MiQ | experian.

MiQ increases reach and scale for their advertisers using 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 a programmatic media partner for marketers and agencies, MiQ's mission is to ensure their clients' media investments are spent on the right audiences in the right environments. MiQ needed a stronger way to unify audience insights, increase scale, and improve efficiency amidst signal loss. To maintain campaign performance and scale, MiQ sought privacy-first partners they could integrate into their Identity Spine.

MiQ's goals:

Strengthen audience targeting across all digital environments, with and without cookies
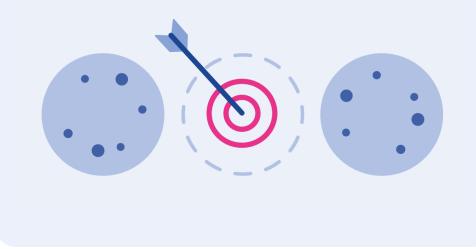
Reach target audiences in privacy-compliant ways.

Maintain or increase the scale — even as reliance on cookie-based targeting declines.

Challenge: Expand cookieless targeting solutions

- Reach target audiences in a privacy-compliant way
- Maintain or increase audience scale compared to cookie-based targeting

The solution

MiQ incorporated Experian's Digital Graph, licensing HEMs, UID2s, and third-party partner cookies, into their proprietary Identity Spine. MiQ's Identity Spine seamlessly connects over 60 cookieless data feeds and 25 ID solutions.

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.

"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:

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

MiQ's mission is to ensure their clients' media investments are spent on the right audiences in the right environments. MiQ needed a stronger way to unify audience insights, increase scale, and improve efficiency amidst signal loss. To maintain campaign performance and scale, MiQ sought privacy-first partners they could integrate into their Identity Spine.

Solution

MiQ incorporated Experian's Digital Graph, licensing HEMs, UID2s, and third-party partner cookies, into their proprietary Identity Spine. MiQ's Identity Spine seamlessly connects over 60 cookieless data feeds and 25 ID solutions. The integration of Experian's Digital Graph with MIQ's Identity Spine enabled marketers to find, grow, and measure customers across screens even as signal loss evolves and traditional identifiers fluctuate.

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