Using programmatic for branding

INTRODUCTION

The branding and programmatic divide

Since the advent of programmatic buying in 2007 and real-time bidding in 2009, advertisers and buyers have looked for ways to marry programmatic solutions with branding campaigns.

While the initial process of access to every online consumer across thousands of sites seemed like a fine fit for brands trying to drive awareness and improve brand equity, branding advertisers still struggle with some key challenges in the programmatic space. The most common challenges are:

- **Measuring success, particularly with regard to offline sales**
- **Measuring changes in brand perception, affinity, and attention**
- **Achieving optimal reach and frequency**
- **Reaching consumers across multiple channels**
- **Reaching consumers in brand-safe environments**

In this paper we'll explore each of these challenges, discuss how the programmatic landscape and technology have changed over the past few years, and examine why marketers should be re-thinking their stance on programmatic as a solution for branding campaigns.

IN THIS PAPER, YOU'LL LEARN

Why programmatic media has traditionally been less attractive to advertisers running branding campaigns

How the programmatic marketplace has changed over the past five years, including:

- How buying technology has changed
- How inventory sources have changed
- How advertisers have more control than ever over environments

How branding-focused advertisers can use improvements in technology, data, and targeting to create successful branding campaigns in the programmatic space

How branding advertisers can leverage programmatic to solve some of the challenges of both traditional and digital campaigns, such as brand safety and frequency

How MiQ has helped advertisers solve these problems through products and services designed to go beyond simple direct response metrics of success

The Changing Programmatic Landscape

The good news for branding marketers is that over the last five years, major strides have been made to solve branding advertisers' challenges and make programmatic an environment where their campaigns can thrive.

Solving the Measurement Challenge

For direct response advertisers seeking to achieve some end goal (such as a CPA target), programmatic can be seen as a "test-and-learn" strategy. But in branding, the focus has typically been on execution against a defined audience and environmental strategy. New metrics and measures of success make it possible to bring the 'test and learn' mentality to branding too, so brand advertisers can measure and optimize against the impact of branding campaigns in the programmatic space, and make sure that branding campaigns can learn and apply findings in the same way as their DR cousins.

OFFLINE SALES

Thanks to third-party measurement firms such as Pathformance, brand advertisers can directly measure how their digital campaigns drove offline sales. Using offline purchase data to measure sales lift among exposed consumers, brands can identify the impact of their programmatic efforts and, with proper tagging, identify how specific strategies, sites, or landing pages drove sales more efficiently. While these studies can be expensive, time-consuming, and tend to provide only aggregated results, by combining them with brand equity studies or location data, brand advertisers can develop excellent proxy metrics and models for driving sales year-round, while only relying on a small number of sales studies for model refinement.

BRAND EQUITY

While the use of surveys to measure lift in key brand metrics such as awareness, consideration, and purchase intent aren't new, running studies in programmatic spaces using a control/exposed methodology has traditionally been difficult to tag and measure, especially when measuring across mobile platforms.

The good news for branding campaigns is that measurement in this space has gotten better, and thanks to cross-device measurement solutions, it is now significantly easier to track control/exposed consumers online and across devices, and identify campaign impact on brand equity.

FOOT TRAFFIC/LOCATION VISITS

With the advent of mobile, sophisticated consumer tracking technologies have become commonplace, giving advertisers the ability to track where consumers are before, during, and after they see ads. While this is a godsend for retailers, it's also a powerful tool for branding advertisers, who can now see how their campaigns drive customers to a store and reduce their likelihood of visiting a competitor. They can consider bold new conquesting strategies designed to move customers right out of competing stores and into their own, or use location as a measurement tool to see how they drove foot traffic at stores carrying their products.

Solving the Environmental Challenge

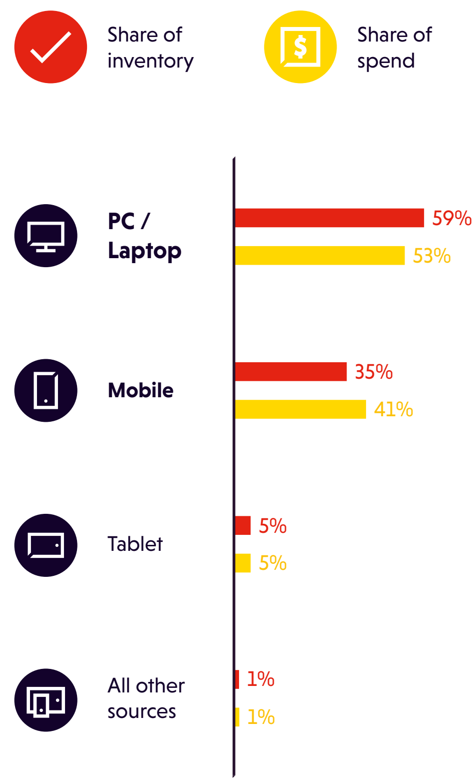
Programmatic companies have become more aware of the challenges of context and environment, and have created emerging markets in securing high-quality sources of inventory through direct deals with publishers and the creation of private marketplaces.

Although desktop display inventory still represents the bulk of biddable inventory, mobile now commands the lion's share of actual web traffic. As a result, while around 60% of total biddable inventory appears to be on desktop PCs or laptops, more than 40% of total spend is allocated to smartphones and tablet devices.

Game consoles, connected TVs, media players, and other OTT devices also stand to eat a growing share of desktop inventory, as these devices accounted for the bulk of video ad impressions in 2018, with a 41% share of video ads in Q3 2018[1]. More impressively, these devices also command significantly higher ad completion rates than those seen on desktop PCs or mobile devices, averaging completion rates above 90%[2]. The proliferation of these devices has given branding advertisers an effective, measurable way to deliver high-impact brand messaging on the largest screen in the household.

[1] *FreeWheel Video Monetization Report, Q3 2018*
[2] *Q1 2018 Video Benchmarks, IAB & ExtremeReach*

SHARE OF PROGRAMMATIC INVENTORY AND SPEND BY DEVICE TYPE



Source: Multiple exchanges, December 2018 - January 2019

SPEND VS. INVENTORY

For channels where the share of spend outpaces the share of inventory, advertisers can expect fiercer competition for quality impressions, which can lead to higher data and bid prices.

Solving the Environmental Challenge

PRIVATE MARKETPLACES

Private marketplaces (PMPs) are invitation-only real-time bidding environments for digital inventory. Through PMPs, programmatic buyers can connect their DSPs/buying platforms directly to a premium publisher's inventory source. While inventory in these environments is bought at auction, the terms of the deal are pre-negotiated between the buyer and seller and the advertiser has to be approved, creating many more checks on the process.

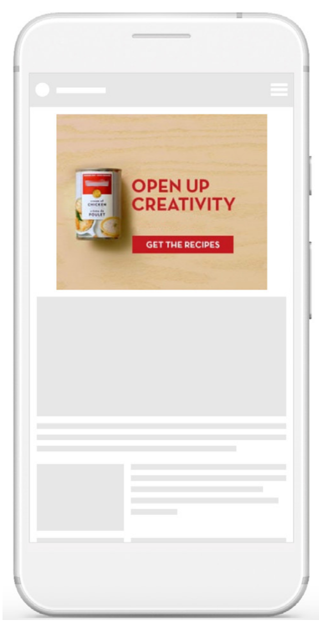
For advertisers in both branding and direct response, PMPs offer a competitive advantage when used properly regardless of how they are used, giving marketers access to a wider range of formats, publishers, and audiences that aren't available through open marketplaces. This is particularly important for brands with smaller budgets and less negotiating power, for whom direct buys may be less desirable.

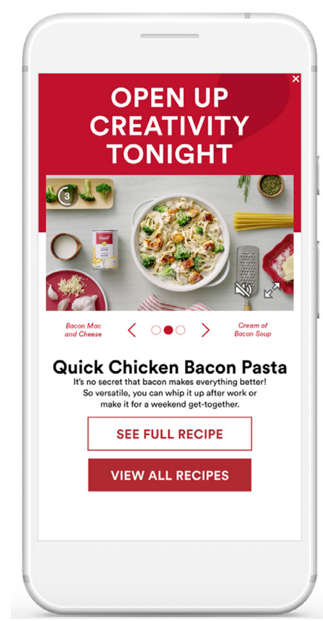
As brands continue to go more digital and move away from the historically-favored commodities of print, out-of-home and TV for digital print, digital-out-of-home and addressable TV, the barriers of entry become much easier to overcome when everyone has access in a biddable environment. More often than not, the best inventory, audiences, and performance will be behind the paywall of PMP (or programmatic guaranteed).

MOBILE (WEB AND APP)

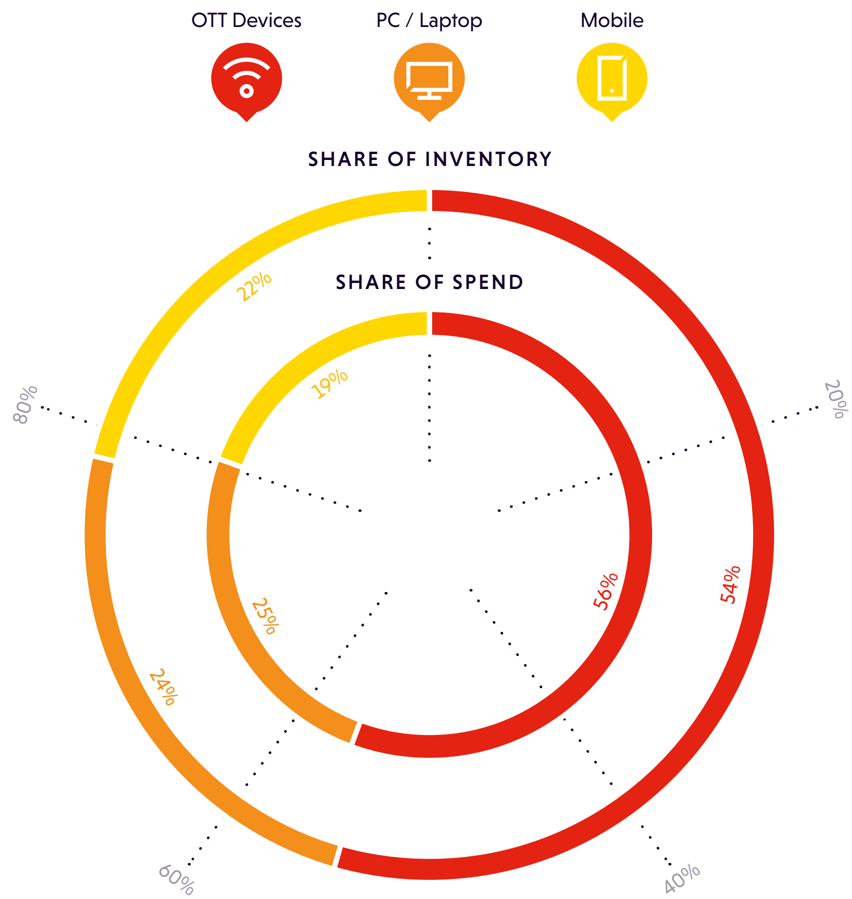
More than half of the world's web traffic now runs through mobile, be it through mobile web or in-app activity. As consumers leave desktop experiences behind, the industry will also have to change how it thinks about reaching those consumers and the ad formats it uses. Fortunately, mobile devices create new ways to reach consumers programmatically and new formats for reaching them.

When working in mobile, advertisers need to consider the format. There's a significant difference between mobile web and mobile in-app both in terms of the ad formats used and the environments themselves. While in-app ads often garner greater attention and allow for better experiences, the app space is dominated by a very small number of massively popular apps, making competition for that inventory fierce. By contrast, mobile web is thriving and while the experiences can be less dynamic, mobile web offers standardized formats and greater scalability for advertisers. Smart strategies will consider how to use both, and how to build a strategy that connects multiple mobile, TV, and desktop tactics to weave a comprehensive brand narrative.





Solving the Environmental Challenge



Source: Appnexus, DBM, December 2018 - January 2019

VIDEO

Video has long been an ideal channel for brand marketers, from the first time our grandparents turned on their massive black-and-white tube televisions to modern proliferation of "TV everywhere" formats making streaming content accessible anywhere in the world. But while the amount of available video content has exploded, the amount of quality inventory has not kept up. As a result, video inventory still sells at a premium and distributors participate in a trillion-dollar arms race to produce new content targeted to every possible audience.

The upside is that there is more high-quality content than ever before, catering to every possible audience and interest. By overlaying content with digital targeting capabilities, branding advertisers can achieve the kinds of results they always dreamed about in TV, reaching a targeted, engaged audience in a brand-safe environment around compelling content without the built-in waste of impressions on out-of-target consumers inherent in linear TV. Ad-supported linear OTT services and devices have added to this, providing easily-measurable channels on larger screens.

LIVE STREAMING

Live video viewing continues to increase each year: More than two-thirds of consumers globally watched live streaming video in 2018[4], and most of those (70%) watched live streams at least once per day, with the most popular content type being TV content and the most popular platforms for viewing being social. In the same way that the demand for VoD streaming content has led to a content arms race, we'll see the same frenzy overtake the live video marketplace, where Amazon, Google, Twitter, and Facebook have already made major content and platform investments to build out their offerings.

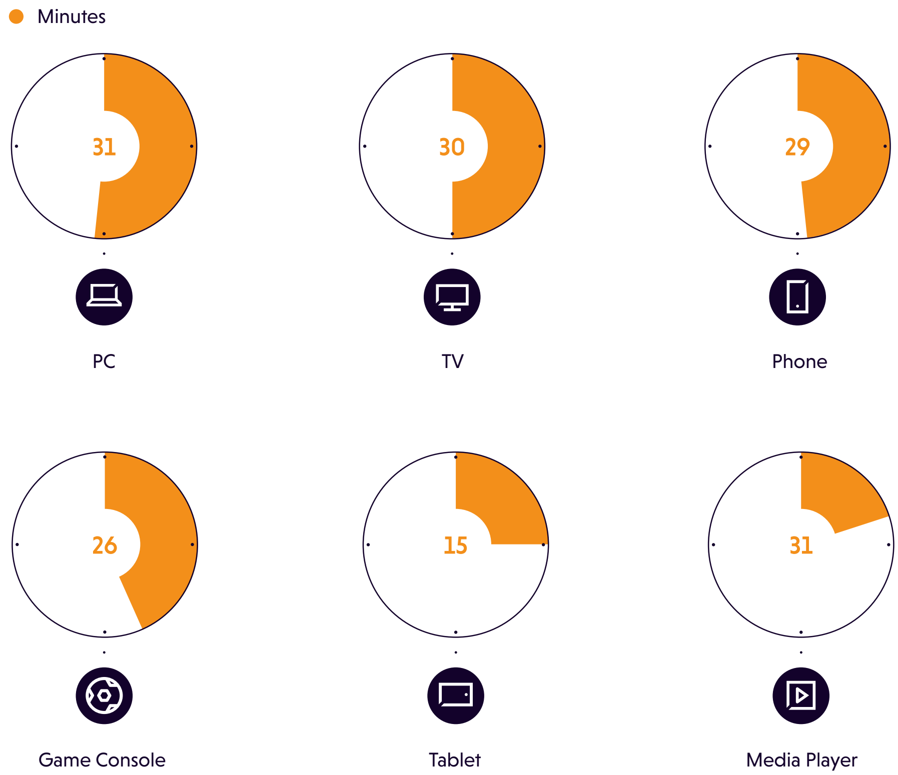
[4] *Live Video Streaming: A Global Perspective, IAB, June 2018*

This surge in popularity for live streaming content has started to create cracks in the last 80 bastion of linear TV, live sports. Last year's FIFA World Cup set new records for streaming views and time spent watching online as consumers tuned in via a variety OTT platforms, and time spent watching NFL live streams in Q3 increased 83% from 2017. As more and more fans turn to live streams of major sporting events and digital networks bid for digital broadcast rights, branding advertisers can take advantage of the transition and apply their same digital video creative to programmatically-purchased live stream inventory.

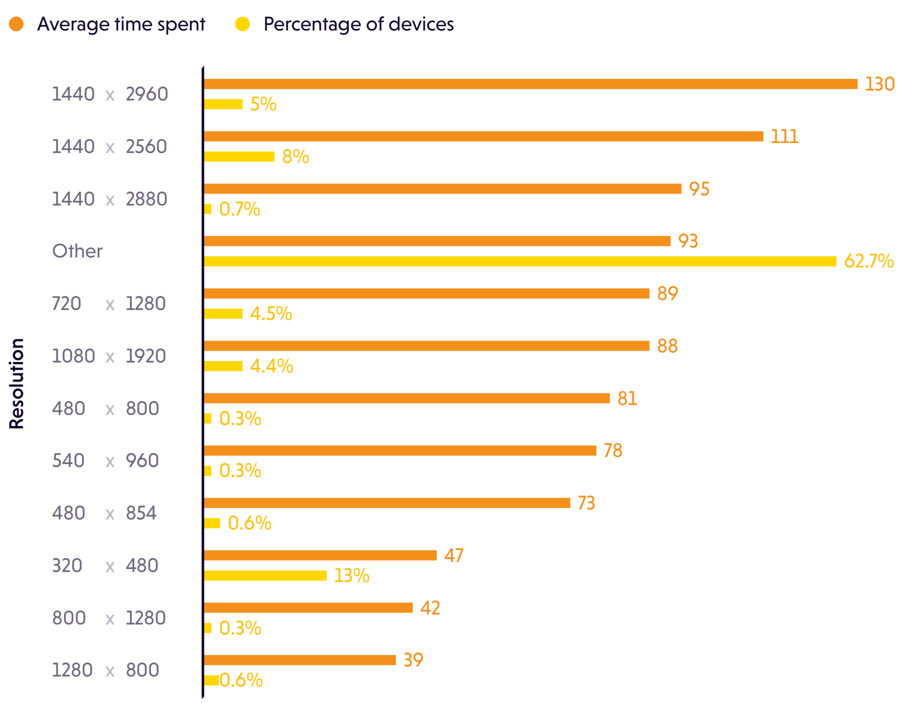
On average, consumers tend to spend significantly longer watching live streams than they do watching on-demand content - almost twice as long on tablets and 11x for desktop devices, and they tend to prefer larger screens.

Solving the Environmental Challenge

AVERAGE TIME SPENT WATCHING IN MINUTES, BY DEVICE



PERCENTAGE OF DEVICES AND AVERAGE TIME SPENT, BY RESOLUTION



The relatively lower cost of producing live video has also helped make it the web's fastest-growing source of online video[5]. Live streaming video creates a consumer experience that feels similar to TV while potentially being even more engaging, with consumers who are immediately primed to take action or interact with brands post-exposure.

[5] *Live Video Streaming: A Global Perspective, IAB, June 2018*

Solving the Environmental Challenge

PROGRAMMATIC TV

For branding advertisers who are more comfortable with the TV experience, those channels can now be bought programmatically as well, allowing branding advertisers to automate the TV buying process while adding on a layer of targeting at the household level. With programmatic TV, branding campaigns can tap into inventory from local affiliates and cable and satellite companies to buy inventory and audiences that are normally unavailable through traditional TV buys. In this way programmatic TV adds another powerful tool to the brand marketer's toolbox, and helps them further build on a strategy based as much around audience as content.

PROGRAMMATIC AUDIO

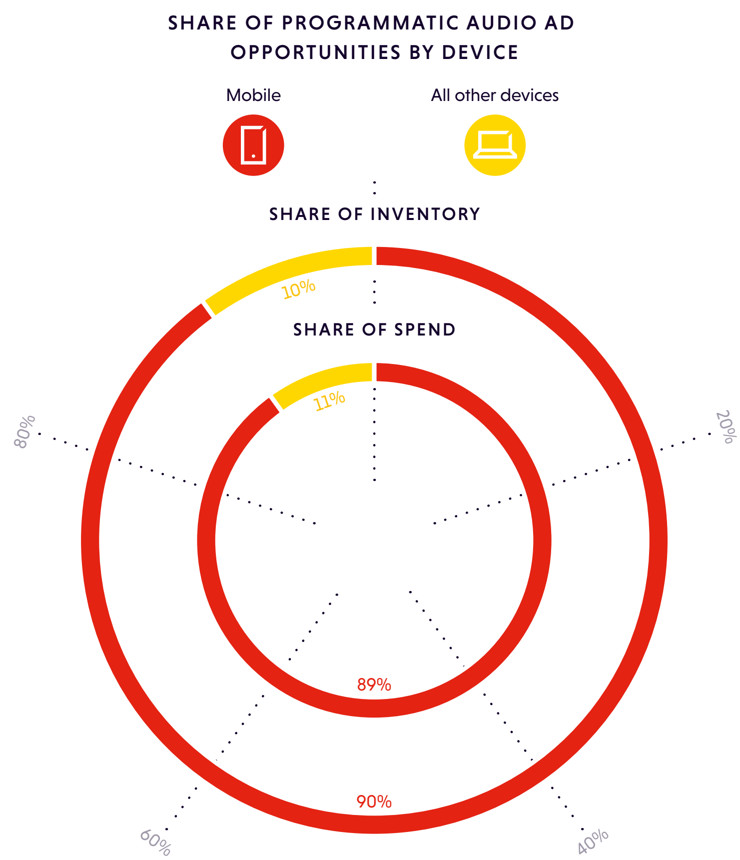
Programmatic audio is a broad term that can cover a number of different sources, including radio (both online and traditional), podcasts, and streaming audio services such as Pandora or Spotify. Advertisers working in these spaces typically create 15- or 30-second audio ads to air, potentially accompanied by a display ad depending on the platform. With an estimated 180 million monthly listeners[1], the surging popularity of online audio channels has given marketers occasion to dust off their radio playbooks and reconsider their strategies in light of new technologies. Despite the popularity of online audio, ad spend for digital audio, whether sold programmatically or direct, hasn't grown at a rate commensurate with the amount of time consumers spend with the content.[2]

The largest barrier to adoption of programmatic audio has traditionally been scale, though the programmatic landscape has changed dramatically over the last two years. Programmatic audio really took off with the introduction of Spotify's offering in 2016 and expanded significantly with Pandora bringing its audience to buying platforms in early 2018.

For branding advertisers with audio assets, the advantages of programmatic audio are significant. These marketers are free to make their targeting as granular as they'd like using demand-side targeting restrictions or by having the publisher apply their own targeting and segmentation using their first-party data. The latter is likely to be more effective (depending on the quality of the third-party data a marketer is using for their demand-side targeting), but typically carries with it a higher cost.

Compared to other programmatic channels, audio is uniquely situated on and suited for mobile devices: 83% of US adults listen to audio on a smartphone each week[3], and some estimates suggest that 38% of audio listening that happens in the UK now occurs on a device other than a radio. As a result, the vast majority (roughly 90%) of available programmatic audio inventory is on mobile devices. Advertisers looking to reach consumers on these devices should consider both the challenges of mobile advertising (cross-device identification, measurement), and the advantages (location-based targeting, increased attention).

[1] The Infinite Dial 2018. Edison Research, February 2018
[2] What's Holding Programmatic Audio Back. eMarketer, August 2018
[3] How America Listens: The American Audio Landscape. Nielsen, April 2018



Source: Appnexus, DBM, December 2018 - January 2019

MOTION
Case Study

A quick service restaurant parent company partnered with MiQ in the third quarter of 2018 to drive foot traffic to key franchise locations across the United States. The campaign was heavily weighted toward mobile web and in-app advertising with a significant programmatic audio component. While consumers weren't going to buy burgers through a mobile device, the ultimate goal was to drive them to a two brands owned by the parent companies locations and track the lift in foot traffic generated by campaign media as a way of measuring campaign success.

Using Motion, our location-based targeting platform, we collected data on the locations of two brands restaurants across the United States and measured their existing foot traffic. Then, throughout the campaign, we continued to measure that traffic, with a focus on consumers exposed to the quick service restaurant parent companies digital ads. Media delivery and targeting were optimized to further improve foot traffic increases. For Brand One alone, we tracked more than 2.7 million unique visitors over a single month, with nearly 5.3% of these visitors were exposed to a digital ad through Motion.

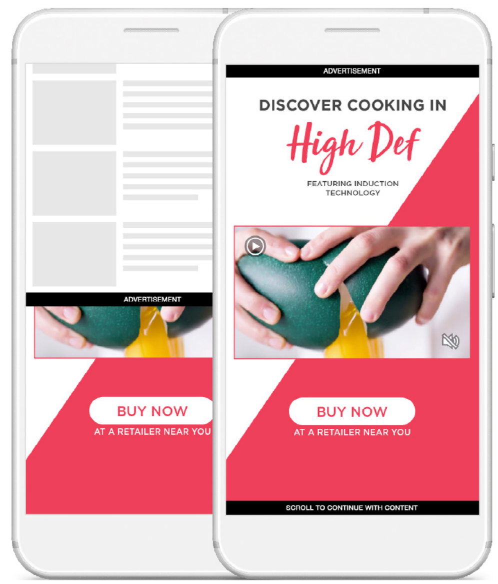
In total, we helped the quick service restaurant parent company drive a 12% increase in foot traffic for its restaurants throughout the campaign, and helped identify key customer segments based on the observed profiles and behavior of restaurant visitors. We also helped the quick service restaurant parent company identify how its brands fit into longer consumer paths, and when and where to start targeting potential customers with mobile ads.

BUSINESS CHALLENGES (SOLUTIONS)

Clicks and conversions are important, but overrated. For some brands, the challenges go deeper than just creating new customers. What they really need is to understand who is buying and attracting a specific type of customer. Brands like Major League Baseball and Brooks Brothers don't just need to drive sales, they need to attract younger consumers or else risk their customer base dying off. For other brands the challenge might be attracting customers with a higher lifetime value, bringing in families, or identifying customers who are less likely to cancel their orders. While many of these goals were impossible to measure early in the life of programmatic, there's almost nothing that can't be measured now. By connecting data across multiple sources and using their data to develop true Marketing Intelligence, branding advertisers can now look at how their campaigns solve these problems in ways never before possible.

Changing Creative Formats

With the advent of programmatic, the industry has shifted from a focus on placement and message to audience and target, leading to a kind of deprioritization of creative. For brand advertisers, this further underlined the challenge with programmatic, where the focus went beyond identifying the right audience and more towards building an experience that would break through cluttered digital environments. Changes in screen sizes, rendering technology, and platforms have helped return the focus to creative design over the last few years, as both new desktop and mobile creative formats give branding advertisers larger, more interactive canvases to work with.

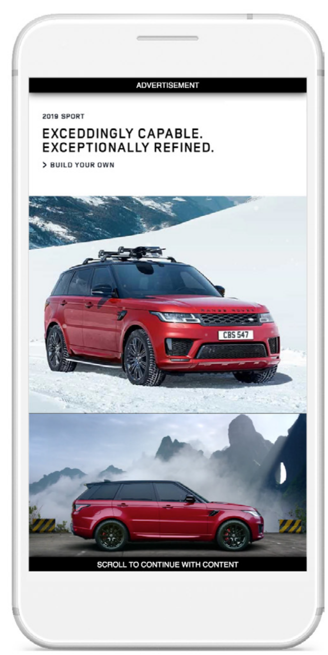


The result is more compelling to consumers as well, as mobile creatives generate higher click and interaction rates than their desktop counterparts. This in turn has led to a boom in spend for display advertising on mobile, where ad spend has surpassed desktop spending over the last two years.

Dynamic Creative

With Dynamic Creative Optimization (DCO), advertisers can use data-driven advertising at scale by incorporating different content and imagery for an ad based on the preferences and behavior of the consumer. The most common application for this has been to place personalized products or a product carousel in front of consumers, with a focus on products that were either left in a customer's cart or chosen via collaborative filtering methods.

Though even this has changed: With MiQ's Dynamic Creative, advertisers can adjust parameters such as button colors, messaging, offers, call-to-action, and imagery based on the profile, preferences, or geography of the consumer seeing them.



Dynamic creative is at its most powerful when advertisers can connect multiple datasets to the creative itself. On the internal side, this can be customer or CRM data, which can then personalize an ad's content to a customer's preferences, or the potential value of a consumer. On the external side, this can be based on everything from demographic data to macro trends. A brand looking to align itself with a major sporting event might use dynamic creative to incorporate live scores or events such as buzzer-beaters, grand slams, or penalty kicks to further enhance the impact of their sponsorships while capitalizing on the emotional high a fan might be experiencing from the event.

Solving the Brand Safety Challenge

The industry's concerns around media quality have not gone unheard. There have been large-scale changes around how programmatic media is bought, and how DSPs and traders make sure that brands are placed in safe environments where ads will be seen by actual humans.

Brand safety and fraud have also been persistent challenges for branding campaigns in the programmatic space. Open exchanges made it easier than ever for bad actors to create fraudulent inventory sources, and the sheer volume of publishers and sources made it difficult to evaluate those sources on an ongoing basis. The end result was advertisers having to worry not just about appearing next to questionable content, but whether their served ads were even seen by a human.

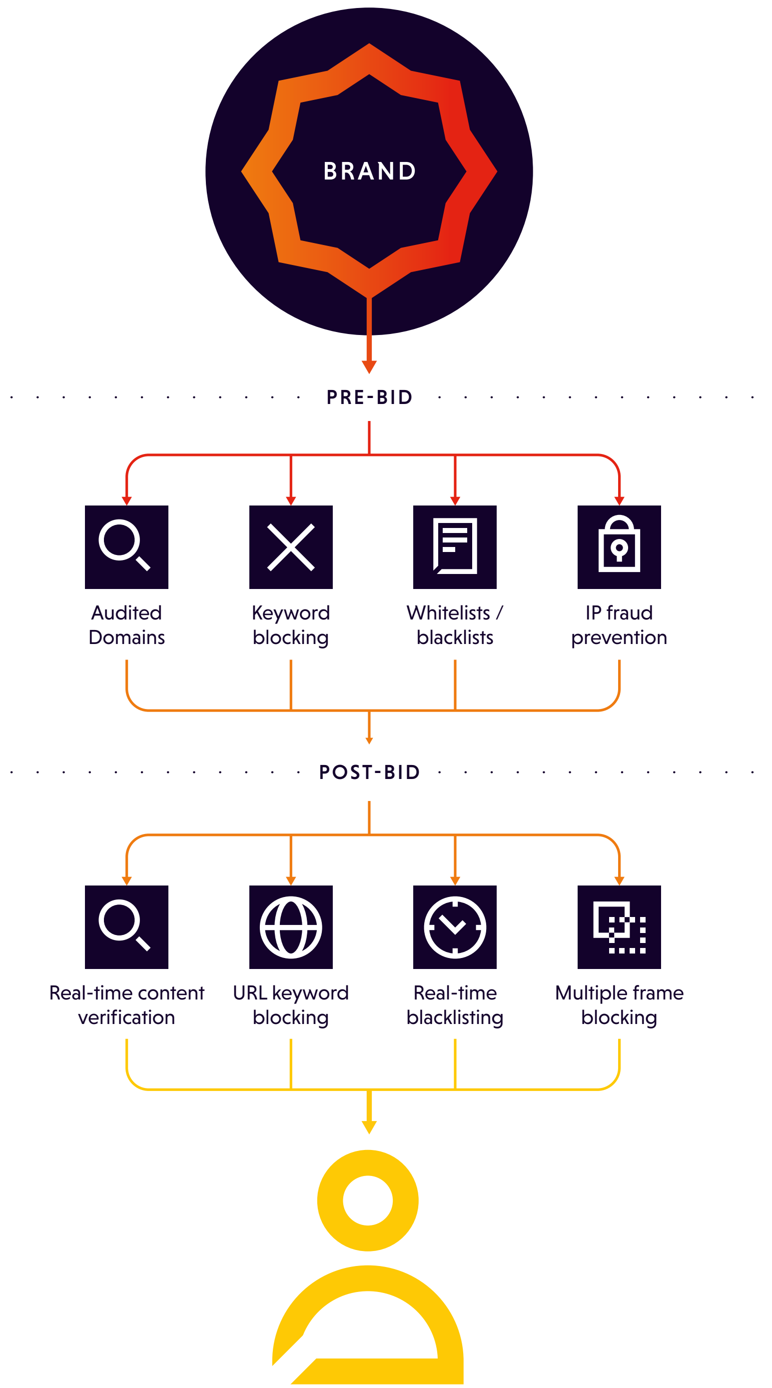
BRAND SAFETY

Brand safety can be a particularly nefarious problem for brands. They don't just have to worry about a campaign failing to deliver on its established metrics. They have to worry about another pair of threats. One, the risk of creating a negative consumer association based on where the brand appears and, two, media/PR backlash from brands aligning themselves with controversial stories or content.

There are a number of different strategies for solving these problems that work in tandem to produce safe environments for brands across the programmatic landscape. Contextual analysis can identify content that doesn't align directly with a brand's values through the identification of key words that a brand might not want to be associated with. Brands can establish lists in advance and the leverage contextual crawlers that can identify content that contains these words. The result is the impression can be blocked and risk minimized.

White and blacklisting have also been used. Certain sites or pages can be identified as not aligning with a brand's safety standards and added to a blacklist. Advertisers can avoid ever serving and impression on these sites.

Content scoring is another method that verification companies employ to protect programmatic advertisers. Factors such as key words, publisher category, risky URLs etc constantly feed an optimization engine with information around which content might be risky and which might be safe. Content scoring is continuous and updated as new inputs are collected. Brands can establish the levels and categories of risk they are comfortable with (alcohol, violence, political etc.) and only run on pages scored within levels they pre-identify as being ok.



FRAUD

Fraud is an ongoing issue for the advertising industry when it comes to digital ads, though over the past few years the worst areas of fraud have shifted from display to video, where the largest spend increases are projected over the next five years (fraudsters are likely to follow higher CPMs). As a result, pressure has mounted on the major inventory platforms to step up their fraud detection and prevention policies, scrubbing fraudulent traffic and removing bad actors from their ecosystems.

The good news is that brands can battle fraud programmatically on their end as well through pre-bid solutions that actually prevent a bid from being generated on an impression identified as fraudulent. Coupled with blocking technology, where the impression is still paid for but make-goods can be requested, brand marketers have a powerful toolset to significantly reduce fraud and mitigate the waste they incur from fraudulent impressions.

In addition to advertiser tools, programmatic buying companies such as MiQ have also stepped up to prevent fraud. The process starts with blacklisting sites that have high incidences of fraudulent activity or inventory, but goes well beyond, identifying fraudulent actors at the IP level based on their activity. By doing this, we can avoid bidding on inventory that will likely be wasted, and prevent wasting time and money.

VIEWABILITY

Regardless of whether an advertiser is focused on branding or direct response, an unseen ad is a waste; end of story. While preventing unseen ads completely is impossible, advertisers are now better-equipped to track which ads are seen and for how long, creating the ability to develop better standards around viewability and demand accountability from their partners. While individual advertisers may disagree on what the standards for a viewable impression may be in terms of time spent and percent of the ad on-screen, the ability to measure and set these thresholds mean that brands can go beyond just thinking about viewability measurement and start thinking about how to design messaging that caters to different viewing patterns, or how to drive longer exposure time. Brands can also use viewability as a currency, working out deals to only pay for completed videos or ads that were in-view for a specific period of time.

Advertisers should also consider how long exposure really needs to be to drive impact for their specific campaign, which may vary by product, brand, format, device, or publisher. This is something advertisers should consider testing as part of a broader strategy to identify what types of messaging will work at longer and shorter exposure times, since average exposure time will likely also be a function of the target audience and demographics. Finally, the rise of programmatic on inherently high-viewability platforms such as OTT will further improve the viewability quality of video inventory, driving higher rates and leading to a safer ecosystem.

Applying Marketing Intelligence to branding campaigns

As the pressure has mounted on marketers to show ROI on their marketing initiatives, branding campaigns have come under increasing scrutiny, and the desire to show the value of those campaigns has intensified. By combining data from digital and traditional channels, advertisers can develop the Marketing Intelligence necessary to solve the frequency problem.

Connecting datasets

Many of these advances and improvements for branding advertisers are possible because of the ability to connect traditional and digital platforms and datasets in ways never before possible. With the right mix of expertise, tools, and planning, it's possible to combine traditional and digital platforms by merging these datasets and using new tracking tools.

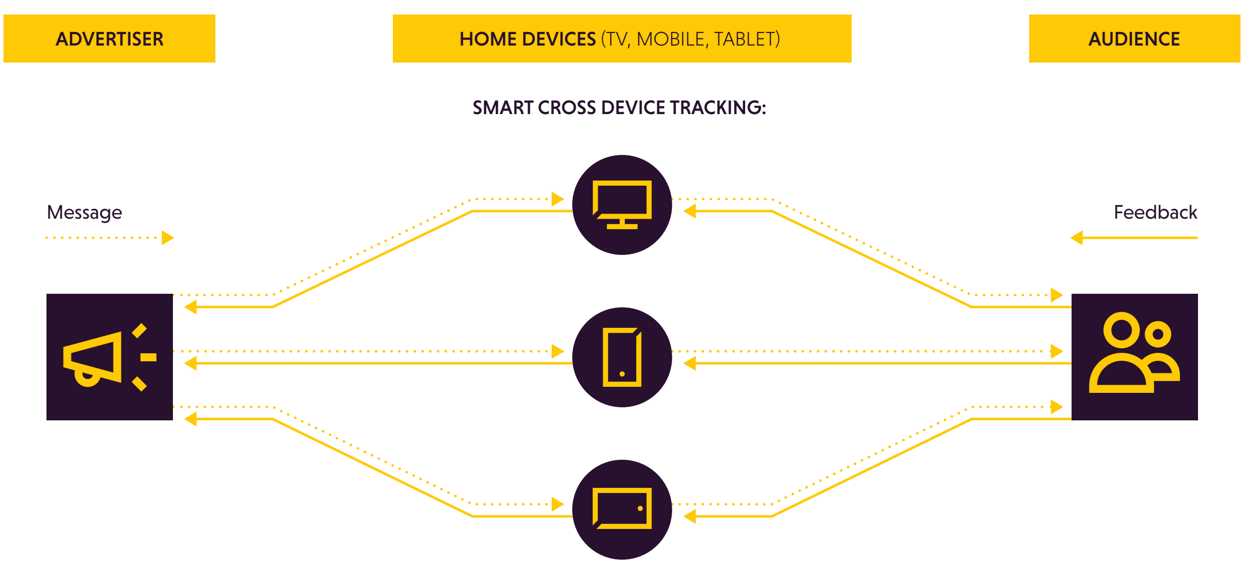
There are two common forms this process can take. The first is collecting a marketer's first-party datasets into a shared infrastructure where they can be connected. This will allow marketers to connect business outcomes such as sales or retention to data collected from marketing initiatives, such as targeting, spend, clicks, or conversions. The result is the ability to connect advertising decisions to their ability to drive business outcomes and optimize accordingly.

The other form is supplementing a marketer's first-party data by connecting their datasets to useful third-party datasets, in particular 'macro' datasets that provide information around context or timing. By pairing site or ad interaction data with external data around key moment data such as weather, social activity, or sports events, advertisers can further augment their ability to reach consumers and learn how to drive better ROI through their marketing.

Solving the Cross-Channel Challenge

Just as marketers can connect disparate datasets to create unified results, they can also connect multiple platforms to build a unified view of their consumers' behavior. By using a mix of deterministic login data and model-based probabilistic data, advertisers can identify which myriad devices belong to a single consumer, and develop a strategy for reaching the same consumer across each of those devices.

As connected devices have become the norm in homes, we've reached the point where a consumer's TV viewing can be connected to their web activity and their mobile device. When we have this full view of a consumer, we can track the effectiveness of marketing the consumer is exposed to from start to finish, connecting branding initiatives in a meaningful way to sales, consideration, and retention, closing the loop on the previously immeasurable.



Solving the Frequency Challenge: Marrying TV and Digital

The widespread adoption of smart TVs has made it possible to bridge the gap between TV and digital at a massive scale. By working with partners who can collect viewing data from internet-enabled smart TVs, advertisers can now connect their digital campaigns to their brands' TV campaigns. Though there are a number of ways to take advantage of this, the three most immediate are:

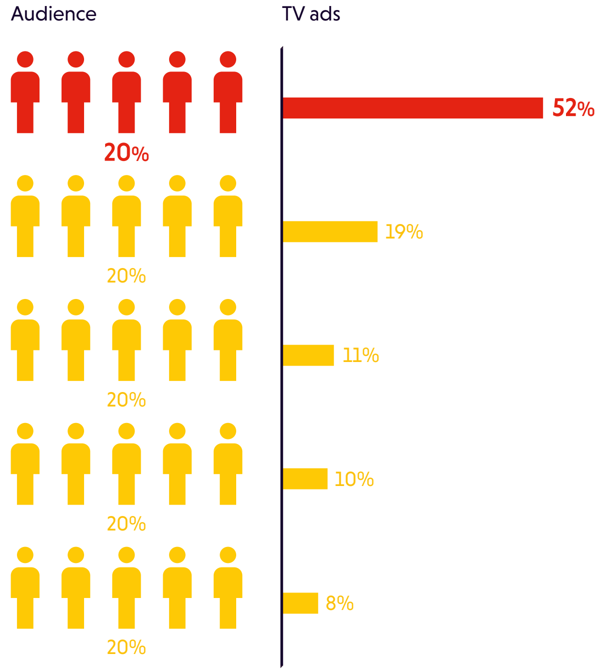
- **Identify** which digital consumers are "under-served" by existing TV campaigns/ad buys and reach them with relevant messaging through digital channels where they can be reached effectively.
- **Re-target** consumers exposed to TV ad messaging, either with diversified brand messaging or creative designed to push them down the funnel.
- **Use** digital data on purchases or brand behavior to identify brand fans or loyalists, then use their viewing habits to find networks and shows that are popular among them.

For digital marketers running branding campaigns, the first of these allows them to dig in on how their digital buys can best supplement TV campaigns. For the 20% of a brand's audience who will be served more than half of their TV ads, an advertiser can build a targeting strategy around taking those consumers to the next stage of the purchase journey: Rather than serving them expensive video assets they have likely already seen, advertisers can use programmatic digital as a DR mechanism.

But for those consumers who haven't been exposed to the TV ads or who've only been served a small number, additional branding ads may be the right call, either with sequential messaging for the low-exposure audience or repurposed TV ads in a digital format for the unexposed audience. In this way, branding advertisers can use digital to expand their efforts in a way that will avoid needless repetition and waste while taking advantage of the strengths of digital targeting in programmatic channels.

For those consumers in the target audience who've already seen TV ads, retargeting them doesn't need to be a pure DR play for online conversions. Those viewers can be retargeted with sequential branding messaging to further attract them to the brand, or hit with ads designed to drive them to a physical store location rather than a digital storefront. And for branding advertisers looking to refine their TV buys, the TV viewing habits of digital customers and store visitors can be used to identify new shows and content to target.

PERCENTAGE OF TV AD EXPOSURES, BY QUINTILE



Building better KPIs

As brands connect siloed datasets within their organization and, in the process, connect their marketing decisions and optimization processes to sales and CRM data, they can move beyond the bog-standard, one-size-fits-all KPIs that traditionally governed digital advertising. Proxy metrics such as site visits, time spent, coupon downloads, or worst of all, clicks, can be cast aside in favor of measuring how branding campaigns drive true business outcomes.

With connected datasets, brands can instead focus on brand outcomes such as customer retention, improving customer lifetime value, or moving specific types of inventory. The outcome and goal will vary by brand. But once marketing delivery has been connected to the appropriate outcomes, marketers can then focus on refining their messaging and optimizing delivery to improve results in the long term.

As marketers connect multiple platforms to measure the full range of consumer activity, they'll also want to adjust their KPIs to fit this new paradigm. When store visits, bookings, and purchases can be tied back to a TV ad or walking by a billboard, it no longer makes sense to measure success in aggregate measures such as ratings or GRPs. At that point, marketers will need to think about building attribution models that can gauge the ROI of different campaigns and buys based on their ability to drive success for these new KPIs.

MiQ
Case Study

A major US department store retailer wanted to improve the effectiveness of its TV and digital advertising. They were concerned they were overspending on TV and oversaturating their 25 to 54 female target audience, leading to low return on ad spend. We'd already been partnering with the brand's agency for more than a year on digital, and we recognized the opportunity to connect the brand's TV and digital efforts to drive both online sales and visits to brick-and-mortar stores.

Using MiQ Cast, we began by looking at the brand's TV buy, identifying the major networks they were advertising on and, through automated content recognition, the number of their ads being shown in target households. As a result, we were able to identify that more than half of the brand's purchased TV advertising was being seen by only 20% of the audience, creating significant waste as they were oversaturated while other potential customers saw few or no ads. We were also able to identify the other types of TV content with heavy viewership among the target audience, to identify networks and programs where that over-index to viewership from their target audience.

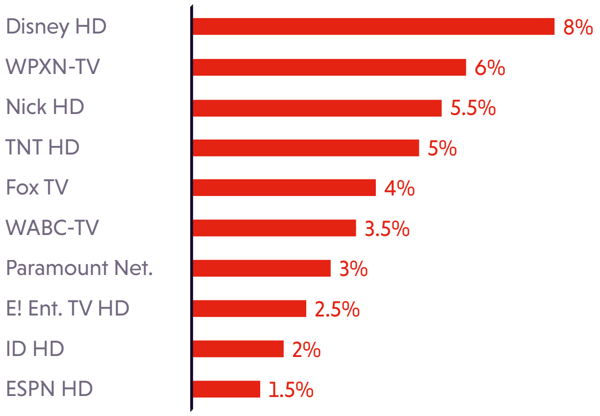
Using this information, we worked with the advertiser to change their strategy. The brand shifted a portion of its TV spend into underserved networks, in this case, family and kids' entertainment programming that had a higher incidence of audience viewers, and began to advertise more on networks with larger Hispanic and African American audiences to expand their demographic reach.

Digitally, we focused on targeting consumers who had been exposed to the brand's TV ads, with an eye toward measuring how exposure to ads on both channels drove incremental sales growth. Finally, we used MiQ Motion to measure the likelihood of a consumer visiting one of the brand's brick-and-mortar store locations following ad exposure.

Through this strategy, MiQ drove double-digit incremental lift in store visits nationwide for the brand, and was able to identify and quantify the impact of its TV advertising. Consumers who were exposed to both the brand's TV and digital ads both converted at higher rates, becoming 50% more likely to interact with a display ad if they had seen four or more TV ads. Customers exposed on both platforms were also faster to convert, showing a greater likelihood of making a purchase within one hour of exposure to a TV ad.

TOP 10 CHANNELS
VIEWED BY BRAND CUSTOMERS

Customers



BRAND PURCHASE LIKELIHOOD
BASED ON TIME ELAPSED SINCE LAST AD

Display + TV   Display only

Conclusion

The days of programmatic as a tool exclusively used by direct response advertisers are over. Improvements in technology, measurement, brand safety, inventory, and delivery have opened up a host of new strategies that branding advertisers can use to build successful campaigns. As branding advertisers re-acquaint themselves with the programmatic space, they'll need to find partners that can help them navigate potential land mines, connect data sets, and build and measure new KPIs. Ultimately, they'll need to partner with companies who can help them convert their existing data into the Marketing Intelligence necessary to drive business success.

ABOUT MiQ

We believe marketers want two things: campaigns that perform beyond expectations and incisive insights they can use to reshape their business.

That's why our campaigns go further than delivering great media results. Using our smart technology and even smarter people, we help marketers understand their customers with crystal clarity, work out the best way to reach them and give them the power to solve strategic business-defining challenges.

We call it Marketing Intelligence – and we'd love to show you how it can help you reimagine the value of marketing.

Visit us at **wearemiq.com**