PubMatic + MiQ

TESTING SUCCESS WITH NEW IDENTITY STRATEGIES

PUBMATIC AND MiQ ARE AT THE LEADING EDGE OF ADDRESSABILITY INNOVATION

MiQ partnered with PubMatic to identify and deploy new and sustainable addressability solutions to drive increased ROI in environments without third-party cookies.

STORY BEHIND THE SUCCESS

Across an uncertain post-cookie landscape, an unbiased, multi-solution approach can build a comprehensive and complementary strategy to execute safe, data-driven advertising of the future. This is the philosophy MiQ, experts in data science, analytics, and trading, and PubMatic, leaders in addressability testing for buyers, puts into play to solve performance challenges for advertisers in the absence of third-party cookies.

MiQ partnered with PubMatic to build and solidify this approach for key clients.

THE SOLUTION: PUBMATIC CONNECT

PubMatic enables partners like MiQ to achieve campaign goals and drive ROI across a range of identity and addressability solutions. PubMatic provides measurable results to our customers to ground optimizations and strategic decisions for a post-cookie world in detailed data and reporting.

MiQ activated identity testing through Connect, which helps advertisers reach desired audiences utilizing any addressability currency of choice (unique user identifiers, third-party cookies, first-party data, contextual data, etc.). Through Connect, MiQ ran a series of campaigns split 50/50 using RampID, LiveRamp's people-based identifier, and cookies respectively, all else held the same. They found that not only did the campaigns using an identifier (RampID) achieve key KPIs, but when used strategically they outperformed the cookie campaigns.

MiQ and their clients concluded that by incorporating identifiers now, instead of waiting for the eventual holistic deprecation of third-party cookies, they can economically unlock greater reach today while simultaneously preparing for tomorrow. They also found that, thanks to PubMatic's close integrations with publishers, they could overcome fragmentation issues amid the growth in adoption of alternative identifiers in the industry

> **People-based identifiers leveraging authentifications can complement cookie-based strategies, providing efficient, incremental reach in new environments and increasing addressability rates. Partnering with PubMatic has been highly effective, and has helped us — and our clients — bypass identity resolution roadblocks to increase the reach of first-party data for advertisers.**
>
> **LARA KOENIG**
> **GLOBAL PRODUCT LEAD, PERFORMANCE, MIQ**

SUCCESS BY THE NUMBERS

65%+
Unique reach over cookies

2X
Greater reach than cookies in Safari

57%
Better CPMs for ID-PMP vs cookie-PMP

*source: MiQ Internal Data, July 27-Aug 15, 2021