



Cuebiq improved campaign measurement with Experian's Activity Feed



About Cuebiq

Cuebiq is transforming the way businesses interact with mobility data by providing a high-quality and transparent currency to map and measure offline behavior. They are at the forefront of all industry privacy standards, establishing an industry-leading data collection framework, and making it safe and easy for businesses to use location data for innovation and growth.

Cuebiq's Offline Measurement reveals how your cross-channel advertising influences store visits, helping you prove the impact of your marketing dollars in the offline world.

Cuebiq Audiences make media targeting easy, providing pre-built and custom audience segments available to activate in any demand-side platform (DSP) or data management platform (DMP) of your choosing, or with Cuebiq directly.



To learn more about Cuebiq, visit their website at www.cuebiq.com



The challenge

Cuebiq sought a technology partner who could significantly increase matching impressions across web, mobile, and connected TV (CTV) environments, specifically to mobile ad IDs (MAIDs). This proactive approach aimed to mitigate potential impacts on match rates from the evolving iOS and web landscapes. Ensuring robust impression-to-MAID connections is crucial for Cuebiq's mission to deliver the most accurate and reliable online exposures to offline actions to its clients, ultimately empowering them to make informed marketing decisions for optimal campaign performance.

Cuebiq's goals:



Increase scale and coverage of MAIDs



Increase overlap of offline and online data



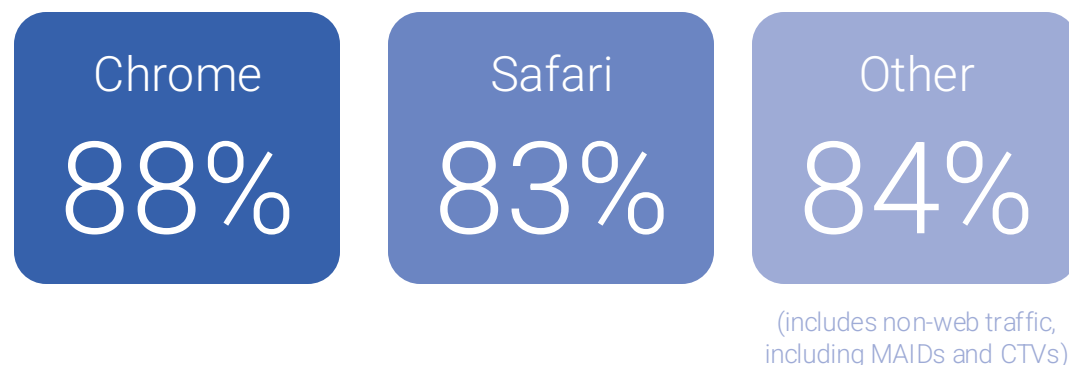
Improve the effectiveness of their offline measurement offerings



Results

Over a 21-day period, the client passed ~1 billion events to Experian. Activity Feed resolved 85% of total events to a household.

Percentage of events resolved, by browser:



Of the events resolved to a household, 91% were tied to MAIDs.

By implementing Activity Feed, Cuebiq and their clients can better understand campaign success, match consumer engagements in a privacy compliant manner, and tell the story of the KPIs related to their marketing efforts.



“Before we started working with Experian, we couldn’t efficiently maximize all the impressions across the fragmented digital ecosystem. We found them as one of the industry leaders and decided to give it a shot. It was more than worth it. In just a few weeks, they were able to maximize the match rate across the digital inventory, solving a huge problem when it comes to cross-channel attribution.

Their customer service is extremely efficient and collaborative. We trust them to keep putting our business first long-term. We’re looking forward to solving industry challenges and expanding the layer of qualitative information we can provide to continue our partnership.”

Luca Bocchiardi, Director of Product, Cuebiq

The solution



Using Activity Feed, Cuebiq significantly increased match rates and even resolved data from cookieless environments, like Safari.

Activity Feed ingests and ties digital ad exposure and website activity data to household or individual profiles hourly, helping client's associate ad exposures to impact by a household or individual. Cuebiq implemented the Experian pixel they placed in all their clients' ad impressions (mobile, CTV, web traffic, etc.). The Experian pixel collects information in real time, such as:

- Timestamp
- Cookies
- Device ID (MAID/CTV) *when available*
- IP address
- User-Agent
- Impression ID

Activity Feed delivered hourly log files to Cuebiq with event-data mapped to a household ID and addressable MAIDs. Cuebiq then joined the resolved MAIDs in the log file to their internal location data. By combining separate data streams and matching them back to a household, Cuebiq expanded the household IDs to identify MAIDs that are seen in-store for accurate cross-channel measurement.

In addition to using third-party cookies to resolve an event to an identity, Activity Feed also uses alternative IDs, IPs, and additional event sightings for identity resolution.

-  Collects data in real-time
-  Supports meta data collection through key value pairs (e.g. campaign ID, impression ID, creative ID, and more)
-  Delivers data to our clients in hourly log files

In addition to measurement, Cuebiq also used our Digital Graph for audience extension.

Summary

Activity Feed increased identity match rates.

Challenge

Cuebiq is a leader at the forefront of privacy and industry shifts, like iOS 14.5, and sought a partner to responsibly boost cross-channel matching, closing the gap between online ads and offline store visits for deeper client insights. Specifically, Cuebiq wanted a partner who could capture and match more impressions in web, mobile, and CTV environments to MAIDs.

By proactively refining their measurement solutions, Cuebiq wanted to unlock greater insights and client trust.

Solution

Using Activity Feed, we significantly increased match rates and resolved data from cookieless environments like Safari.

Activity Feed delivers hourly log files to Cuebiq with event-data mapped to a household ID and addressable MAIDs. Cuebiq then joins the resolved MAIDs in the log file to their internal location data. By combining separate data streams and matching them back to a household, Cuebiq expanded on the household IDs to identify MAIDs that are seen in-store for accurate cross-channel measurement.

Results

Over a 21-day period, the client passed to ~1 billion events to Experian. Activity Feed resolved 85% of total events to a household.

Percentage of events resolved, by browser:

88%
Chrome

83%
Safari

84%
Other



Of the events resolved to a household, 91% were tied to MAIDs.