



WHAT IS MARKETING INTELLIGENCE?

REIMAGINE THE VALUE OF MARKETING

We believe that Marketing Intelligence is not only about understanding who our consumers are, but what drives their decisions. Online browsing, offline location & purchases, multi-channel touch points - even the cultural & economic trends around us - all offer their own unique part of the answer.

It is through the access to this diverse perspective on user behavior, alongside data science and human ingenuity required to distil this, that MiQ provides Marketing Intelligence which decodes the consumer and drives meaningful business outcomes.

Ultimately, its about **connecting marketing to business outcomes.**

MARKETING INTELLIGENCE IS THE INFORMATION NEEDED TO DRIVE BUSINESS OUTCOMES, ELEVATING INSIGHTS TO FUEL BRAND STRATEGY, RATHER THAN JUST OPTIMIZE TACTICS.

Make marketing the core of your business



- Connect siloed data to build a complete customer portrait



- Apply insights for meaningful brand experiences



- Activate smart tactics to power tangible business outcomes



- Increase ROI and sales from your marketing & media campaigns

We are the independent marketing intelligence company with the people and technology that help businesses win. It is our vision to reimagine the value of marketing by connecting data and discovering insight to drive business outcomes.

MEDIA ANALYTICS TECH

Fuel brand growth and higher sales through award-winning, hands-on programmatic ad campaign management

Drive successful business outcomes through custom analytics solutions

Unlock value in any data asset through best-in-class AI technology with limitless scalability