experian.

MiQ

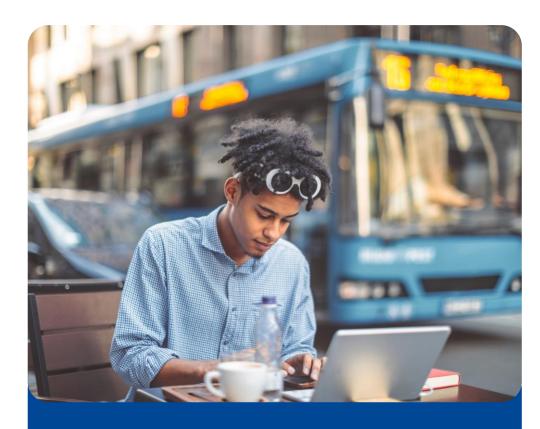# MiQ increased reach and scale for advertisers with Experian's Graph

Overview of MiQ Digital

MiQ is a global programmatic media partner for marketers and agencies, with 19 offices across Europe, North America, and the Asia-Pacific region. They specialize in connecting data from multiple sources to solve business problems for their clients. They are award-winning experts in data science, analytics and programmatic trading, focused on ensuring clients' media investments are spent on the right audiences in the right environments.

For more information, please visit www.wearemiq.com

Sector: Advertising Services

Number of employees: 1,200

The challenge

As MiQ continually evolves its cookieless strategies, their biggest challenge is avoiding a static approach to strategies and partners. MiQ's success hinges on building omnichannel interoperability by adding privacy-first partners who improve the performance of campaigns using cookieless targeting. MiQ sought new solutions to bolster its Identity Spine while upholding both performance and scale.

MiQ's goals:

Reach target audiences in privacy-compliant ways

Expand their cookieless targeting solutions

Deliver the same or increase the scale their customers expect from cookie-based targeting

The solution

MiQ added Experian's cross-device Graph into their proprietary Identity Spine - a multi-ID audience graph that connects over 60 cookieless data feeds and 25 ID solutions. By combining Experian's Graph with other cookieless data sets and IDs, MiQ created an identity graph that adapts to changing regulations.

MiQ traders and analysts use Experian data in combination with the rest of MiQ's Identity Spine to:

1. Create a unified view of their clients' target audiences.

2. Increase scale by matching first-party data to multiple cookieless IDs.

3. Improve campaign efficiency through cross-device ID resolution for accurate measurement and reporting.

Experian's global data coverage amplifies MiQ's global reach, while our market depth supports MiQ's regional expertise.

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"Experian's Graph has bolstered our already comprehensive, multi-ID Identity Spine with incredible data on cross-device ownership and cross-channel behavior. Experian supports MiQ's success in minimizing cookie reliance through unrivaled coverage, privacy-safe practices, and global reach, all qualities mirrored in our Identity Spine."

Georgie Haig, Strategy and Partnerships Director, MiQ Digital

Results

Experian's data solution has significantly contributed to MiQ's successful expansion of their Identity Spine. Our Graph allows MiQ and their clients to expand the reach of their seed audiences, across devices by 51% and cookieless IDs by 64%. This future-proofed scale supports MiQ's Identity Spine in enabling marketers to find, grow, and measure customers across screens.

When it comes to increasing scale, Experian adds:

6.5 devices to each matched IP address

With regards to matching MiQ-provided IP addresses to cookieless IDs, Experian's Graph yields a:

70% match rate

At Experian, we're signal agnostic and capture everything from connected TV (CTV) IDs, to hashed emails and IPs to cookieless IDs, specifically Unified ID 2.0, ID5, and Hadron ID, futureproofing identity resolution. Our Graph captures all available digital identifiers in real-time and resolves them back to individuals and households.

✓ Increase accuracy of cross-device marketing initiatives like onboarding or targeting.

✓ Gain better targeting by knowing past activity, ad exposures, and which devices belong to a consumer.

✓ Reduce waste by avoiding duplication of impressions to the same person multiple times.

Summary

Experian's Graph helped MiQ strengthen its Identity Spine

Challenge

As MiQ continually evolved its cookieless strategies, their biggest challenge was avoiding a static approach to strategies and partners. Thus, MiQ has followed and continues to follow a partner agnostic approach, with their main-focus being bolstering their Identity Spine to still offer marketers great performance. As such, they sought out new solutions capable of broadening its cookieless targeting solutions, while upholding performance and scale.

Solution

MiQ engaged with Experian using its Graph to become a core component of MiQ's Identity Spine – a multi-ID, proprietary audience graph that connects over 60 other cookieless data feeds and 25 ID solutions. By combining Experian's Graph with other cookieless data sets and IDs, MiQ created an audience graph that adapts to changing regulations, delivering a unified view of their client's target audience, increased scale, and improved cross-device measurement.

Results

Our Graph allows MiQ and their clients to expand the reach of their seed audiences, across devices by 51% and cookieless IDs by 64%. As a result, MiQ can provide marketers with future-proofed connected planning, advanced targeting, and precise measurement.

70%
match rate of MiQ IP addresses to cookieless IDs

6.5
devices added to MiQ's matched IP addresses

Transform your business with Experian

The continued success of MiQ's Identity Spine is bolstered by MiQ's strong data partnership with Experian. MiQ continues to explore ways to expand its usage of Experian's products to further enhance its data-driven solutions.

Like MiQ, your business can benefit from our data-driven solutions. Whether you're looking to understand your audience better, improve campaign efficiency, or future-proof your targeting strategies, we can help.

Take the first step toward transforming your business. Contact us today to learn more about how our solutions can make a positive impact on your business.

For more information, please visit experian.com/marketing