

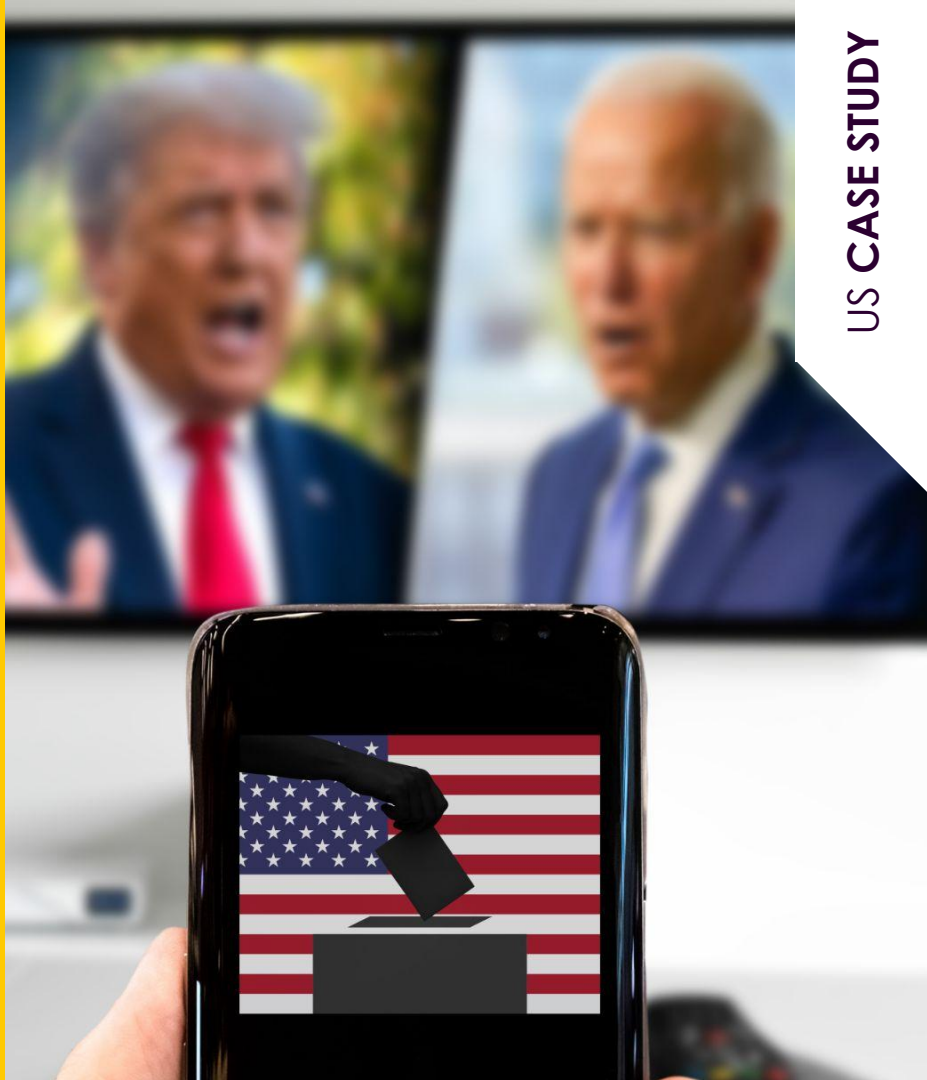
An election year like no other

GMMB and Joe Biden win the 2020 presidency with the help of Advanced TV from MiQ.

The Biden presidential campaign, and their agency GMMB, needed to reach and influence voters in key battleground states effectively. Here's how tapping into rich, connected digital and TV data helped them do it.

Discover how we did it

- Help the Biden team increase reach and influence voters in key battleground states. Since pollsters were predicting a close race every single vote would matter in the 2020 election.
- Deliver Biden's digital messaging to voters over-exposed to Trump's TV advertising using MiQ's Advanced TV solution.
- Increase overall message exposure for the voters who are least often exposed to linear TV political advertisements.



GOALS

- ▶ GMMB engaged MiQ to tap into our Advanced TV solution. Advanced TV uses cross-screen, delivery-agnostic TV viewership data from over 30M US households via our automatic content recognition (ACR) data partnerships, and connects it to 173 other data feeds from across the digital ecosystem.
- ▶ MiQ used connected digital data to TV data for a more unified, real time view of a voter's TV and OTT consumption to maximize the Biden campaign's reach and message across screens.
- ▶ Using MiQ's data science expertise and proprietary technology, we were able to find insights for the Biden campaign. This told them where to invest more effectively across TV and digital, to expand their overall reach via OTT and other digital devices, while controlling frequency to gain optimal messaging cut-through and conquest against the Trump campaign with counter-messaging .

SOLUTIONS



Optimal messaging cut-through in a tight presidential race increased with the help of MiQ's digital targeting strategies.

70%

of Arizona households had already been reached by Biden's linear campaign.

82,000

additional households were reached with the help of MiQ's digital targeting strategies.

10,000

votes separated Biden's win in the state where 3.3M votes were cast.



MiQ's approach to connecting and analyzing rich viewership data and using it for data-driven, cross-screen activation was an important element in helping us win the 2020 presidency for Joe Biden.

Their data connections and application of data science gave us an additional edge to reach more voters in the states and on the channels where it mattered most.

Accessing all of this insight via their powerful, user-friendly TV intelligence platform helped us plan and buy more effectively, in unison across TV and digital.

**Erica Monteith, Senior Vice President,
GMMB**