

Cuebiq Attribution

2022 Benchmarks



Cuebiq's Attribution

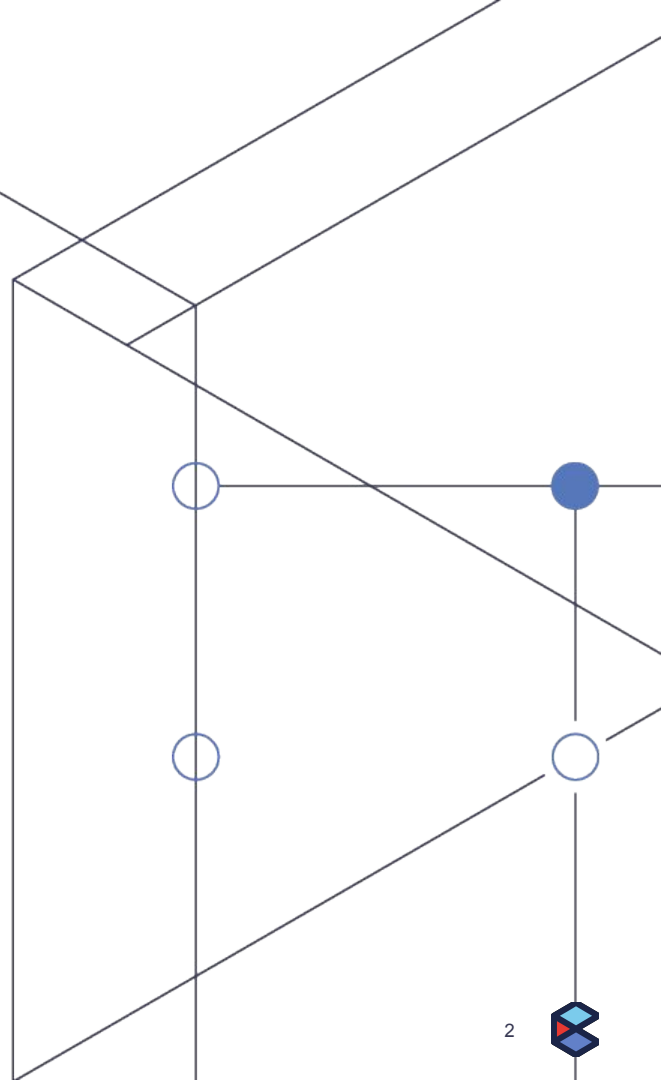
2022 Benchmark

Cuebiq's benchmarks are based on data gathered from footfall attribution reports, created for clients across a range of industries who ran campaigns in 2020–21. This report is designed to provide marketers with relative standards to gauge their campaign performance against others within their verticals.

Cuebiq Benchmarks 2022 reports on ***Uplift, Visit Rate, Incrementality Effect*** and ***Cost per Incremental Visit***.

For every metric we look at the performance of all campaigns per vertical (e.g. retail), and then find thresholds to distinguish low-, medium-, and high-performing campaigns.

Users of this guide can then assess their own campaigns by comparing their results to the rest of their industry.



Cuebiq's Attribution

How to read this document?

To understand the relative performance of your campaign, go to the page containing benchmarks for your vertical, and compare your metric with the provided thresholds*.

For example, if your campaign on the retail vertical had an uplift of 5%, it would fall in the medium performance range**. If you look at the horizontal bar in the corresponding "Retail" page below, you will see that the medium range goes from 1% to 7.61%.

** Note: Not all combinations of verticals have enough data points for us to provide reliable benchmarks for them.*

*** The cutoff points are data-driven and correspond to the 33rd and 66th percentiles, respectively.*



Retail

2022 Cuebiq Benchmark Data

Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

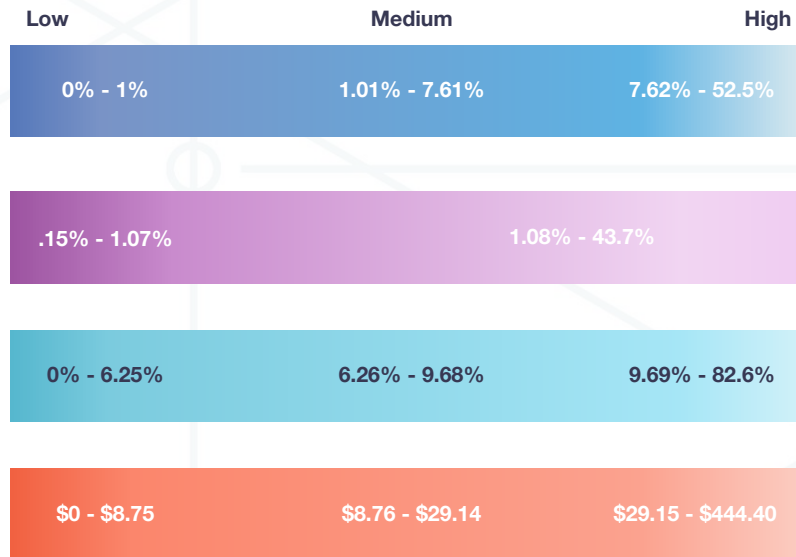
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)

Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



Pharmacies

2022 Cuebiq Benchmark Data

Uplift

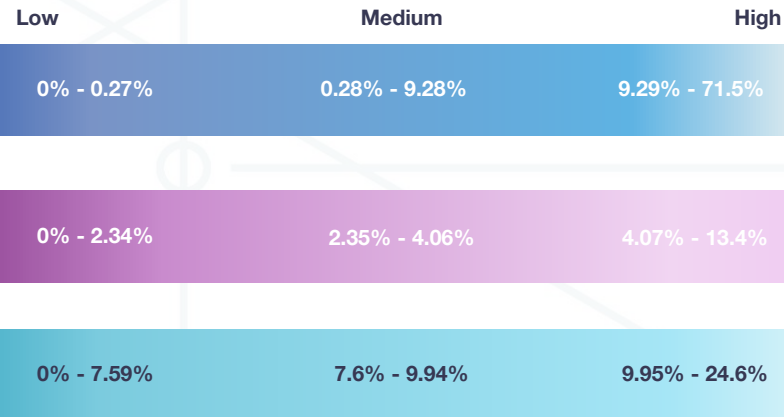
The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)



QSR

2022 Cuebiq Benchmark Data

Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

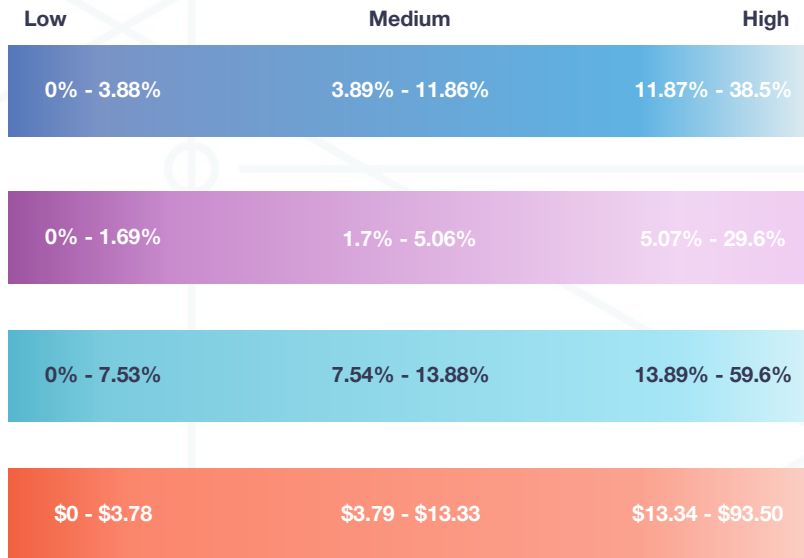
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)

Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



Grocery

2022 Cuebiq Benchmark Data

Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

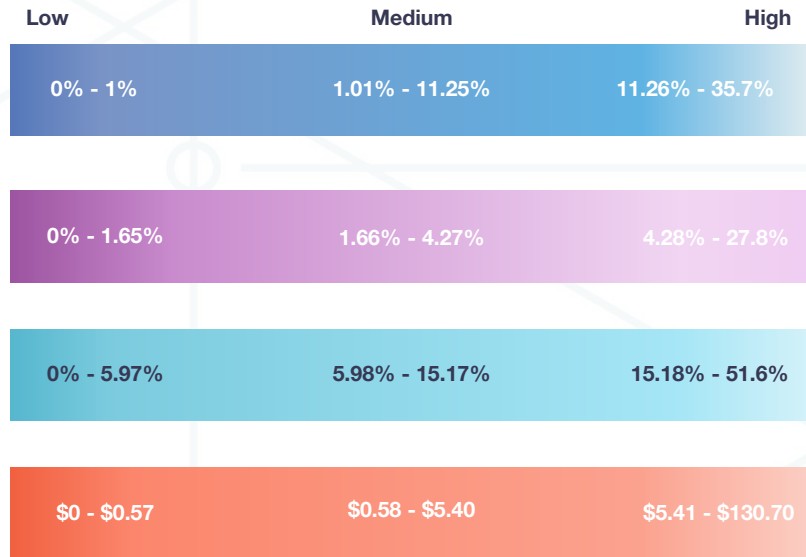
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)

Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



Auto

2022 Cuebiq Benchmark Data

Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

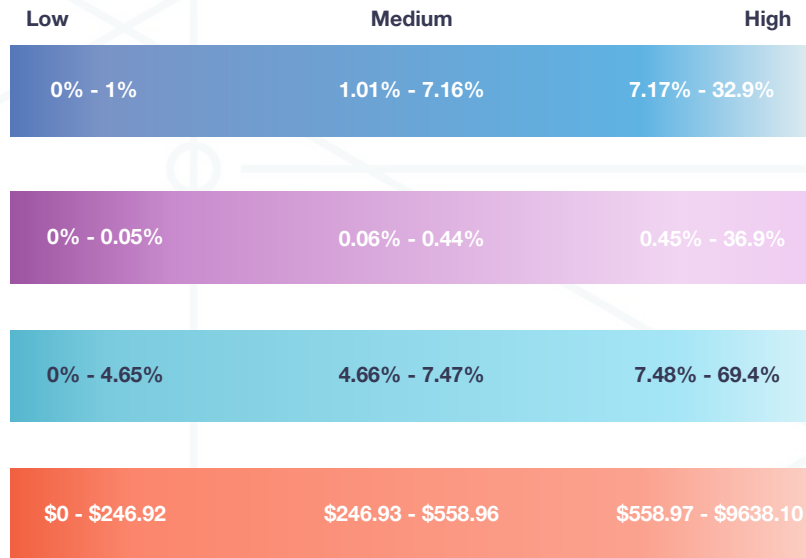
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)

Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



Casual Dining

2022 Cuebiq Benchmark Data

Uplift

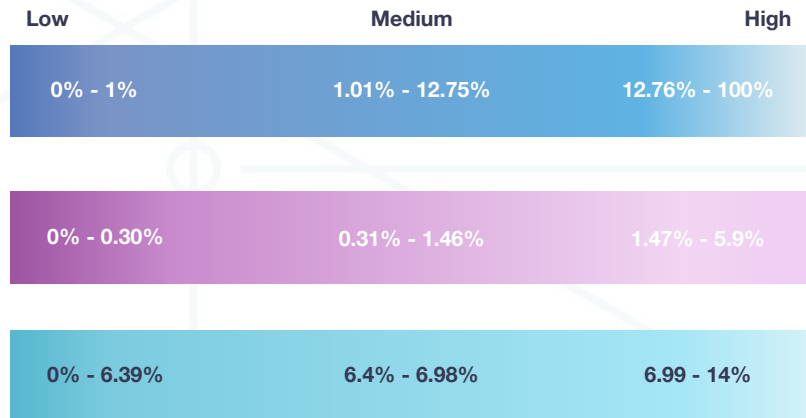
The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)



Big Box

2022 Cuebiq Benchmark Data

Uplift

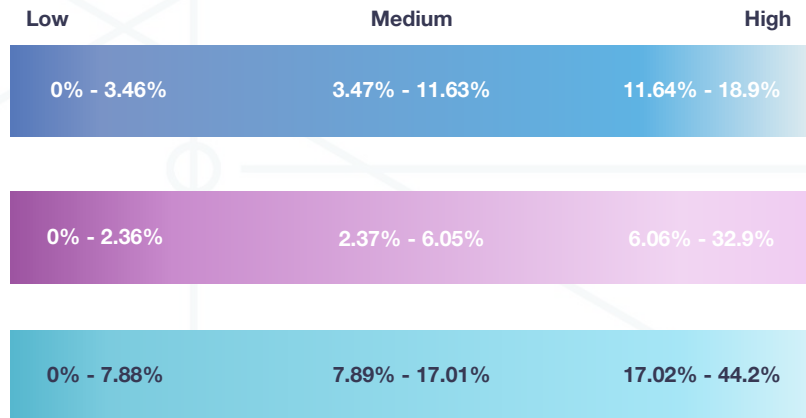
The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)



Convenience Stores

2022 Cuebiq Benchmark Data

Uplift

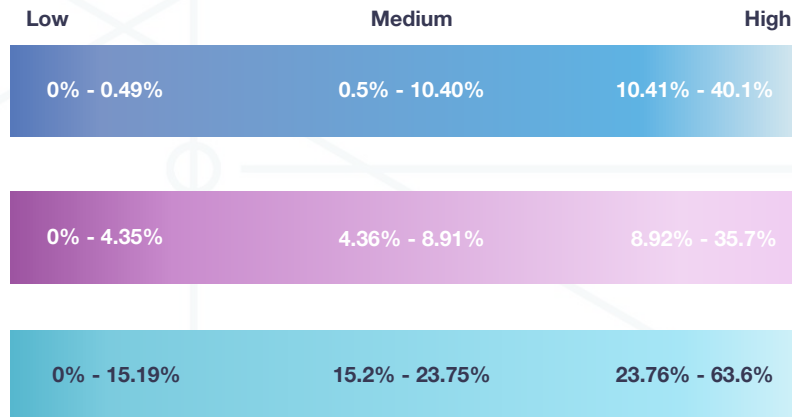
The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

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Gas Stations

2022 Cuebiq Benchmark Data

Uplift

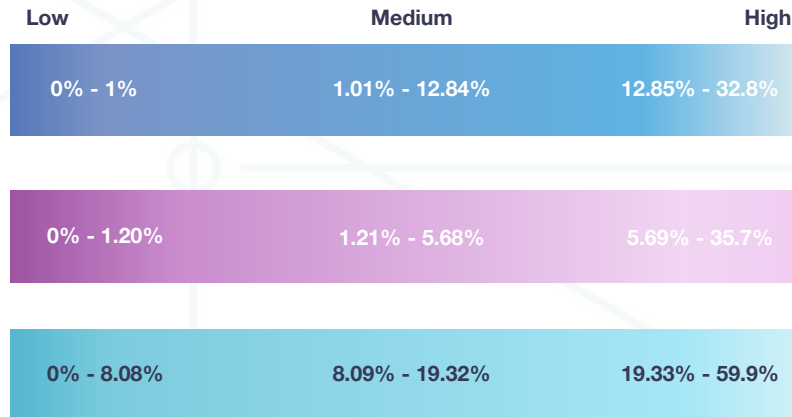
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Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)



Home Improvement & DIY Shoppers

2022 Cuebiq Benchmark Data

Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

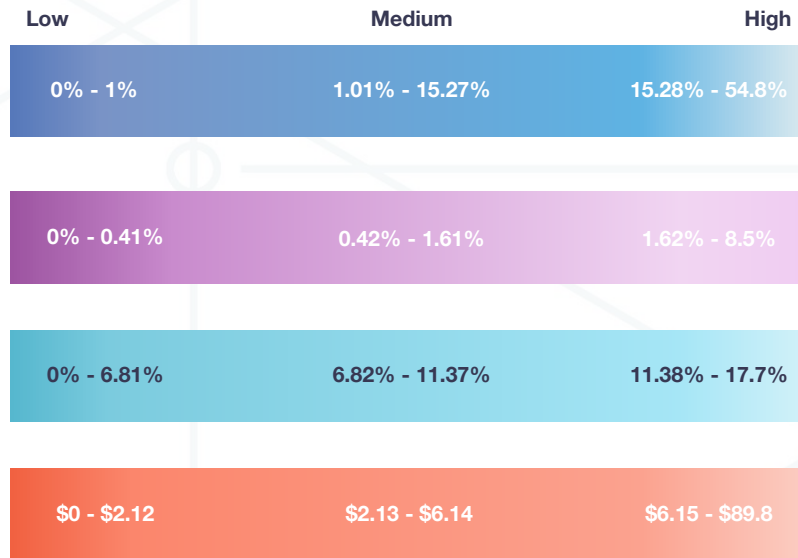
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)

Cost per Incremental Visit

Total budget spent divided by number of incremental visits.



Home Furniture

2022 Cuebiq Benchmark Data

Uplift

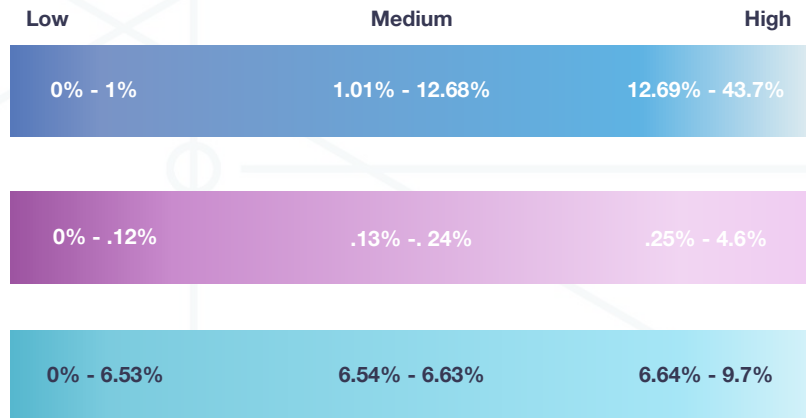
The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)



Telco

2022 Cuebiq Benchmark Data

Uplift

The percentage difference in visitors in the exposed group compared to the control group. (0% means the same visit rates for both groups.)

Visit Rate

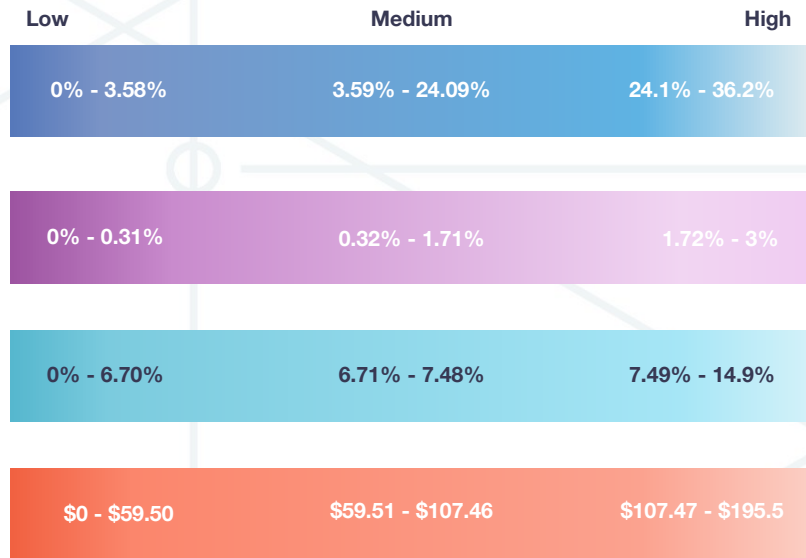
The percentage of consumers exposed to the campaign that visited the store out of all exposed consumers

Incrementality Effect

The proportion of total visits that are incremental (as opposed to organic)

Cost per Incremental Visit

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Please contact business@cuebig.com for more information or questions.

