Solving Auto Marketers Attribution Challenges with Location-Based Analytics

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Mapping The Consumer Journey

- Work: Device ID: 14795
  - Geo: Lat: 41.122002319 Long: 73.794940982
  - Dwell Time: 8 Hours
  - Frequency: Mon - Fri

- Bank: Device ID: 14795
  - Geo: Lat: 43.324002319 Long: 74.674940982
  - Dwell Time: 15 Minutes
  - Frequency: Every other Friday

- Coffee Shop: Device ID: 14795
  - Geo: Lat: 44.672003319 Long: 75.994940982
  - Dwell Time: 5 Minutes
  - Frequency: 4x per week

- Car Dealership: Device ID: 14795
  - Geo: Lat: 45.320002319 Long: 76.794940982
  - Dwell Time: 30 Minutes
  - Frequency: Once in the past month
Mapping The Consumer Journey

- Understand behavior on the lot
- Compare visits to competitors’ locations
- Performance by channel
- Close the loop: online interaction visits sales
Bridging the Online to Offline Gap With Location Data

- **Scale**
- **Accuracy**
- **Density**
- **Privacy**
Bridging the Online to Offline Gap With Location Data

Good Data = Actionable Insights

Non-reliable Data = Misleading Insights
Bridging the Online to Offline Gap With Location Data
Benchmarking Campaign Success: Did My Campaign Work?

- Visit Uplift: 40%
- Benchmark: 25%

The chart shows an upward trend for Visit Uplift with a significant increase, while the Benchmark remains stable. The graphic also includes a thumbs down symbol, suggesting some areas for improvement.
Did My Campaign Work?
Visit Uplift by Vertical

- **FINANCIAL SERVICES**: 31-86%
- **SPORTING GOODS**: 12-43%
- **C-STORES**: 25-49%
- **RETAIL**: 3-21%
- **BIG BOX RETAILERS**: 8-48%
- **PET STORES**: 30-60%
- **PHARMACIES**: 54-81%
- **GROCERY STORES**: 20-46%
- **HOME APPLIANCES**: 27-64%
- **ENTERTAINMENT**: 13-54%
- **CASUAL DINING**: 11-44%
- **QSR**: 12-38%
- **DISCOUNT STORES**: 13-23%
- **HOME IMPROVEMENT**: 13-48%
- **TELCO STORES**: 31-85%
- **ELECTRONICS**: 40-94%
Measure Cross-Channel Performance:
Visit Uplift by Platform and Quarter

<table>
<thead>
<tr>
<th>Platform</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>20%</td>
<td>63%</td>
<td>37%</td>
<td>57%</td>
</tr>
<tr>
<td>In-App</td>
<td></td>
<td>63%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cross-Device</td>
<td></td>
<td></td>
<td>37%</td>
<td></td>
</tr>
</tbody>
</table>

- **Web**: 10-33% avg. uplift range
- **In-App**: 19-49% avg. uplift range
- **Cross-Device**: 17-46% avg. uplift range
Did My Campaign Work?

Visit Rate by Vertical

<table>
<thead>
<tr>
<th>Category</th>
<th>Visit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto</td>
<td>0.73%</td>
</tr>
<tr>
<td>Big Box</td>
<td>5.45%</td>
</tr>
<tr>
<td>C-Stores</td>
<td>6.97%</td>
</tr>
<tr>
<td>Casual Dining</td>
<td>3.32%</td>
</tr>
<tr>
<td>Discount Stores</td>
<td>4.47%</td>
</tr>
<tr>
<td>Electronics</td>
<td>1.52%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>3.90%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>6.34%</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>2.83%</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>4.50%</td>
</tr>
<tr>
<td>Home Appliances</td>
<td>0.85%</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>4.12%</td>
</tr>
<tr>
<td>Pet Stores</td>
<td>5.65%</td>
</tr>
<tr>
<td>Pharmacies</td>
<td>3.13%</td>
</tr>
<tr>
<td>QSR</td>
<td>6.02%</td>
</tr>
<tr>
<td>Retail</td>
<td>5.03%</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>2.21%</td>
</tr>
<tr>
<td>Telco</td>
<td>3.78%</td>
</tr>
</tbody>
</table>
Measure Cross-Channel Performance: Visit Rate by Vertical

**Web**: 3.09% web avg.

**In-App**: 4.21% in-app avg.

**Cross-Device**: 4.03% cross-device avg.

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Web Visit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>2.45%</td>
</tr>
<tr>
<td>Q2</td>
<td>2.92%</td>
</tr>
<tr>
<td>Q3</td>
<td>4.31%</td>
</tr>
<tr>
<td>Q4</td>
<td>2.51%</td>
</tr>
</tbody>
</table>
Understand the Impact of Your Media Investment: CPV by Vertical

- Auto: $36.64
- C-Stores: $1.81
- Casual Dining: $26.01
- Electronics: $8.70
- Entertainment: $12.75
- Financial Services: $4.48
- Gas Stations: $16.49
- Grocery Stores: $22.14
- Home Appliances: $52.29
- Pharmacies: $18.38
- GSR: $21.83
- Retail: $54.51
- Sporting Goods: $23.37
- Telco: $28.61
Understand Brand Engagement: Dwell Time & Time of Visit
Measurement in Action

**Objective:** Drive to Brand dealerships
**Target DMAs:** Baltimore, Boston, DC, NYC, Philadelphia
**Timing:** Q3 & Q4 2017

**Visit Uplift:** 57.44% vs. 12-38% benchmark

**Additional Visit Insights:**

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**Dwell Time by Daypart**
- Morning: 51%
- Afternoon: 42%
- Evening: 8%
- Night: 0%

**Dwell Time by Weekdays and Weekends**
- Weekdays: 58%
- Weekends: 42%

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**POI Visit Time**
- Days of the week: Monday to Sunday
- Hours: 12am to 12pm

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*Graphs and data visualizations are not included in the text representation.*
A Unified Currency for Cross-Channel Measurement
Driving Your Auto Strategy Forward
With Location Analytics

- **Map The Consumer Journey**
  Leverage location analytics to better understand consumer behavior before and after consumers visit the dealership

- **Benchmark Your Success**
  Leverage industry benchmarks to better gauge your success vs. your competitors in driving dealership visits

- **Measure Cross-Channel Advertising ROI**
  Use visitation as a unified metrics to understand and compare how each channel is performing in driving dealership visits