



How Cuebiq increased identity match rates with 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 wanted a vendor who could capture and match more impressions in web, mobile, and connected TV (CTV) environments to a mobile ad ID (MAID). They were also looking for a vendor who would be resilient to match rate impacts from the iOS 14.5 release and other restrictions that come from iOS environments. The matched impressions are critical to Cuebiq's offering as it limits what percentage of traffic they can tie to MAIDs seen in-store. This reduced the efficacy of Cuebiq's offering to provide online to offline measurement to their clients.

Cuebiq's goals:



Increase scale and coverage of MAIDs



Increase match rates



Improve the effectiveness of their offline measurement offerings



The solution

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

Activity Feed unifies disparate data by resolving event-level and granular user data to a known household or individual. Cuebiq implemented the Experian pixel which is placed on all of their client's 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 on 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 is prepared for a cookieless future and 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)



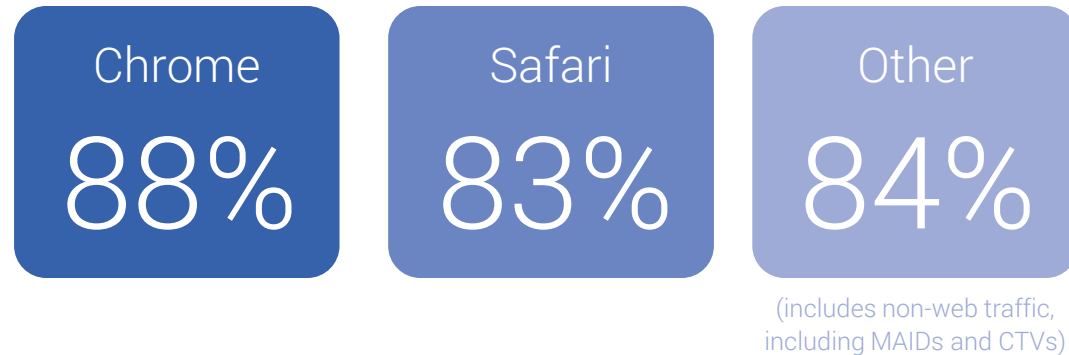
Delivers data to our clients in hourly log files

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

Results

Over a 21-day period, the client passed to Experian ~1 billion events. 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

Summary

Activity Feed increased identity match rates

Challenge

Cuebiq wanted a vendor who could capture and match more impressions in web, mobile, and CTV environments to a MAID. They were seeing a drop in matched impressions from their existing vendor due to the iOS 14.5 release and restrictions that came with iOS environments. The matched impressions are critical to Cuebiq's offering as it limits what percentage of traffic they can tie to MAIDs seen in-store. This reduced the efficacy of Cuebiq's offering to provide online to offline measurement to their clients.

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

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Percentage of events resolved, by browser:

| | | |
|--------|--------|-------|
| 88% | 83% | 84% |
| Chrome | Safari | Other |



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