

Cuebiq and GasBuddy Team Up to Boost Advertising and User Experience with Location-Based Data

GasBuddy taps Cuebiq's audience enrichment and footfall attribution offerings

New York, NY ([PRWEB](#)) October 06, 2016 -- Location intelligence company [Cuebiq](#) has partnered with [GasBuddy](#), a technology company changing the way consumers find, purchase and save money on gasoline. The partnership provides GasBuddy the ability to offer enhanced targeting for advertisers and a more personalized user experience for consumers via Cuebiq's AudienceQ and VisitQ offerings.

GasBuddy is an app that enables consumers to find and share low fuel prices in the area, as well as rate and review stations and convenience stores for things like service and amenities. With a loyal user base of 60 million users, GasBuddy gives brand partners a unique opportunity to reach audiences on their path to purchase through solutions that deliver brand messages at scale in a way that is engaging and enjoyable to customers across their mobile devices.

Through its partnership with Cuebiq, GasBuddy is gaining insights into its consumers' offline behavior such as frequency of station visits, fueling patterns, how long they spend at a location and brand loyalty. This information enables GasBuddy to deliver a more relevant user experience, and quantify the impact of GasBuddy advertising campaigns for its brand partners.

Cuebiq's AudienceQ geo-behavioral audience segmentation and enrichment tool is providing GasBuddy with the anonymous enriched data the app is using to improve the user experience and advertising. Cuebiq's footfall attribution tool VisitQ helps GasBuddy to analyze the impact of advertising campaigns on in-store visits and traffic patterns. As a result, GasBuddy's advertising clients get a clear, data-backed view of how effectively they are driving consumers to stores and achieving other campaign objectives. Recently certified by the Network Advertising Initiative, Cuebiq is dedicated to providing mobile marketers rich location data while upholding a strict commitment to user privacy and digital advertising best practices.

"We're excited to provide solutions that help GasBuddy better understand and serve its users and advertising clients," said Antonio Tomarchio, founder and CEO of Cuebiq. "It is our goal to offer turnkey geo-location solutions that help publishers drive business and connect with their audiences more effectively."

"Cuebiq is a perfect partner for GasBuddy as we move beyond just finding low cost fuel and expand our offerings to both consumers and brands," said Walt Doyle, CEO of GasBuddy. "Their enhanced targeting and geo-location solutions will enable our brand partners to more closely connect with our loyal user base, and provide a more relevant retail experience to them by helping to better understand their purchasing behavior. In the initial integration we've already discovered some valuable findings for our advertisers. For instance, 43 percent of our users are spending more time in the gas station c-store than the average person."

About Cuebiq

Cuebiq is a next generation location intelligence company that allows businesses to glean actionable insights about real-world consumer behaviors and trends. Using its data intelligence platform, Cuebiq provides geo-behavioral insights and offline location analytics, geo-behavioral audiences for cross-platform ad targeting, and offline attribution analysis. Cuebiq is a member of the Network Advertising Initiative (NAI), the leading self-



regulatory industry association dedicated to responsible data collection and its use for digital advertising. Cuebiq is headquartered in New York with offices in Italy and China.

About GasBuddy

GasBuddy is the technology company changing the way more than 60 million consumers find, purchase and save money on gasoline. Founded in 2000, the original GasBuddy website was a pioneer in crowdsourced information, leveraging technology, big data and a passionate community that now connects more than 60 millions users with real-time, accurate fuel pricing information as well as reliable reviews of gas station amenities and services. The app and website have the most accurate and real-time fuel prices at over 140,000 unique stations in the United States, Canada and Australia and is the most comprehensive money-saving companion while on the road. GasBuddy is available on all mobile platforms.



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