

MiQ

FROM BRAND TO DEMAND



Showcasing the impact of branding campaigns on in-store sales

Today's marketers have a tough gig. With tighter budgets, growing demands for measurable ROI, and the constant pressure to do more with less, it's no easy feat. Whilst Retail and CPG companies now lead Canada's digital ad spending, pouring over \$14 billion annually into the space — making up more than 21% of the total market share — one of the biggest obstacles that remains is quantifying the effect of branding to in-store sales.

Siloed activation and measurement across sales channels introduces
media inefficiency and measurement inconsistency for brands.

Programmatic media can help CPG brands diversify and manage the complexity around reaching multiple touchpoints along the consumer journey through rich data sources; cross screen activation; and accurately measuring the impact on commerce outcomes. Brands can gain better understand, and control their media strategies to affect the bottom line.

Day Zero Planning

Gain fully integrated insights into your brand, shoppers, and competitors. Uncover where your target audience spends their money and time; what interests and motivates them; the types of messaging and content they've been exposed to. Plus, access a wealth of additional data to give you a deeper understanding of consumer behavior and market trends.

Powerful Activation

Engage your most valuable customer segments by understanding their relationship with your brand and products — considering factors like recency, frequency, and past purchases. Ensure consistent follow-through across all channels, with unified tracking and measurement throughout the entire funnel.

Unified Measurement

Unlock the true ROI of your media efforts with a comprehensive sales analysis report that highlights your most valuable KPIs. Dive deeper with a cross-channel attribution analysis, including sales uplift to track revenue impact and the number of units sold across all active channels.

Future-forward, actionable insights to power your next campaign

Unlock smarter, more effective marketing with data-driven insights using existing campaign learnings to help identify where your brand and competitor audience overlaps in various regions to win in visitation. Discover untapped customer segments for acquisition, fused with sales trends to validate your conquering strategies to seize market share.

MiQ Commerce ensures brands are focused on their most valuable segments and know exactly how their media campaigns impact in-store sales.

Connecting insights, activation and measurement all in one place.