



Cross-Channel
Planner
by MiQ

PLANNING YOUR DIGITAL AND TV MEDIA IN A SILO CAN LEAD TO WASTED SPEND AND INACCURATE MEASUREMENT

With the continued convergence of digital and TV comes more questions, like how to precisely reach the right audience and control for frequency across multiple devices and creative types. These cross-channel challenges persist across the campaign lifecycle, in terms of:

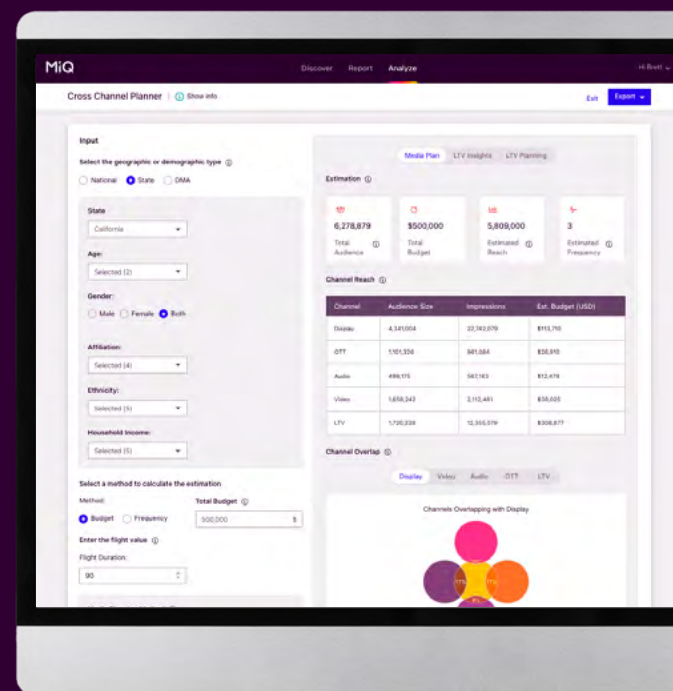
- COMPREHENSIVE PLANNING
- DEDUPLICATED REACH
- HOLISTIC MEASUREMENT

NOW YOU CAN PLAN A HOLISTIC MEDIA CAMPAIGN TO EFFICIENTLY REACH THE RIGHT AUDIENCE

MiQ Cross-Channel Planner empowers advertisers to plan media across all of digital and TV to deliver the greatest impact with their target audience. We generate your customized, cross-channel media plans with ease – translating cross-channel audience insights into actionable media campaigns.

Our unique tool is backed by real-time delivery data from global exchanges and the largest, most diverse TV Identity Spine in the industry:

- Spans 70MM devices and 50MM US households
- Built using a cross-device graph resolving 5B devices across millions of users
- Leverages millions of auction-level events



MiQ DOES CROSS-CHANNEL PLANNING DIFFERENTLY

Our proprietary Cross-Channel Planner lets you understand the “why” behind your cross-channel media plan.

TECH ENABLED

Access our innovative tool to gain insight into your potential audience reach in total and by channel. Based on your planning requirements, the tool builds a bespoke media plan recommendation – with a view of your audience to maximize reach and frequency across screens, channels, and inventory best suited to achieving your campaign goals.

PARTNER AGNOSTIC

We connect exactly the right datasets, including best-in-class audience data providing rich insight into consumer sociodemographics, lifestyle, and behaviors – and real-time bidstream data from multiple global exchanges – with multi-DSP activation and the broadest access to media inventory in-market.

PEOPLE POWERED

Our multi-AI powered Performance Engine and team of dedicated programmatic media experts are poised to help you activate powerful insights to achieve outsized campaign performance. We're not your average people, with 30+ awards for our people and workplace to date.

GET STARTED WITH MiQ CROSS-CHANNEL PLANNER

PLAN

Thoughtfully plan campaigns using unmatched audience insights at your fingertips:

- 1 Input your audience requirements within the highly intuitive planning interface.
- 2 Choose your budget, flight dates, frequency requirements, channel distribution constraints, and calculation methods for media plan allocation.
- 3 Make data-informed channel allocation decisions to find the optimal media mix for your campaign.

ACTIVATE

Intelligently activate by applying these insights to your new or existing cross-channel media plan, with day zero intelligence designed to help you reach your goals faster.

MEASURE

See incremental reach and frequency, cross-channel frequency, and other robust delivery metrics.

