

Marketing is Match-Making

Building the right relationships with location data

Valentina Marastoni-Bieser, Cuebiq
Jared Rosenbloom, Centro

cuebiq



Challenge: Increase Store Visits

Client
Leading Midwest convenience store

Campaign Timeline
1 year

Campaign Objective
Increase in-store visits

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Solution: Centro & Cuebiq Strategy

1. Audience targeting based on intent

2. Real-time measurement to optimize campaign

Daily checks on conversion rates › Shifted impressions › Increase in-store visitation

Results: Performance Higher than Industry Benchmarks



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How Can I Use This Moving Forward?



Target weekend road trippers for higher conversions

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Which Impressions Drove the Most Visits?



Heavy up on early morning impressions

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Tools for Segmentation, Targeting, Engagement

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Top Brand Affinities

Walmart

Econo Lodge CHOICE HOTELS

SUBWAY

Leverage cross-shopping behaviors for engagement and partnership opportunities



Key Takeaways

- Optimize audiences based on real-word visits
- Double-down on what is working, eliminate inefficiencies
- Use measurement to prove ROI and inform future activations

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Questions?

