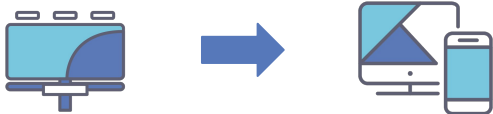




# Retarget Out-Of-Home Audiences

Continue the Conversation with Consumers  
and Maximize ROAS

Cuebiq provides a solution to grow brand recognition, reach target audiences, and further influence consumers' future path to purchase by re-targeting audiences exposed to your OOH campaign across digital channels.



## How You Can Maximize ROAS From Your OOH Campaign

- Segment consumers who have been exposed to an OOH campaign
- Use the Exposed Audiences segments for retargeting, to build new audience segments, and further enhance your data stack

## How Do We Determine Who Was Exposed to Your Campaign?

Quality location data from consumers we see **daily** allows visibility of the entire consumer journey, from exposure to your OOH campaign to in-store visits. We have developed a proprietary algorithm to identify the anonymous users in Cuebiq's database exposed to the OOH campaign, the process follows three key steps:

1. We set the viewing distance and create a cone of exposure for your OOH ad.
2. We then understand direction of travel to determine if users' travel path puts them in viewing position.
3. We determine roadway to confirm that users are in the area of exposure, by analyzing travel paths.

