



2023 Digiday Video & TV Award Winner
Best Ad Tech Innovation

Reaching underserved audiences with a message of care and comfort

In 2022, a multinational hospitality icon launched a campaign with a new attitude towards travel. The company turned to their marketing agency and MiQ to activate an audience-driven campaign that would target current Hotel Stayers and LGBTQ+ and Black Travelers, and lean into their motivators for travel.

Discover how we did it



The company wanted to show how it prioritizes exceptional travel experiences and values each and every guest, disrupting the age-old idea that travel is only about the destination.

- ▶ Drive campaign saliency, capture the right consumer attention, and convey relevance
- ▶ Reach its audiences of current hotel stayers, LGBTQ+ and BIPOC travelers
- ▶ Solve tracking complexities
- ▶ Ensure brand safety with limited ad placement



US CASE STUDY

GOALS



The agency partnered with MiQ to support the campaign through an innovative CTV & OLV approach.

- Targeted users through third-party audience, contextual alignment and geo-contextual strategies
- Leveraged ACR data to unlock intelligence about LGBTQ+ and BIPOC travelers
- Built an inventory strategy to target placement owned and high-indexing for BIPOC & LGBTQ+ communities
- Leveraged Attention Measurement via Lumen to understand what creative, optimizations, and inventory best capture the audience's' attention.

SOLUTIONS



US CASE STUDY



Rich, accurate audience profiles, intelligent inventory targeting across CTV and OLV, and impactful custom creative created a winning campaign for users and the hospitality company.

- Drove nearly **1.5M site visitors** that were proven to be **1.76x more likely** to progress through the funnel
- Custom creative outperformed standard, with **74% viewability** and **1,152 APM**
- Users who saw the ads converted **11% more** than non-attributed visitors
- Exposed users booked 37 days in advance, **19% faster** than non-attributed visitors

RESULTS



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