Cuebiq Audience Builder

cuebiq

Cuebiq's Audience Builder allows you to forecast and create segments based on real-world consumer behaviors and visitation trends that fit your campaign goals.

FEATURES

- Flexible audience building filters:

Day of week	*Custom lookback*
Date in the past	*State Filter*
Frequency of visits	*AND/NOT/OR logic*
Custom tags	

- Real-time forecasting and modeling

- Ability to upload custom POIs, or select from standard geosets

- Automated or custom refresh rate

- Automated external delivery of audience (via LiveRamp to any DSP destinations)

- Fast turnaround for seamless activation

COMPLETE CONTROL

DEFINE

Custom audience segments allow you to hone in on the ideal audience for you brand and message.

Additionally, our real-time audience estimator allows you to understand how your parameters are affecting your audience size.

REFINE

Layering in multiple audience attributes is a great way to refine your marketing and only spend on those who are most likely to purchase.

Using boolean logic, the Cuebiq Audience Builder allows you to pair or exclude traits and habits to create the audience that matches your ideal customer profile.

ACTIVATE

Once you have created your custom audience, activation is turnkey with automated delivery to LiveRamp or the DSP of your choice.

While other solutions can take up to 10 days, Cuebiq's Audience Builder allows you to have audiences live in 2-4 days.

Loyalty and Interest-based Targeting

Define your audience by the loyalties, habits, and preferences that most align with your marketing goals.

Geo-based Targeting

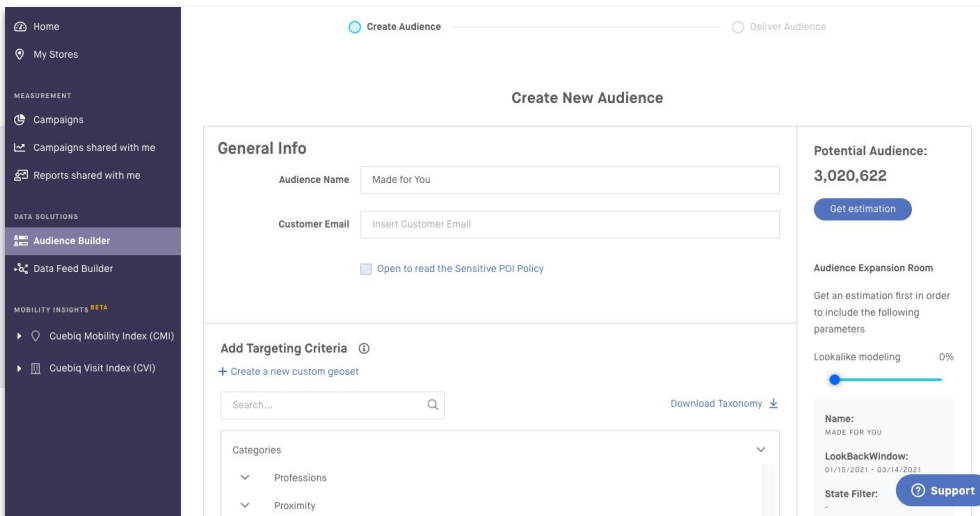Define your audience by how close they are to your store or pop-up location.

Recency-based Targeting

Only target those who are in market or frequent shoppers within your category or vertical.

Multi-factor Targeting

Combine any or the previous targeting models to create something entirely unique to your goals.

⊘ Home	◯ Create Audience ——————————————— ◯ Deliver Audience
◉ My Stores	
	Create New Audience
MEASUREMENT	
◷ Campaigns	**General Info** **Potential Audience:**
⬈ Campaigns shared with me	Audience Name Made for You **3,020,622**
⬚ Reports shared with me	Get estimation
DATA SOLUTIONS	Customer Email Insert Customer Email
▤ Audience Builder	**Audience Expansion Room**
⣇ Data Feed Builder	☐ Open to read the Sensitive POI Policy
	Get an estimation first in order
MOBILITY INSIGHTS BETA	to include the following
▸ ◯ Cuebiq Mobility Index (CMI)	**Add Targeting Criteria** ⓘ parameters
▸ ▥ Cuebiq Visit Index (CVI)	+ Create a new custom geoset Lookalike modeling 0%
	Search... 🔍 Download Taxonomy ⬇ ●———————————
	Categories ⌄ **Name:** MADE FOR YOU
	⌄ Professions **LookBackWindow:** 01/15/2021 – 03/14/2021
	⌄ Proximity **State Filter:** ⓘ Support

Create audiences from within Cuebiq's platform. Assess and deploy audiences seamlessly with real-time forecasting and turnkey activation.

FUTURE-PROOF PRIVACY APPROACH

The hallmark of Cuebiq from its inception has been a deep and unwavering belief that the consumer is our partner and that it is not only our ethical responsibility to make protection of their data and ensure fully transparent communication with them, but that it is also a fundamental business principle. In order to do so, we have grounded ourselves in four key principles which guide all of our efforts:

Consent

We only collect 100% de-identified data from users who opted-in to collect and use their information.

Transparency

We work with our App partners to ensure that users are clear on data collection, its uses, and the ability to opt-out.

Accountability

We are committed to ensuring compliance with our privacy program, and are members of NAI and TrustArc certified.

Control

We allow easy opt-out through several paths: app settings, device settings, TrustArc, Cuebiq App. Additionally, users may totally erase their information if desired.

Learn more about our approach to privacy at www.cuebiq.com/about/privacy-commitment