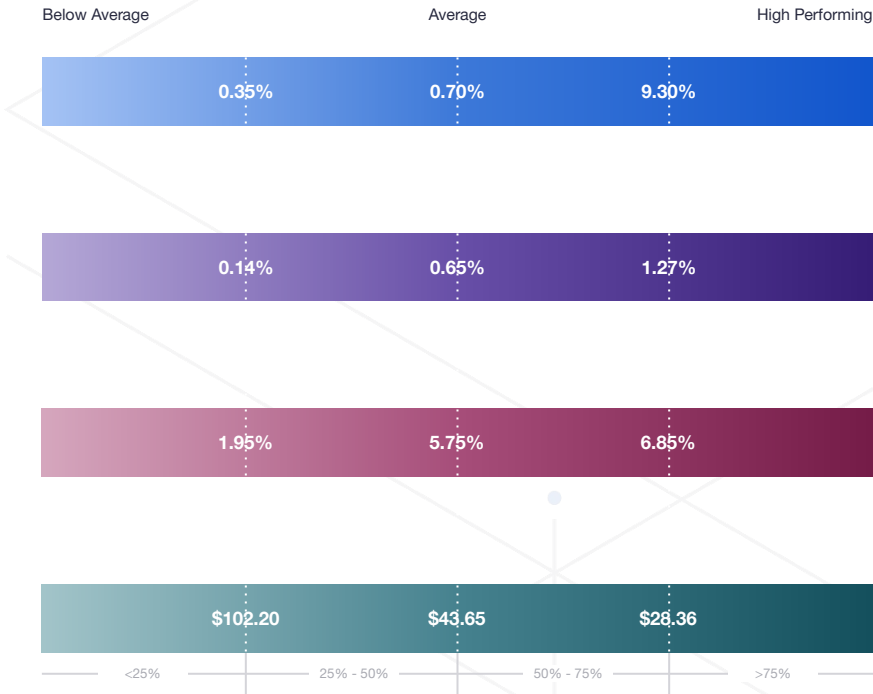
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Consumer Electronics



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

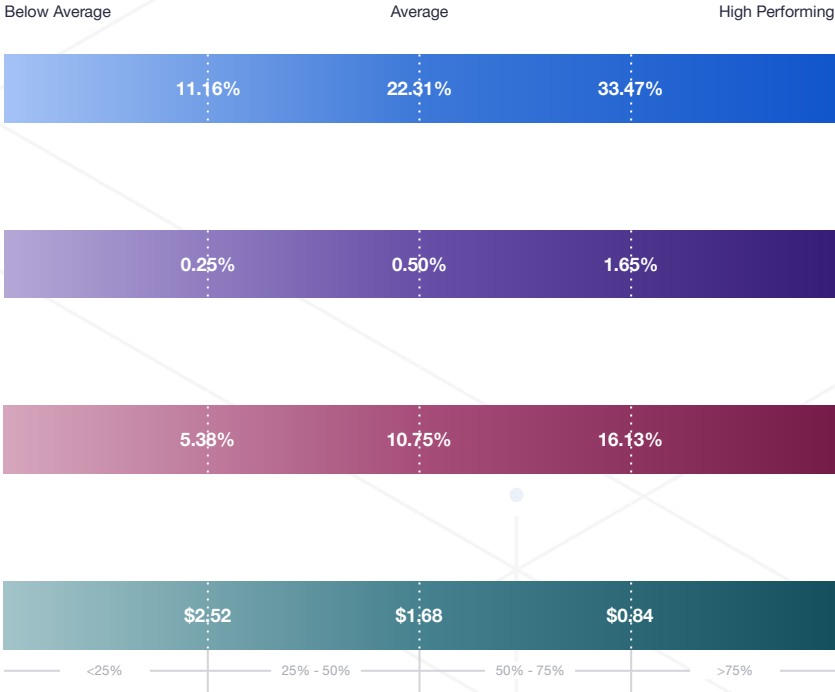
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Convenience Store



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

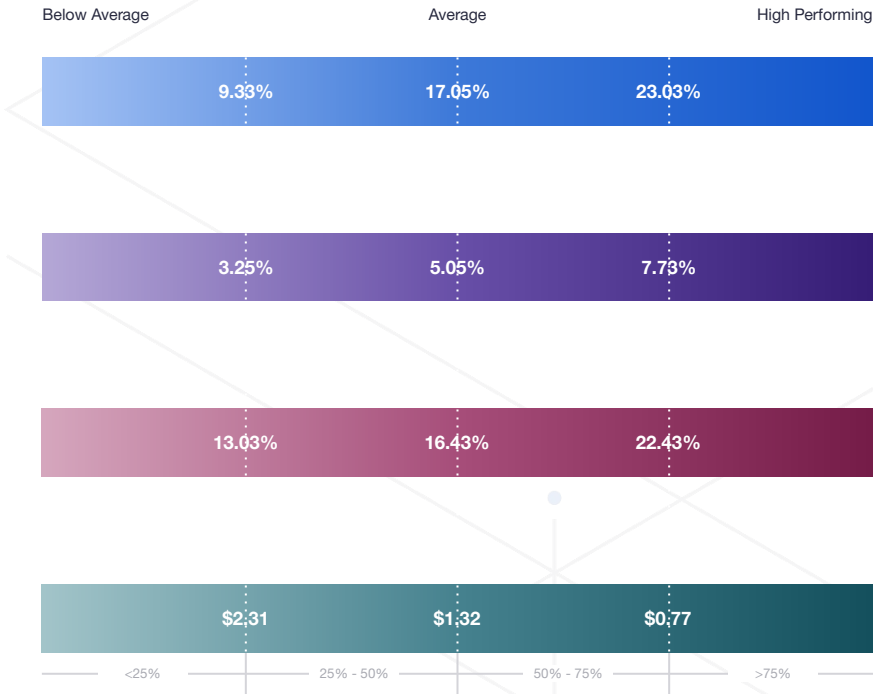
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Discount Store



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

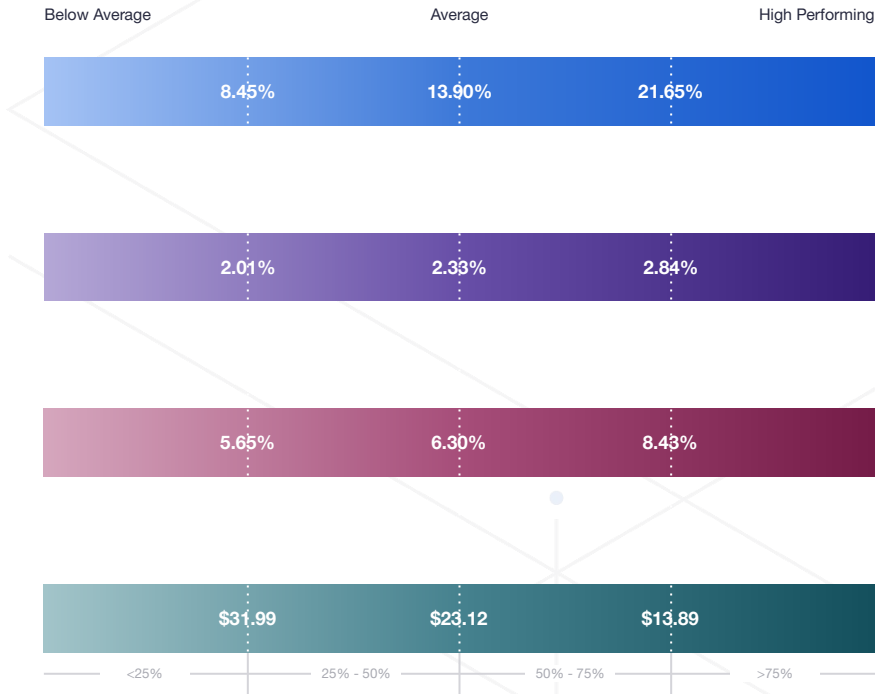
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Fast Food (QSR)



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

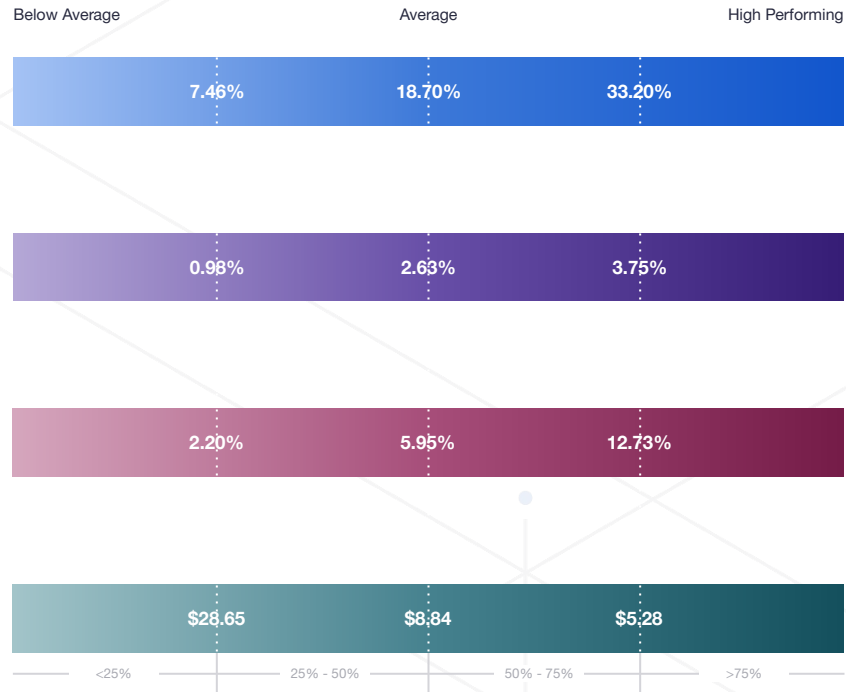
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Finance & Insurance



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

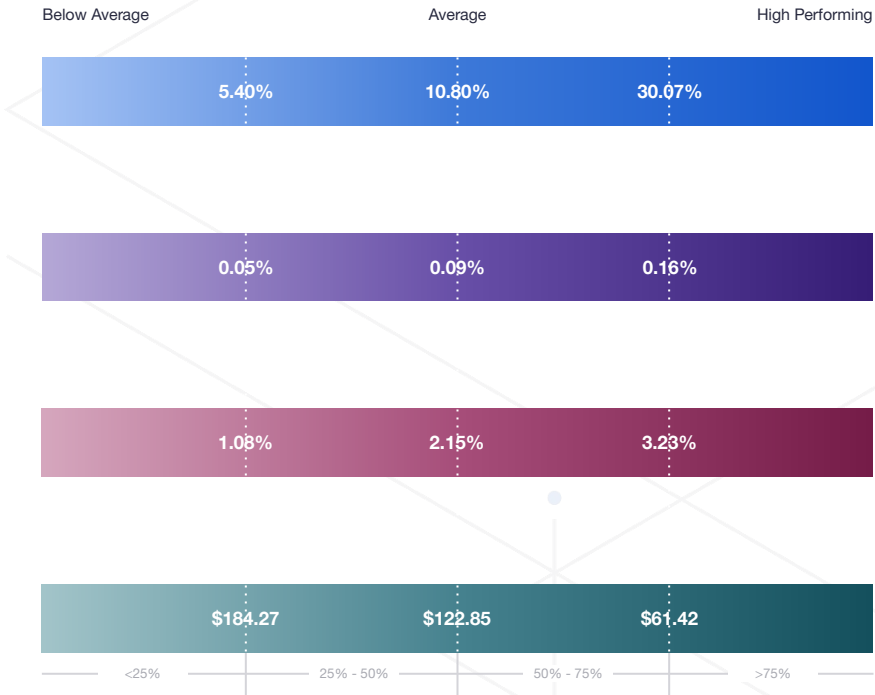
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.





# Cuebiq Benchmark Data

Furniture



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Grocery Stores and Supermarkets



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

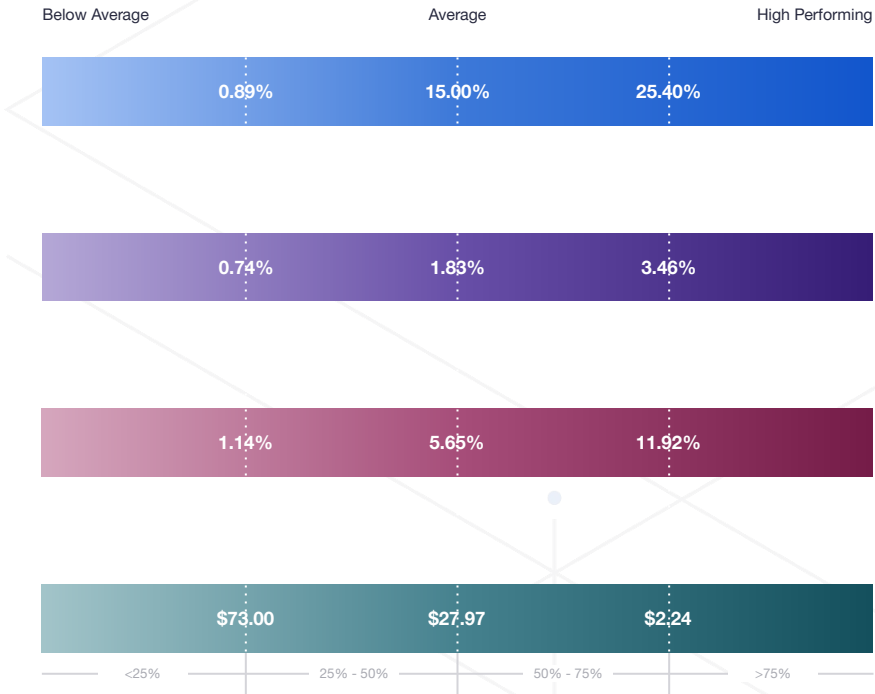
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Health and Medical Services



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

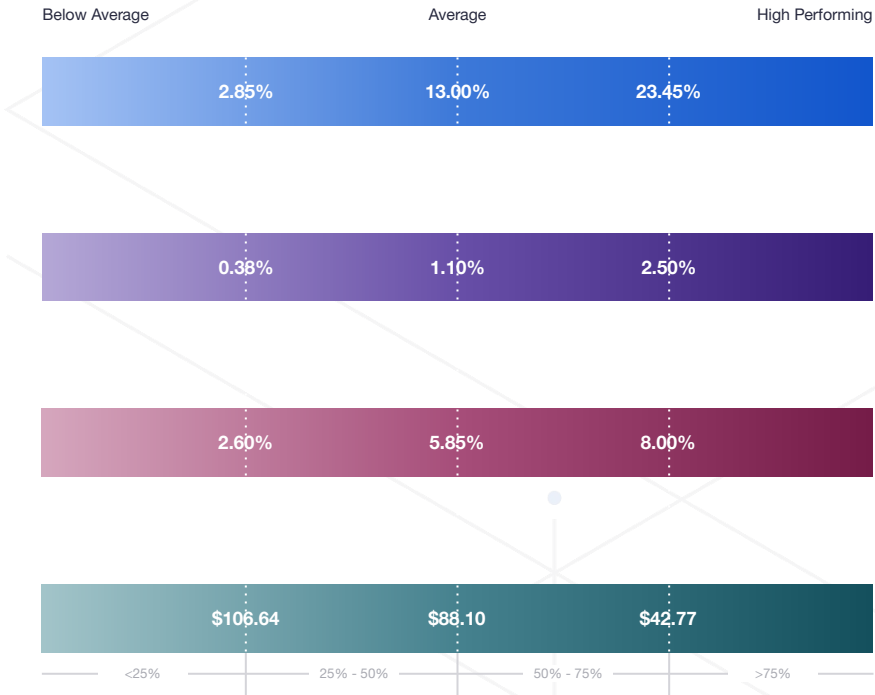
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Home Improvement and Repair



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

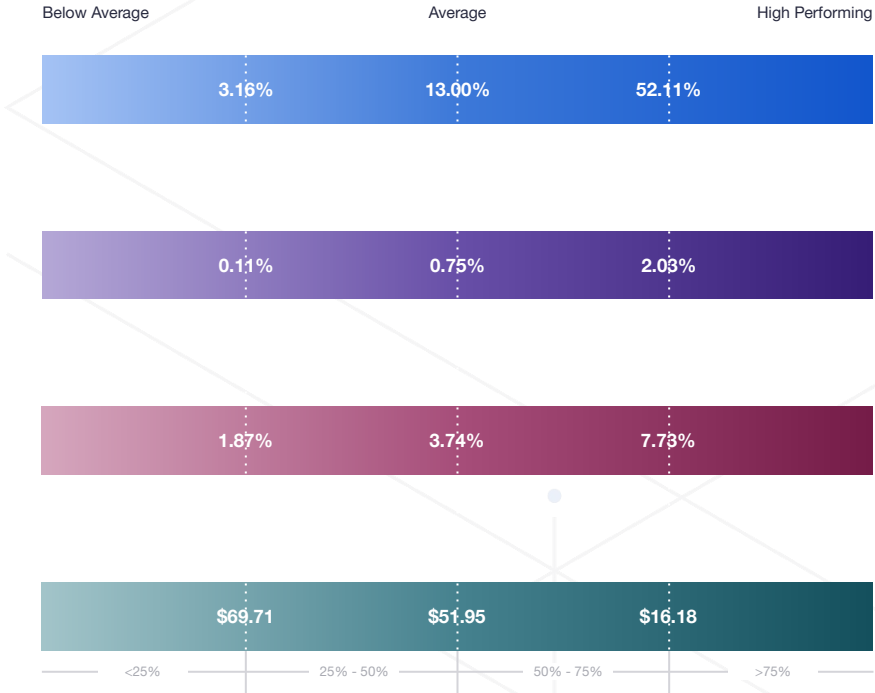
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Oil, Gas and Consumable Fuels



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

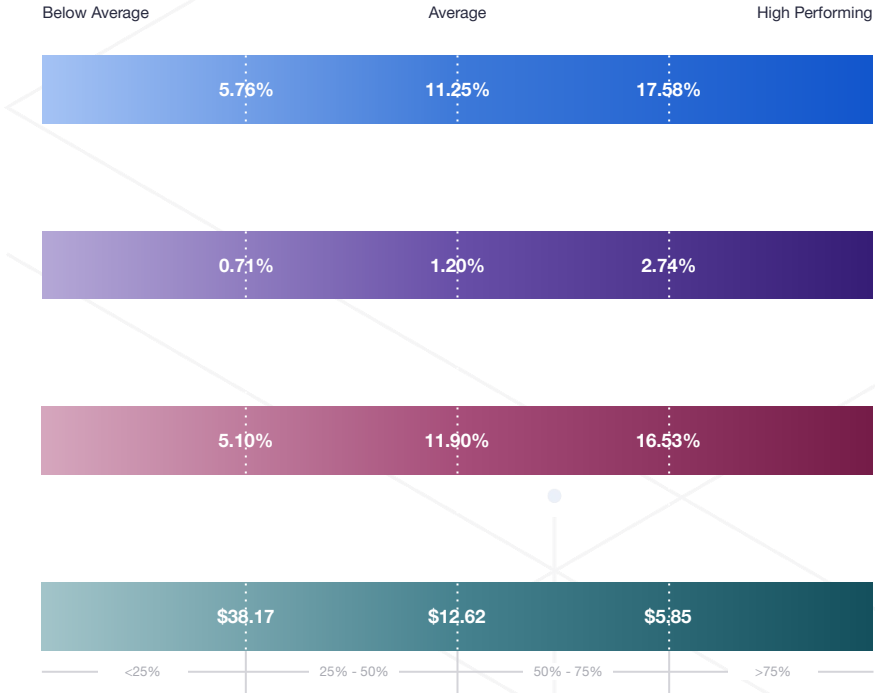
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Pet Services



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

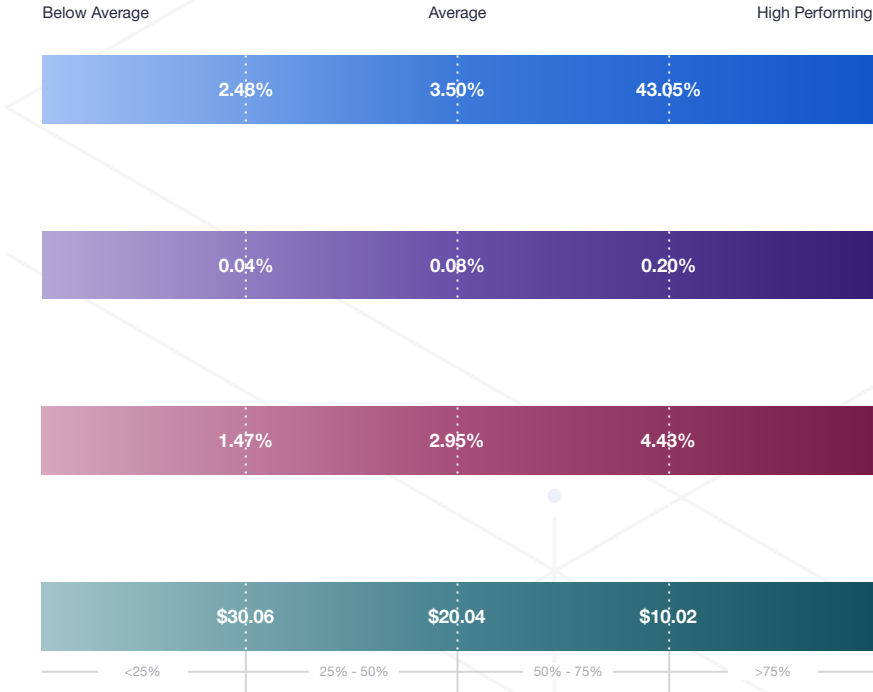
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Recreation And Fitness Activities



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

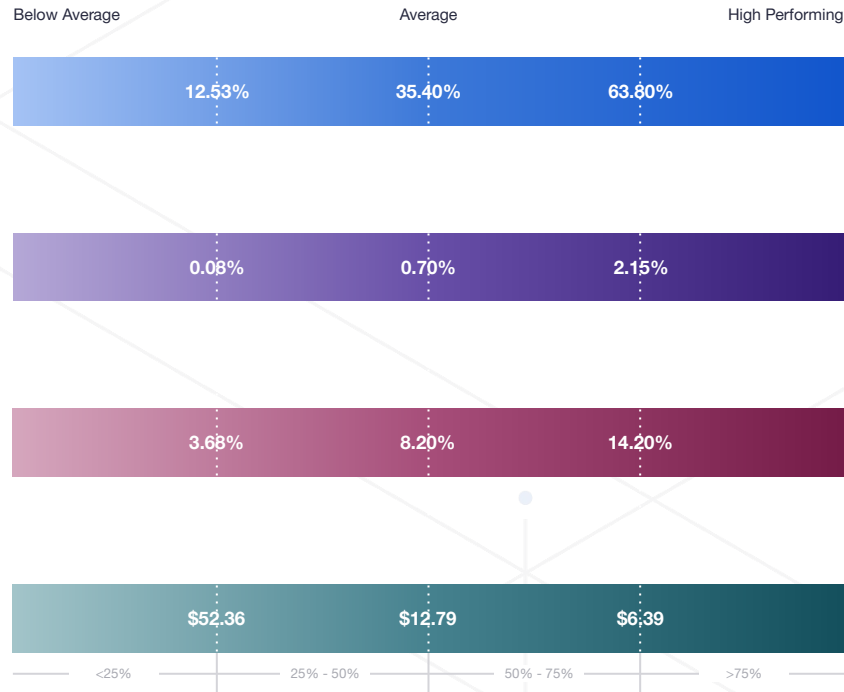
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



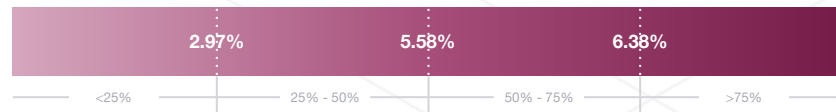
## Restaurants



The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

The proportion of total visits that are incremental (as opposed to organic).





# Cuebiq Benchmark Data

Retail



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

*Sporting Goods*



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

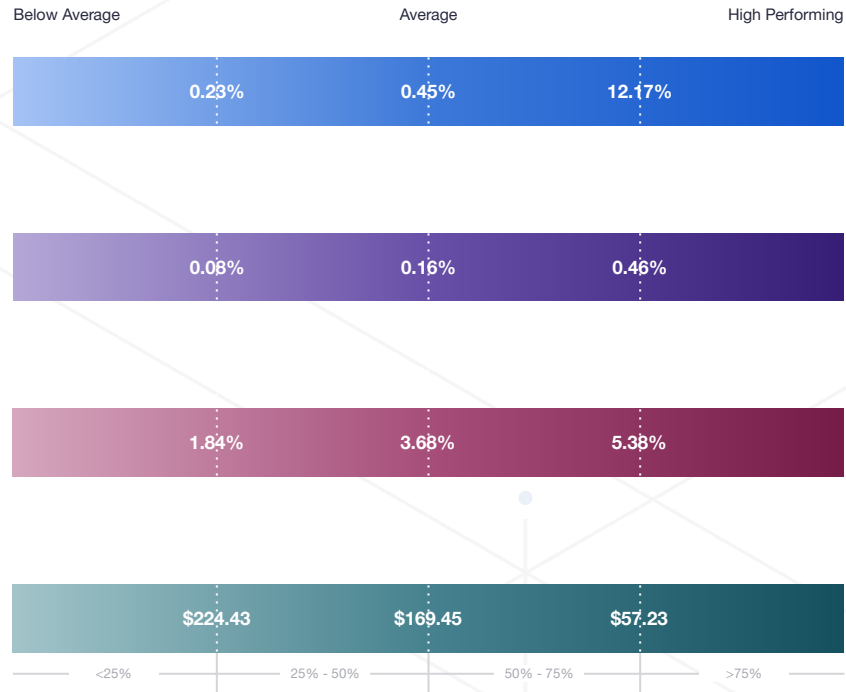
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Telecom Services



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

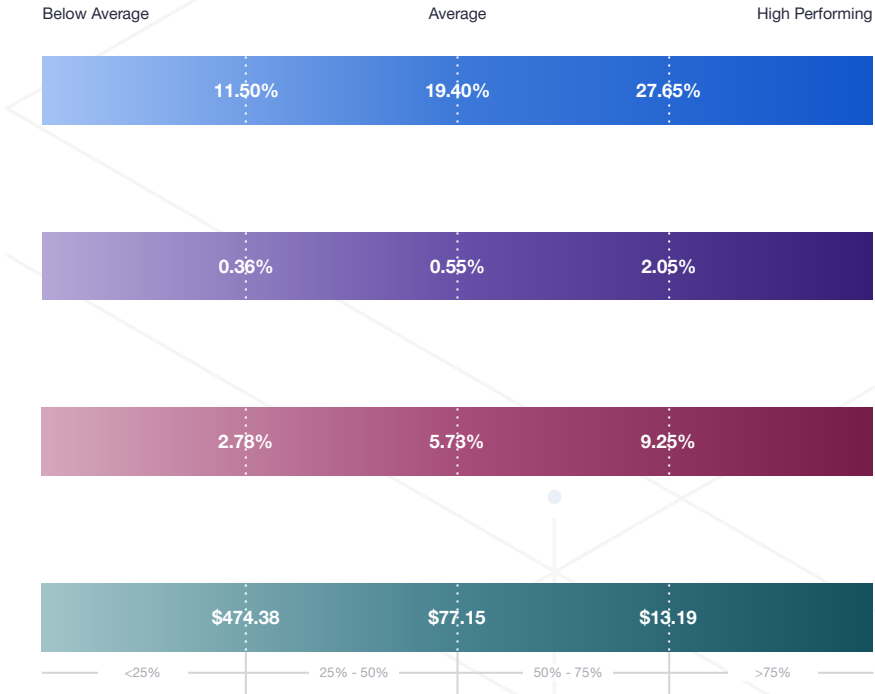
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



# Cuebiq Benchmark Data

Travel & Tourism



## Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

## Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers.

## Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic).

## Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



## Unleash the Power of Real-World Behavior for Measurable Marketing Success.

In today's data-driven marketing landscape, understanding real-world customer behavior is crucial for success.

Cuebiq empowers brands and agencies to unlock this hidden potential. Our privacy-first platform leverages cutting-edge, proprietary location intelligence to measure the true impact of marketing campaigns, eliminate wasted ad spend, and optimize strategies in real-time.

By partnering with Cuebiq, you gain actionable insights into offline behaviors, allowing you to make data-driven decisions that drive measurable marketing success.

*Contact: [sales@cuebiq.com](mailto:sales@cuebiq.com)*

