MiQ

How to advertise effectively using data your consumers won't mind you using

3 key changes will happen over the next 2 years

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Cookies will be replaced by **authenticated IDs and anonymous solutions**

Data will increasingly live inside **"clean rooms"**

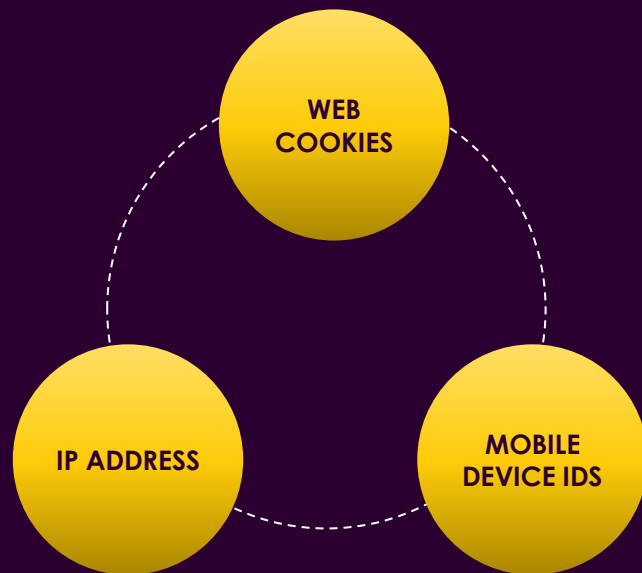**1** Contextual Signals

2 Data Clean Rooms

3 Authenticated IDs
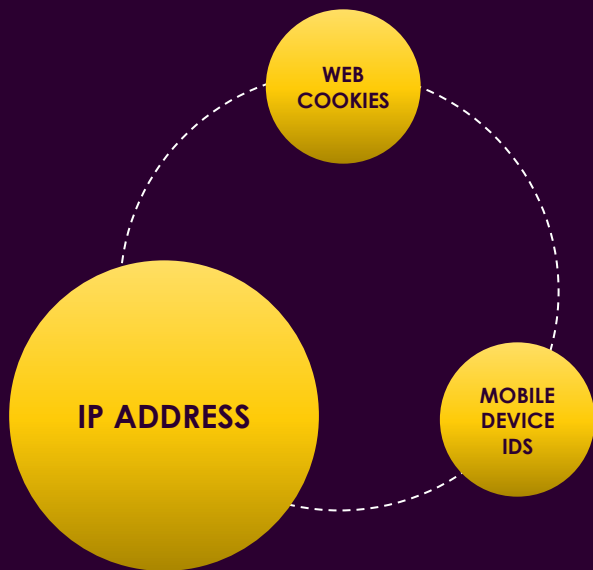
Identity changes raise some critical questions

WEB COOKIES

IP ADDRESS

MOBILE DEVICE IDS

☑ ACTIVATION   ☑ INTELLIGENCE   ☑ MEASUREMENT

Today we connect data to deliver personalised omnichannel campaigns.

Identity changes raise some critical questions

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WEB COOKIES

IP ADDRESS

MOBILE DEVICE IDS

Today we connect data to deliver personalised omnichannel campaigns.

But identifiers are eroding - first Safari & Firefox cookies, now Apple IDFAs and Chrome cookies.

Identity changes raise some critical questions

MiQ

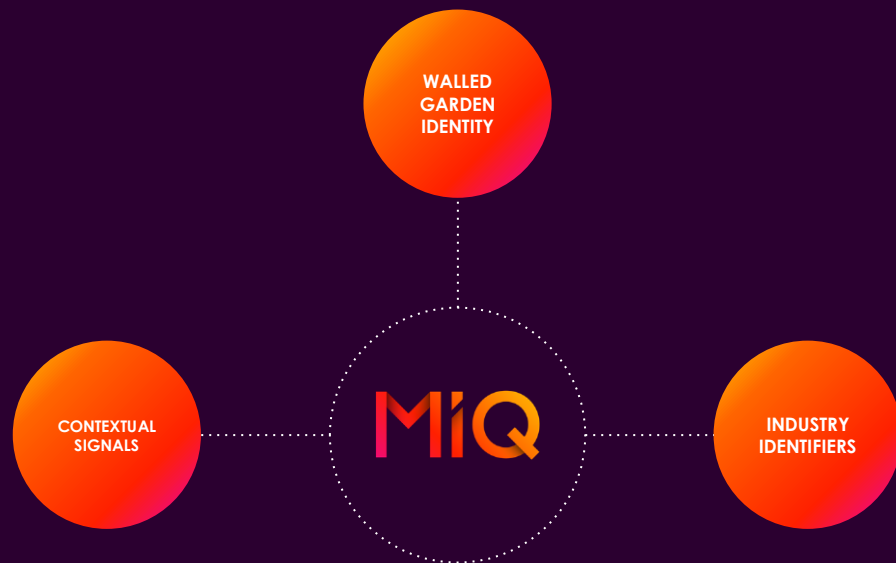WALLED GARDEN IDENTITY

CONTEXTUAL SIGNALS

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INDUSTRY IDENTIFIERS

Today we connect data to deliver personalised omnichannel campaigns.

But identifiers are eroding - first Safari & Firefox cookies, now Apple IDFAs and Chrome cookies.

The future demands that we navigate a new set of tools, with limited native connectivity.

☑ ACTIVATION ☑ INTELLIGENCE ☑ MEASUREMENT ☑ PRIVACY

CONTEXTUAL SIGNALS

Using macro data sets to power effective contextually relevant marketing

MiQ

How do contextual signals inform media?

Insights are formed from a host of data sources, including **anonymised big data sets** as well as drawing on first party and partners data where necessary.

Contextual signals and macro datasets can be **layered and scored** to provide rich insights for **postcode areas** which inform media buying.

We can **understand key features** that make a postcode unique and use this to plan how best to communicate with reach hard to reach audiences across the UK.

MiQ

MiQ

GEO
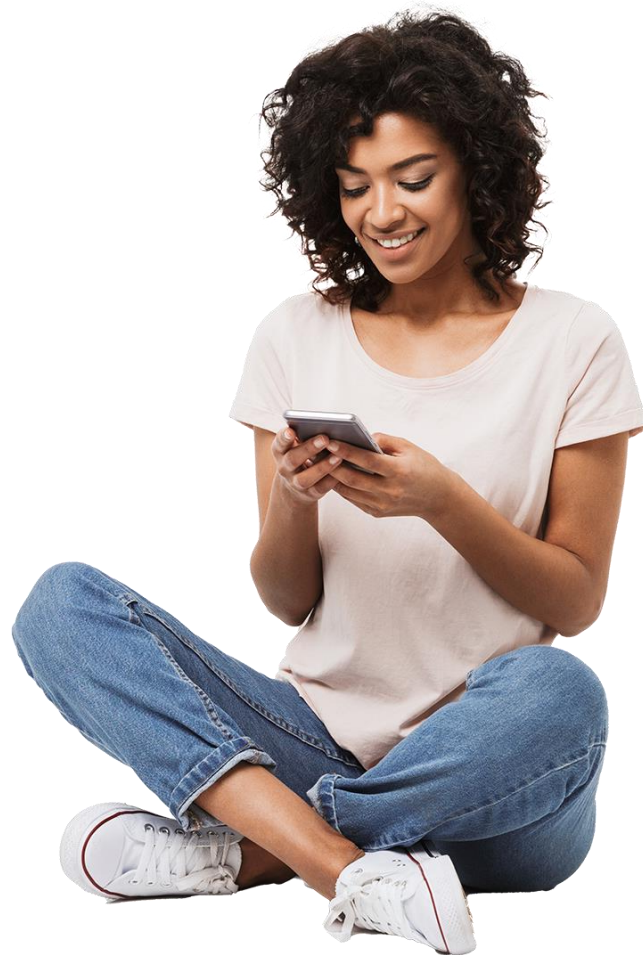
POSTCODE

ZONE

POPULATION

PROPERTY

BEDROOMS

% FLATS

PRICE PAID

% DETATCHED

AVG GARDEN SIZE

% FREEHOLD

DISTANCE TO STATION

LIFESTYLE

AGE

INCOME

EDUCATION %

EMPLOYMENT %

CRIME RATE %
HOUSING BARRIERS %

HEALTH ACCESS %

LIVING ENVIRONMENT

AFFLUENCE

MARITAL STATUS

COUNTRY OF BIRTH

CAR OR VAN
AVAILABILITY

LONE PARENT
HOUSEHOLDS

AGE
STRUCTURE

AUDIENCE

SOCIAL MEDIA USAGE

% COMMUTERS

% HOME
IMPROVERS
% CYCLIST

MACRO

WEATHER - RAIN

WEATHER - TEMP

MEDIA

DOOH AVAILS

DISPLAY
AVAILS

MEDIA SPEND
TO DATE

VIDEO AVAILS

How does it work?

Example

POSTCODES | AB1 1

Age below 30	Distance to Motorway	MOT Fail Rates	% Commuters	% Car availability	Current rain?	+ MUCH MORE...	Score (Max 10)
33%	7	17%	56%	47%	True	- - -	6.1

GEO

POSTCODE
ZONE
POPULATION

PRO...

BE...
%...
PRI...
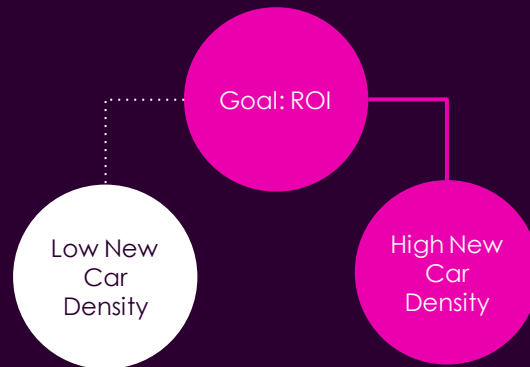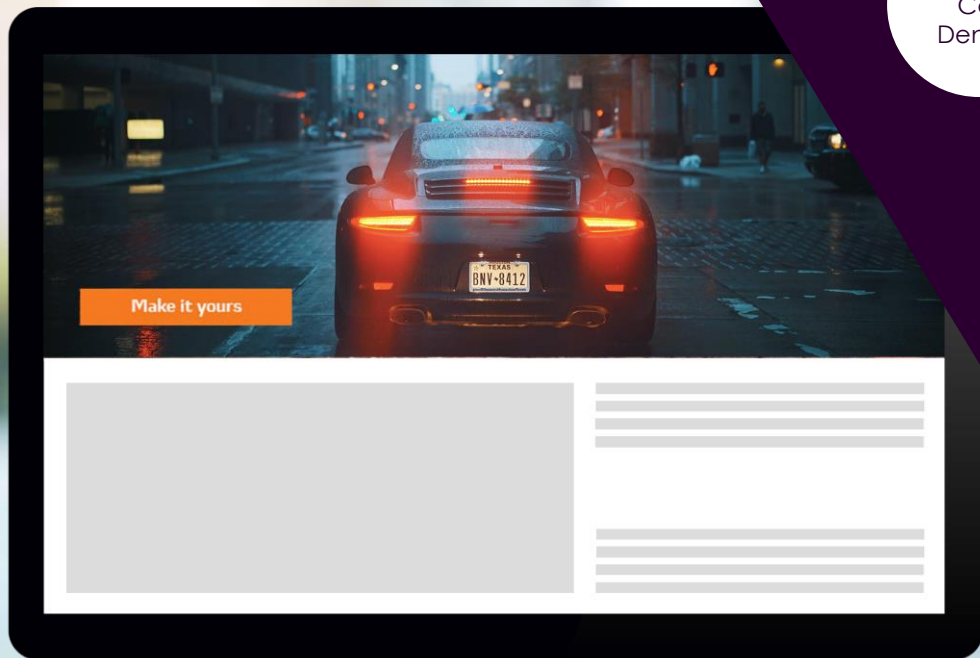% DE...
AVG...
% F...

MEDIA

DOOH AVAILS
DISPLAY AVAILS
MEDIA SPEND TO DATE
VIDEO AVAILS

Personalise campaigns with a custom algorithm

Goal: ROI

Low New Car Density

High New Car Density

Make it yours

Personalise campaigns with a custom algorithm

BID: £4.80

Goal: ROI

Low New Car Density

High New Car Density

Low Affluence

High Affluence

Make it yours

Personalise campaigns with a custom algorithm

BID: £8.05

Goal: ROI

Low New Car Density

High New Car Density

Low Affluence

High Affluence

Not near a Dealer

Near location, good weather

Make it yours

MiQ | SUBWAY
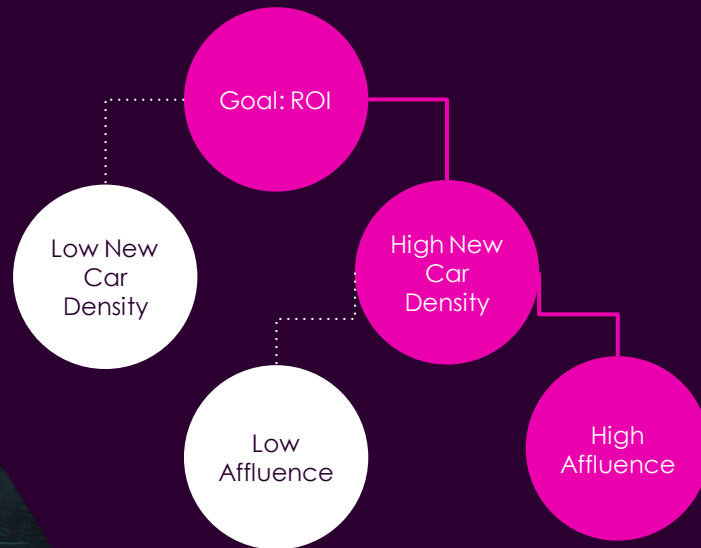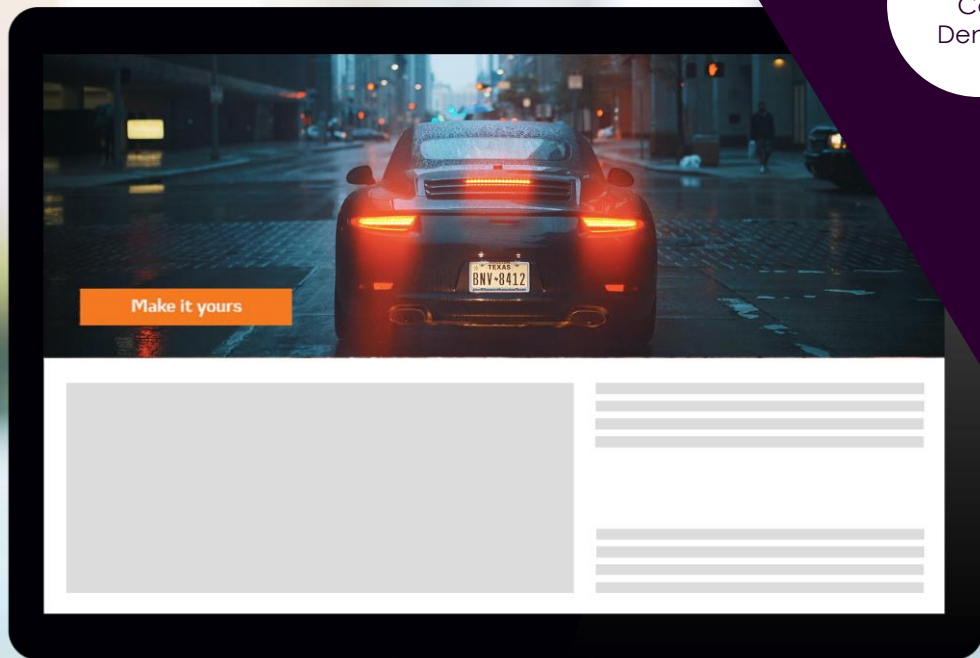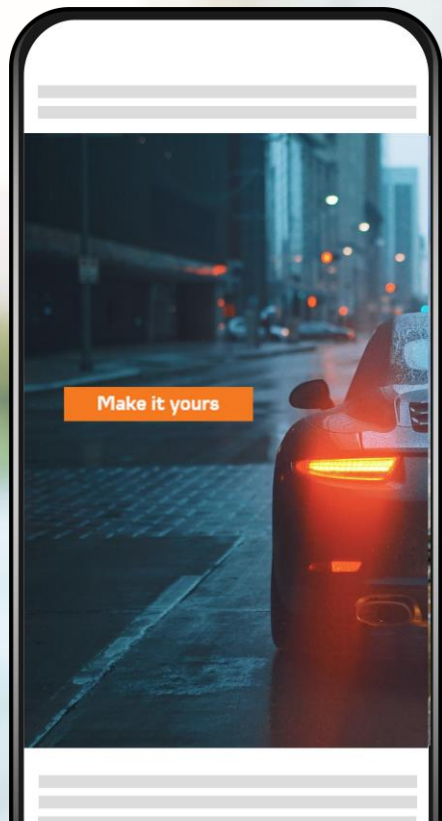
Subway elevates awareness with MiQ

Objective:
Subway sought to raise measurable awareness of its 3rd-party delivery service among key consumers.

Solution:
Subway used behavioural information based on app usage and location to identify key segments and target consumers who would be most likely to order Subway from a 3rd-party delivery app.

Connect: MiQ used Skyrise Intelligence data to identify those who had 3rd-party delivery apps on their phone and combined that with location data from mobile devices.

Discover: MiQ was able to identify consumers who had delivery apps and who were within a 2 mile radius of a location to build an effective targeting strategy.

Activate: MiQ then activated the segment programmatically across supply channels and measured the results with a Brand Lift study.

RESULT

497,000
unique target customers made aware of Subway's availability on 3rd-party delivery apps.

7.5% uplift in brand awareness of Subway's availability on 3rd-party delivery apps when Skyrise Intelligence was applied.

WE TAKE...

WE APPLY...

YOU GET...
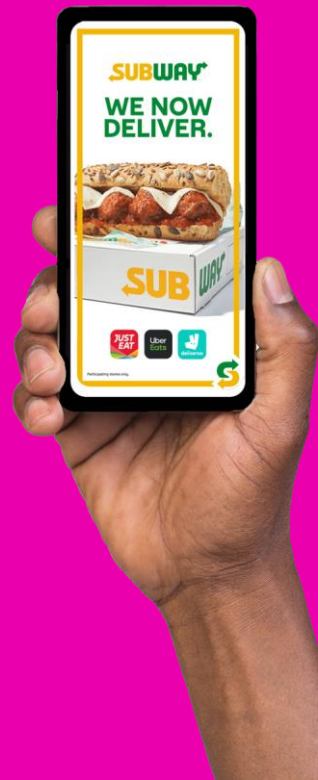
Your goals

Omnichannel programmatic formats

Leading buying platforms

Deeply integrated data partnerships

Premium inventory access

Future-ready solutions

Predictive intelligence

Multi-platform activation

Full-service campaign management, creative build and custom analytics.

Omnichannel reach

ROI
Customer acquisition

Footfall

Attention
Engagement

Identity in the two webs
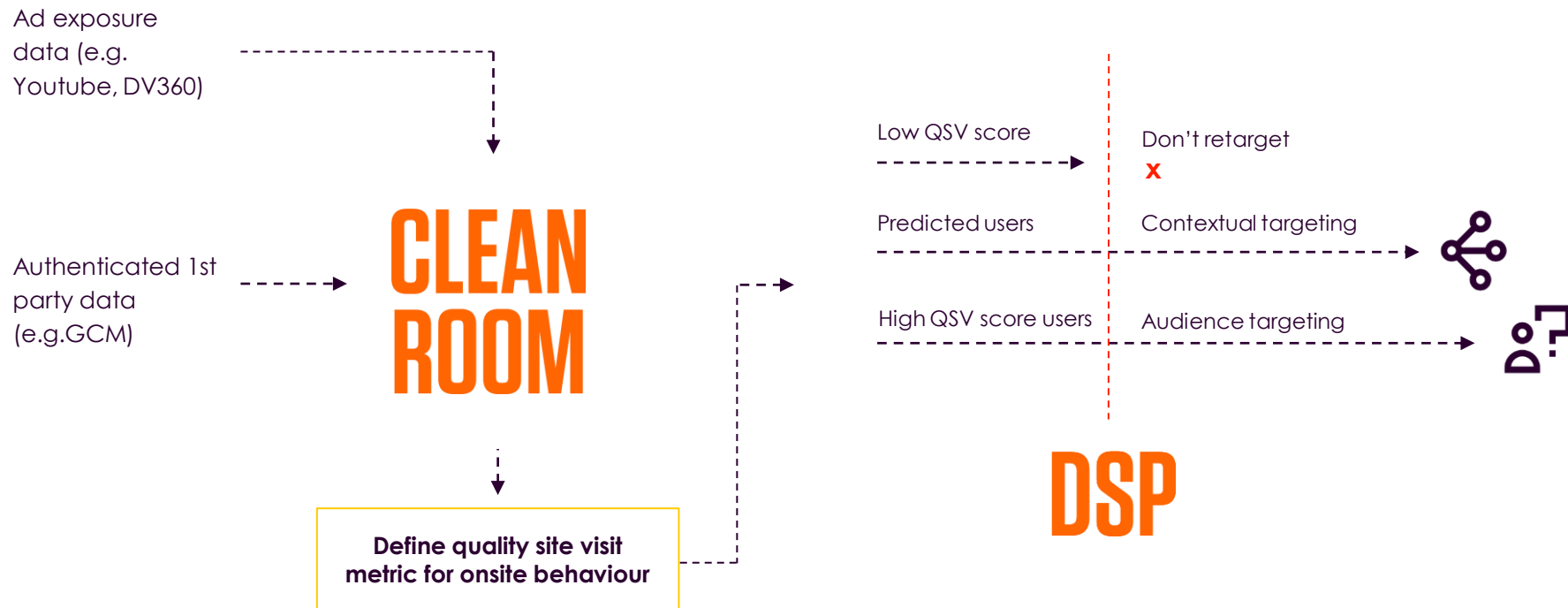
CLEAN ROOMS
AND THE CLOSED WEB

Clean rooms and the closed web

Identifying and targeting 'qualified users' via programmatic channels

MiQ

Ad exposure data (e.g. Youtube, DV360)

Authenticated 1st party data (e.g.GCM)

CLEAN ROOM

Define quality site visit metric for onsite behaviour

Low QSV score → Don't retarget **x**

Predicted users → Contextual targeting

High QSV score users → Audience targeting

DSP

Optimising to a quality site visit metric for auto clients

▸ Prospecting to new users based on high scoring contextual features drove a **50% lower CPA** for users defined as high quality based on QSV metric

▸ These users had **2x higher conversion rate** vs standard targeting

▸ **16% improved efficiency rate** for conversions from targeting high QSV scoring users.
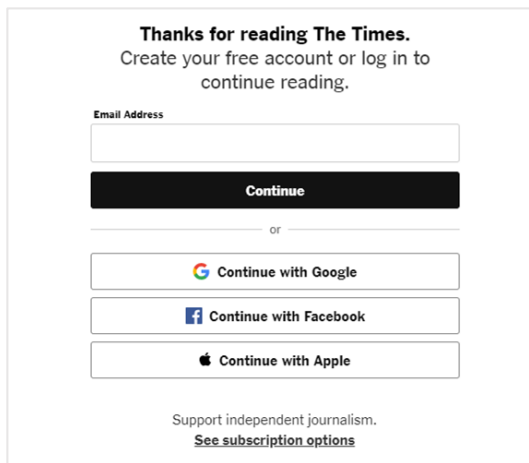
RESULTS

How does authenticated identity work in the open web?

MiQ

Users log in with their email addresses on publisher sites

...Who can use this for measurement & addressable targeting, **including 1st party data targeting**

Thanks for reading The Times.
Create your free account or log in to continue reading.

Email Address

Continue

or

G Continue with Google

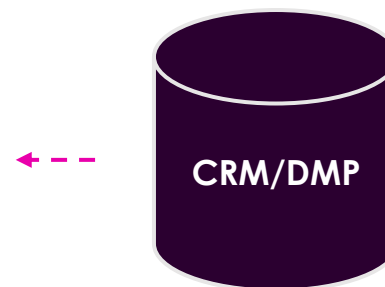f Continue with Facebook

 Continue with Apple

Support independent journalism.
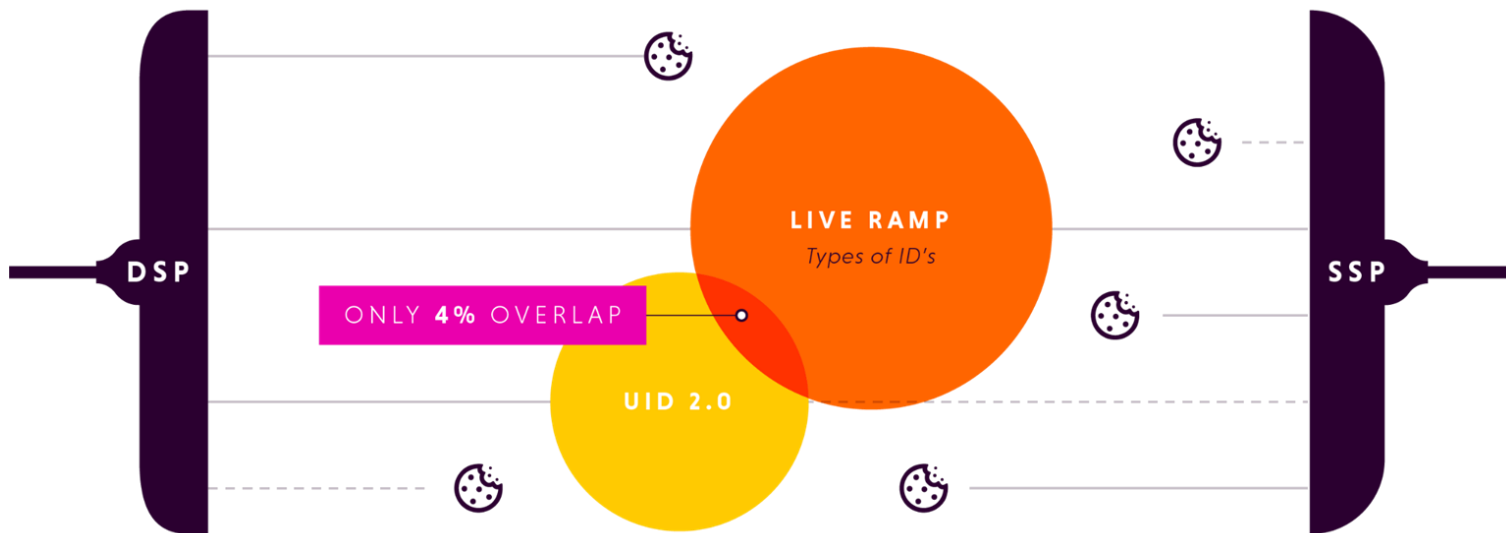See subscription options

bid

DSP

CRM/DMP

Authenticated IDs will be prevalent on the open internet and within more closed walled-garden environments.
They provide a point of connection between first party data, third party data and publisher inventory.

Market share of Authenticated Identifiers

Navigating a fragmented ecosystem with over 65 ID solutions has its challenges. The takeaway? Work with a partner who can enable multiple, connected strategies for maximum performance.

MiQ

Existing integrations

Developing integrations

Presence of identifiers

DSP

SSP

LIVE RAMP
Types of ID's

ONLY **4%** OVERLAP

UID 2.0

Testing authenticated targeting in partnership with LiveRamp

We worked with LiveRamp and leading programmatic exchanges to buy a retargeting audience via authenticated IDs

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Cookies   VS   Cookies + Authenticated Identity

+67% Delivery vs targeting cookies alone

-9% Lower CPM

MiQ

Cookieless scoping and R&D

ADH functionality improvements & the emergence of more clean rooms

Emerging web standards

Privacy Sandbox
IAB Project Rearc

Importance of first-party data

KEY TAKEWAYS

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1 3P Cookies are going away, other IDs are eroding too

2 They will be replaced by Authenticated and Anonymous data - increasingly made available in data clean rooms

3 The best approach for advertisers is to use both Authenticated and Anonymous approaches for maximum intelligence, reach & performance

Programmatic will always be data-driven.
Those who are innovative, agile and willing to take risks will win!

Thank you

If you have any questions feel free to drop by at our stand