

Reaching up to 53% more voters through multi-ID, multi-DSP activation with MiQ Onboarding and LiveRamp Connect

Discover how we did it

First-party audiences are a critical component to voter outreach, and maximizing reach to those votes is essential for impactful political campaigns.

Working with several political agencies, MiQ matched first-party voter data with multiple cookieless identifiers before activating across several leading DSPs for maximum reach.

Facilitated by dual-platform data onboarding via MiQ Onboarding and LiveRamp Connect, we reached up to 53% more voters.

- Reach as many voters within a first-party audience as possible during the campaign period
- Measure the impact of a multi-ID, multi-DSP approach on incremental reach
- Use first-party voter data in a compliant, privacy-first, and secure way
- Quickly match offline data to online audiences

GOALS





Activating against first-party data can be time-consuming, limited in scale, and highly fragmented with 60+ alternative IDs.

This makes it difficult for political agencies, who need to balance urgent and real-time campaign planning, launching, and adjustment, with achieving maximum reach into their target audience and collaborating with disparate data partners, activation platforms, and content providers.

Effective first-party data activation for political campaigns need to be quick, scaled, and seamless.

CHALLENGES

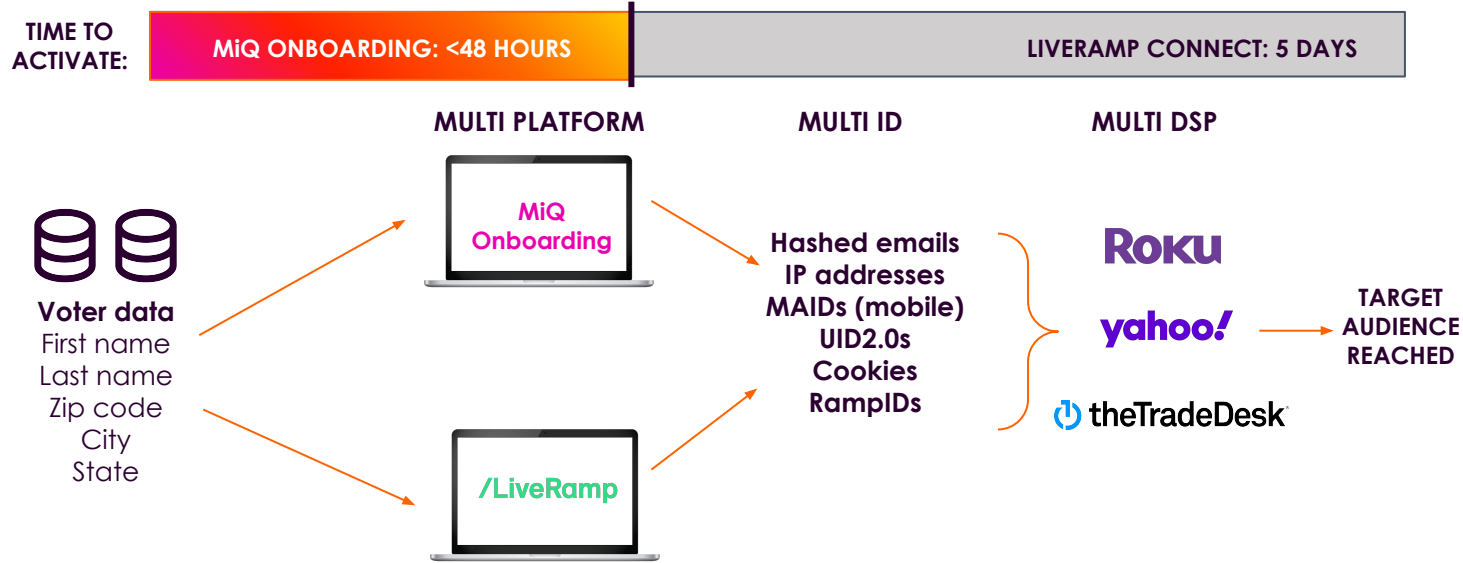
A graphic of two white quotation marks is placed to the left of the testimonial text. The background of the testimonial is a red, semi-transparent shape that overlaps the cityscape image.

MiQ Onboarding is an excellent blend of performance and speed. Being able to get live within 48 hours is a game changer, and we look forward to using MiQ Onboarding to drive increased performance for many more clients going forward."

MiQ client partner, political agency

Driving incremental reach through a partner agnostic approach

By providing access to privacy-first platforms, MiQ Onboarding and LiveRamp Connect, MiQ supported quick and secure data upload. MiQ data scientists resolved PII to multiple identifiers, dependent on onboarding method and DSP, before pushing segments to DSPs for activation.

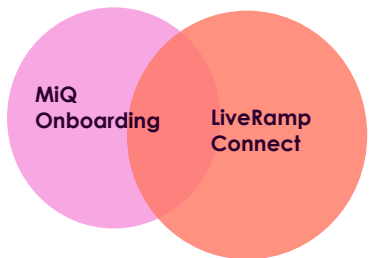


SOLUTIONS

Using MiQ Onboarding impacted campaigns significantly, leading to more voters reached, and faster activation.

53%↑

Highest incremental reach achieved with MiQ Onboarding over LiveRamp. Please note that results may vary across campaigns.



<48 hours



Average time from data upload to activation with MiQ Onboarding vs 5 days with LiveRamp Connect.

RESULTS

