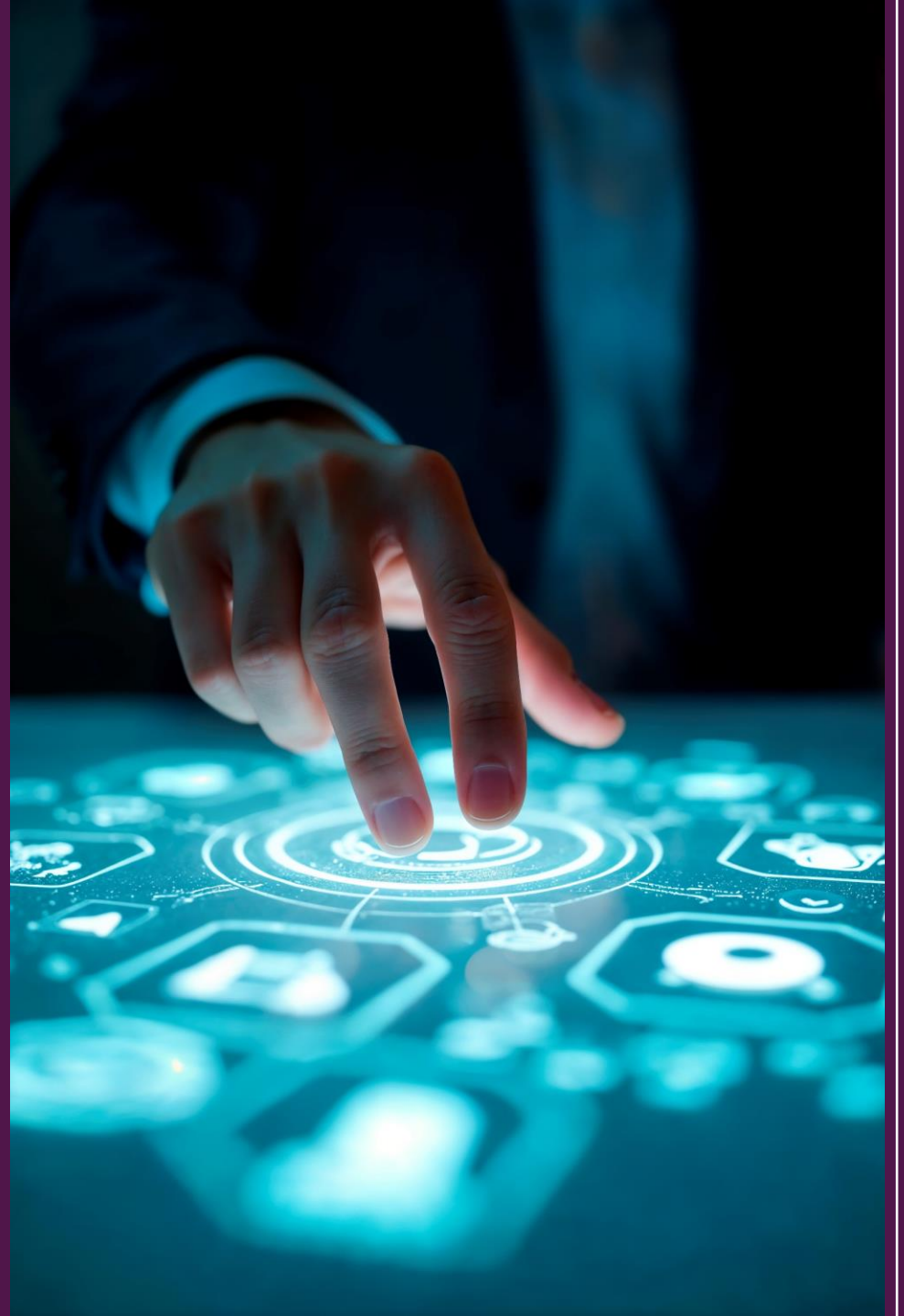




Solving Business Problems and Case Studies from the perspective of Product Strategy Analyst

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MiQ must decide whether to expand its Connected TV advertising capabilities or enhance its existing display and video ad offerings to best capture market opportunities

Expand CTV, Maintain Display & Video



MiQ Digital should prioritize expanding its Connected TV (CTV) advertising capabilities given the rapid market growth and shifting advertiser budgets toward CTV, while still maintaining strength in display and video ad offerings to ensure full-funnel effectiveness.

Current Capabilities



- MiQ has developed an advanced, agnostic platform (MiQ Sigma) that connects programmatic advertising across TV, display, and video, using data from over 700 trillion consumer signals.
- Their Advanced TV solution enables unified campaigns across linear, digital, and CTV, with sophisticated audience targeting and measurement tools.
- MiQ’s AI-powered Performance Engine is optimized to drive third-party verified marketing outcomes with efficient reach and frequency.

Strategic Reflection



- Advertisers are shifting budgets into CTV for better targeting, measurement, and cross-device reach, making CTV a key growth area.
- Maintaining and enhancing display and online video remains vital for full-funnel marketing and retargeting strategies, as omni-channel approaches deliver stronger results.
- MiQ’s capabilities to integrate behavioral insights, creative solutions, & TV retargeting allow clients to maximize reach across platforms.

Results delivered



13.5% CAGR

For global CTV market from 2025-35

~3.53 CTV

\$16.98 billion (2025) to +\$60 billion (2035)

>43% investments

Drove CTV ad reaching \$26.6 billion in the US

700 Trillion

Consumer signals in MiQ Sigma’s platform

MiQ Digital should leverage its strong technology foundation to lead in CTV, while using display and video enhancements as complementary strengths in a unified, programmatic media strategy.

CONNECTED TV MARKET TRENDS



The global CTV market is expected to grow at a 13.5% CAGR from 2025 to 2035, with a projected value increase from \$16.98 billion in 2025 to over \$60 billion by 2035.



In 2025, CTV ad investments are forecasted to be 43% higher than online video, reaching \$26.6 billion in the US alone.



More than 68% of marketers identify CTV as a “must-have” in their media mix for 2025, with many reallocating budget from linear TV and social media into CTV advertising.

REAL-TIME RECOMMENDATION



Expand CTV capabilities to address new audience habits, advanced targeting, and higher advertiser demand.



Continue to enhance display and video ad offerings in tandem to deliver holistic, cross-channel performance.



Use unified platforms and AI-driven analytics to help brands navigate fragmentation and achieve optimal outcomes.

MiQ is facing a 30% decrease in new client acquisitions for its Connected TV advertising, suggesting challenges in market saturation, pricing, and competitive dynamics

The 30% decrease in new client acquisitions for MiQ Digital Connected TV (CTV) advertising solutions this quarter can be attributed to a combination of market, competitive, and operational factors:

Market Saturation & Scale Challenges



- CTV user bases, especially in regions like India, remain smaller than linear TV audiences (e.g., CTV users about a quarter of linear TV users), limiting scale for some advertisers seeking broad reach.
- Fragmentation across platforms, supply paths, and different publisher ecosystems complicates campaign management and makes it harder for some brands to achieve consistent scale and frequency across CTV.

Pricing and ROI Concerns



- Surge in Cost Per Mille during peak demand periods and major events such as political campaigns or sports (e.g., IPL) can make CTV appear less cost-effective compared to other digital channels, leading advertisers to hesitate or reduce spending.
- Some advertisers perceive CTV as a premium but expensive channel with unclear ROI compared to traditional digital video or social advertising.

Results delivered



30%	25%	18%	2X	23%
Drop in new CTV client acquisitions	Size of India's CTV audience compared to linear TV viewers	Year-over-year growth in CTV ad impressions	Higher CPMs in CTV during peak periods	Better ROI from CTV campaigns despite 40% audience fragmentation

The decline in new clients is influenced by CTVs smaller audience scale versus linear TV, fragmented inventory & supply paths, higher pricing during peak times, ongoing industry learning curves around CTV use, and competitive marketplace pressures. Addressing these with education, flexible pricing, unified measurement, and clearer omni-channel value messaging may help MiQ reverse this trend.

BUYER EDUCATION & STRATEGIC FIT

- Many marketers are still learning how to effectively use CTV, and some may over-prioritize it as a shiny new channel without fully aligning it to their business objectives, resulting in misaligned expectations and delays in acquisition decisions.
- MiQ advocates that CTV be part of a broader omni-channel strategy with clear goals rather than a standalone solution, which may slow adoption during client strategy reassessments.



OPERATIONAL AND COMPETITIVE FACTORS

- Increased competition from other platforms and agencies also offering CTV solutions raises the bar for client acquisition efforts.
- Supply and data fragmentation create challenges around measurement and attribution, causing hesitation among cautious advertisers awaiting more transparency and confidence in performance metrics.

A 15% drop in click-through rates on MiQ's programmatic advertising platform signals declining engagement due to increased competition, ad fatigue, privacy changes, and landing page issues.

MiQ Digital's programmatic advertising platform has likely experienced a 15% drop in click-through rates (CTR) over the past month due to several contributing factors:

Increased Competition and Ad Fatigue



- Higher competition in the programmatic ecosystem can dilute ad impressions and clicks, as more advertisers vie for limited high-intent audiences.
- Users may experience ad fatigue from frequently seeing similar ads, reducing engagement and CTR.

Changes in Consumer Behavior & Privacy Impact



- Growing privacy constraints and cookie-phase out reduce accurate user tracking, leading to less precise targeting and well-matched ads, impacting CTR negatively.
- More cookieless and consent-based traffic results in less session data, increasing friction in attribution and reducing click engagement.



Landing Page and Ad Quality Issues

- Poorly optimized or slow-loading landing pages can discourage clicks converting into sessions, decreasing CTR metrics.
- Declining ad relevance or weak creative messaging can result in fewer clicks if ads don't match search intent or user interests closely enough.



Seasonal & External Market Forces

- Seasonal shifts, inflation, and economic factors influence consumer buying power, reducing overall ad engagement as users become more cost-conscious.
- Changes in auction dynamics and increased CPC due to demand spikes can reduce cost-efficiency and dilute click performance.



Technological and Execution Factors

- Issues with data quality, delayed updates to targeting parameters, or campaign execution glitches can disrupt audience reach and responsiveness.
- Deployment of new AI-driven bidding or campaign optimization algorithms might initially cause temporary CTR fluctuations before stabilizing.

15%

Drop in programmatic CTR last month.

30%

Increase in cost per acquisition due to ad fatigue.

18%

Decline in session clicks from landing pages with quality issues

10%

Lower engagement rates with privacy-safe targeting

23%

Higher CPC during auction demand spikes

The **click-through rates (CTR)** drop likely arises from a mix of heightened market competition, privacy-driven targeting limitations, ad fatigue, landing page challenges, economic factors, and possible technical changes in campaign execution. Addressing these requires continual creative refreshes, optimizing landing pages, leveraging privacy-safe data strategies, and careful performance monitoring.

MiQ’s programmatic advertising platform needs improvement to more precisely target niche audience segments and meet evolving marketer demands

Audience Targeting



MiQ Digital can significantly improve its programmatic advertising platform to better target niche audiences by leveraging AI-driven segmenting, unified data sources, contextual strategies, and privacy-safe identity matching.

Advanced Data & AI Integration



- Use the MiQ Sigma platform’s AI to analyze 700 trillion consumer signals from over 300 data feeds, enabling creation of hyper-specific audience personas based on live behavioral triggers, interests, geographic context, and device usage.
- Deploy natural language prompts to build audience segments such as “pet owners in Mumbai who stream documentaries on weekends,” allowing planners to rapidly refine targeting criteria for specialized campaigns.

Contextual & Exploratory Targeting



- Combine niche contextual targeting (keywords, domains, device types, private marketplace deals, curated seller whitelists) with broad exploratory campaigns to identify new pockets of high-value, specialized audience segments.
- Utilize machine learning models for predictive analytics on placement and creative effectiveness, continuously optimizing for actions most likely performed by niche audiences.

Results delivered



132% increase <i>in conversion rate using MiQ Sigma</i>	57% reduction <i>in cost per action compared to previous approaches.</i>	30,000 clicks <i>In a targeted B2B campaign delivered</i>	0.8% CTR - 1.18x <i>identity & targeting achieved against industry benchmark for similar campaigns</i>
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MiQ Digital should prioritize continual innovation in AI, data integration, contextual targeting, and privacy-safe identity solutions to precisely target and convert niche audiences across fragmented digital environments.

OPTIMIZATION & ADAPTIVE STRATEGY

CREATIVE PERSONALIZATION

Enable custom dynamic creative optimization (DCO) to tailor messaging at scale to micro-audiences, driving engagement for niche interests.

CAMPAIGN FLEXIBILITY

Use feedback loops between strategy & execution (broad vs. niche targeting), pulling insights from new data sources & campaign performance to continually refine approach.

MiQ must balance increasing audience segment granularity with the imperative to comply with privacy regulations and maintain user trust

Privacy-First Audience Segmentation Practices



MiQ Digital balances increasing the granularity of audience segments in its programmatic advertising platform against privacy concerns through several key practices focused on data minimization, aggregated targeting, strong consent frameworks, and privacy-first technology.

Aggregated and Large Population Segments



MiQ targets population groups rather than individuals, ensuring segments generally include no fewer than 1,500 users, often hundreds of thousands, to avoid identifying single users. This aggregated approach protects individual privacy while allowing precise segmentation.

Privacy-First Identity Framework



Uses the MiQ Identity Spine, which connects data from multiple privacy-compliant identifier sources (authenticated IDs, contextual data, clean rooms, anonymous cohorts) without ingesting personally identifiable information directly. This architecture prioritizes privacy and meets cookieless and regulatory requirements.

Data Minimization & Ethical Use



- Collects only essential data, minimizes retention (user-level data held no longer than 180 days), and applies hashing and anonymization techniques.
- Prohibits targeting sensitive groups such as children or vulnerable adults and restricts ads linked to sensitive topics like gambling and politics.

Results delivered



64%

Higher reach using cookieless IDs with MiQ Identity Spine.

51%

More cross-device reach with privacy-safe identity graph integration.

39%

6.5 devices matched per IP for population-level targeting.

85%

unique converters matched using privacy-preserving attribution compared to cookies.

70%

Match rate for ID resolution across datasets.

This privacy-conscious approach allows MiQ Digital to enhance audience granularity responsibly, maintaining trust while delivering targeted programmatic advertising that respects individual privacy rights & regulatory standards.

EXPLICIT CONSENT AND TRANSPARENCY

- Partners adhere strictly to industry consent frameworks such as the IAB Transparency & Consent Framework. Users must explicitly opt in to cookie/data usage, and preferences are managed transparently via consent pop-ups and privacy dashboards.
- MiQ does not process personal data without verified consent from publishers and advertisers, supporting responsible data use and compliance.



BALANCING PERSONALIZATION & COMPLIANCE



- Employs machine learning models that focus on population-level predictions rather than individual characteristics, reducing privacy risks while enabling relevant ad personalization.
- Encourages using first-party data and privacy-safe cohort models over third-party cookies, future-proofing audience segmentation as privacy regulations tighten.

Enhancing seamless cross-device tracking to unify user experiences is critical for MiQ to improve campaign effectiveness and measurement accuracy

Identity & Cross-Device Experience



MiQ Digital can enhance its cross-device tracking capabilities and deliver a more seamless user experience by adopting advanced identity graph technology, server-side architecture, hybrid matching methodologies, and robust consent frameworks.

Advanced Identity Graphs & Real-Time Resolution



- Integrate leading cross-device identity solutions such as Experian’s Digital Graph with MiQ’s proprietary Identity Spine, connecting over 60 cookieless data feeds and 25 ID solutions to unify disparate digital identifiers across devices (cookies, mobile IDs, hashed emails, CTV IDs, IP addresses).
- Enable real-time, privacy-safe resolution of identifiers, improving reach & measurement accuracy as traditional tracking methods decline. MiQ achieved a measurable 51% increase in cross-device reach & a 70% match rate

Flexible Server-Side Architecture



- Shift to robust server-side measurement tools rather than relying solely on browser-based tracking, which is increasingly restricted by privacy regulations and browser updates.
- Modular, adaptable infrastructure ensures MiQ can respond rapidly to future regulatory or technological changes without major rebuilds.

Results delivered



51%

More cross-device reach.

64%

Greater cookie less ID reach

70%

Match rate for ID resolution

6.5

Devices matched per Internet Protocol



Consent Management & Privacy Compliance

- Implement transparent, user-friendly opt-in/opt-out options and a dedicated privacy dashboard to allow users easy control of cross-device tracking choices.
- Maintain compliance through ongoing education of marketing and IT teams, regular audits, and clear privacy disclosures in all platforms and apps.



Creative, Omnichannel Storytelling

- Deliver a cohesive customer experience with sequential messaging and unified campaign management across CTV, display, mobile, and social—connecting touchpoints without repetition or fragmented reporting.
- Use AI models for advanced attribution, measuring customer journeys to allocate campaign value accurately and improve spend efficiency.



Unified Identity & Future-Proof Cross-Device Tracking

By focusing on unified identity graphs, hybrid matching, flexible architecture, and transparent privacy controls, MiQ Digital can provide seamless, future-proof cross-device tracking for marketers and an improved user experience across every connected screen.

The platform has seen a 20% increase in data processing costs, driven by increased data volume, complex AI models, expanded features, and cloud infrastructure expenses

The unexpected 20% increase in data processing costs for MiQ Digital's audience targeting system over the last two weeks can be attributed to several key factors:

Increased Data Volume & Complexity



- MiQ's platform, powered by MiQ Sigma, ingests and processes over 700 trillion consumer signals across 300+ data feeds including browsing, viewing, and purchase behavior. A recent surge in data volume or adding new, richer data sources (e.g., first-party integrations, device signals) can significantly raise processing costs.
- Complex AI models and large-scale graph databases used for identity resolution, real-time audience stitching, and predictive analytics require high compute resources, which may spike operational expenses suddenly if traffic or query complexity grows.

Platform Enhancement & Feature Rollouts



- Recent updates or new features rolled out on MiQ Sigma involving deeper multi-modal data fusion, advanced natural language processing, or expanded integrations with partner datasets could increase backend processing needs.
- Automated, real-time campaign optimization engines running more extensive simulations or modeling to improve conversion rates might consume more compute power compared to static models.

Results delivered



20%	700 Trillion	50%	40%	34%
increase in data processing costs for audience targeting	Consumer signals processed from 300+ data feeds	Data processing cost & runtime savings with AWS/Databricks optimizations	Monthly cost reduction in the MiQ Identity Spine pipeline using AWS	Incremental reach achieved by advanced targeting but at higher compute cost

The 20% increase in data processing costs is likely driven by a combination of growing data volumes and complexity, new AI-powered feature deployments, higher campaign activity, and associated cloud infrastructure expenses. This aligns with MiQ's investment in advanced, AI-driven programmatic capabilities aiming to maximize performance and client value, albeit at a rising operational cost.

MARKET DEMAND & CAMPAIGN VOLUME SHIFTS


- Many marketers are still learning how to effectively use CTV, and some may over-prioritize it as a shiny new channel without fully aligning it to their business objectives, resulting in misaligned expectations and delays in acquisition decisions.
- MiQ advocates that CTV be part of a broader omni-channel strategy with clear goals rather than a standalone solution, which may slow adoption during client strategy reassessments.

INFRASTRUCTURE AND CLOUD COSTS

- Higher cloud service usage or changes in cloud pricing (AWS, Google Cloud, etc.) for data storage, processing, and streaming infrastructure can impact total costs.
- Scaling challenges for real-time data ingestion and querying under tight latency constraints may necessitate use of more expensive resources temporarily.


MiQ faces the challenge of providing sufficiently detailed campaign performance data to clients without causing information overload or decision fatigue

Balanced Analytics




MiQ Digital should balance providing detailed campaign performance data with the risk of overwhelming clients by implementing tiered reporting, customized dashboards, and narrative-driven analytics solutions that match each client's needs and decision-making style.

Tiered & Customizable Reporting




- Use multi-level analytics dashboards (e.g., MiQ's Intelligence Hub) to present high-level KPIs first, with drill-down options for more detailed, granular data when required.
- Allow clients to choose the depth of information displayed—executive stakeholders may prefer summaries and impact metrics, while technical teams can access deeper, platform-specific details.

Client-Specific Presentation Formats



- Customize the structure and presentation of data for each client by considering their roles, knowledge level, and preferences.
- Visual learners benefit from charts and graphs.
- Analytical decision-makers prefer detailed tables.
- Narrative processors need cohesive stories with causal analysis.
- Incorporate recommendations and action steps to guide clients through the data, ensuring they can turn insights into strategic initiatives.

Results delivered



66%

faster data processing

24.5%

lower cost per acquisition

39%

Higher conversion rate


85%

Unique converters matched privacy-safe


17%

More daily claims for healthcare clients

SIMPLIFICATION AND CONTEXT




The global CTV market is expected to grow at a 13.5% CAGR from 2025 to 2035, with a projected value increase from \$16.98 billion in 2025 to over \$60 billion by 2035.




Use clear, non-technical explanations for complex analytics, ensuring accessibility for all client types.



REAL-WORLD APPLICATION



Custom measurement frameworks & predictive models, but always tailors' data presentation to the brand's specific challenges & ambitions, reducing information overload while maximizing relevance.



Case studies show that personalized campaign analytics help brands focus on the insights most valuable to their objectives without unnecessary complexity.

There is an opportunity to augment MiQ’s analytics tools with AI-driven insights, real-time recommendations, and enhanced data integrations to empower marketers

AI-Analytics
for actionable
Marketing
Insights



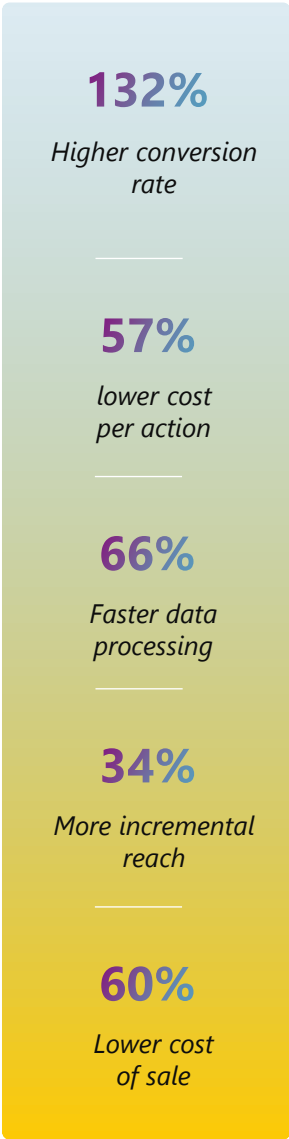
MiQ Digital could enhance its data analytics tools to provide more actionable insights for marketers by adding features such as AI-driven predictive analytics, custom measurement frameworks, integration of offline data sources, real-time optimization recommendations, and natural language query capabilities.



Key Feature
Enhancements








Predictive Analytics & Custom Algorithms	Incrementality Measurement	Unified Data Integrations
Leveraging AI to predict user behavior and conversion likelihood allows marketers to target potential customers more effectively and optimize bidding strategies dynamically before and during campaigns.	Offering solutions like MiQ Measure’s Incremental Lift, which uses advanced methodologies (including non-viewable ads for control groups) to measure real campaign impact helps marketers understand true ROI beyond just clicks or views.	Bringing together data from CRM, sales, online browsing, and offline sources (such as in-store shopper behavior via partners like Lifesight) creates a holistic view of audience journeys and enables cross-channel attribution and more precise segmentation.
Real-Time Actionable Recommendations	Natural Language Query & Automation	Summary:
Embedding AI that continuously assesses campaign performance and suggests actionable changes—such as shifting budgets, altering creative or targeting parameters—enables marketers to respond quickly to maximize outcomes.	Incorporating natural language processing lets marketers ask complex questions about their campaigns in plain language and receive immediate insights or automated actions, reducing manual effort and accelerating decision-making.	MiQ can empower marketers with deeper, actionable insights by enhancing analytics tools with AI-powered prediction, incremental measurement, comprehensive data integration, real-time optimization advice, and user-friendly interfaces driven by natural language and automation. These features will enhance campaign effectiveness, strategic planning, and ROI measurement while simplifying complexity.



Defining success for MiQ’s cross-channel campaign optimization requires demonstrating improvements in performance, unified targeting, advanced analytics, automated management, and brand impact

The success of MiQ Digital’s cross-channel campaign optimization feature can be defined by its ability to unify and enhance campaign performance across multiple advertising channels—such as Connected TV, display, video, mobile, and social—through intelligent, data-driven coordination and real-time optimization. Key success criteria include:

<div>Measurable Performance Improvements</div> <div></div> <div><ul style="list-style-type: none">Achieving higher ROI by optimizing budget allocation dynamically across channels based on predicted and observed conversion efficiencies.Demonstrating increased key engagement metrics such as click-through rates, view-through rates, conversions, and reduced cost-per-acquisition across the campaign.</div>	<div>Unified Audience Targeting and Reach</div> <div></div> <div><ul style="list-style-type: none">Successfully integrating audience data from diverse sources and devices to reach targeted users consistently and cohesively across multiple touchpoints without overlap or redundancy.Delivering seamless user experiences that engage audiences with relevant messaging adapted to context and channel.</div>	<div>Advanced Analytics and Attribution</div> <div></div> <div><ul style="list-style-type: none">Providing marketers with accurate, cross-channel attribution and insights that reveal the incremental impact of each channel and guide strategic decisions.Using AI-powered algorithms to constantly learn from campaign data and optimize delivery to drive improved outcomes over time.</div>	<div>Operational Efficiency and Automation</div> <div></div> <div><ul style="list-style-type: none">Reducing manual campaign management effort through automated bid adjustments, creative optimizations, and real-time reallocation of media spend across channels.Enabling faster campaign launches and adaptations through integrated workflows and transparent reporting, increasing agility in dynamic markets.</div>	<div>Client Satisfaction and Brand Impact</div> <div></div> <div><ul style="list-style-type: none">Positive feedback from clients citing improved campaign results, simpler management experience, and stronger alignment with business objectives.Enhanced brand awareness and customer engagement demonstrated by uplifted reach and frequency metrics powered by cross-channel synergy.</div>
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In summary, MiQ Digital’s cross-channel optimization succeeds by maximizing campaign effectiveness and efficiency through intelligent, unified targeting and real-time adjustments, delivering measurable business and marketing value across all media touchpoints.

Measuring platform success demands a comprehensive framework covering financial efficiency, audience reach, engagement, automation, customer satisfaction, and privacy adherence

The success of MiQ Digital's programmatic advertising platform can be measured through a combination of performance, efficiency, scalability, and client-centric metrics that demonstrate its impact on business outcomes and user experience.



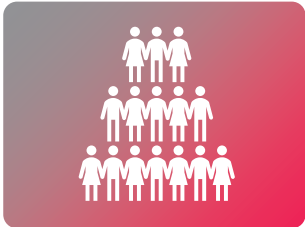
RETURN ON AD SPEND (ROAS) & CONVERSION RATES

Measure how effectively the platform drives conversions and revenue relative to ad spend, reflecting financial impact and campaign efficiency.



CROSS-CHANNEL & OMNI-CHANNEL IMPACT

Assess the platform's capability to integrate campaigns across CTV, display, video, mobile for unified measurement and optimization that drives incremental lift.



AUDIENCE REACH AND PRECISION

Track the ability to reach targeted, relevant audiences using advanced segmentation, identity resolution, cross-device tracking, ensuring precise targeting for better impressions.



PLATFORM STABILITY & AUTOMATION

Evaluate uptime, latency, and automation effectiveness in campaign management, targeting, and optimization workflows that reduce manual intervention.



COST EFFICIENCY & CPM/CPC TRENDS

Analyze media costs to ensure competitive pricing alongside quality inventory and strong auction performance, optimizing cost-efficiency for marketers.



CLIENT SATISFACTION & RETENTION

Gather qualitative feedback and retention statistics to confirm strong partnerships, product usability, and alignment with client business goals.



CLICK-THROUGH RATE (CTR) AND ENGAGEMENT

Monitor user interaction levels with ads as a proxy for relevance and creative effectiveness, while considering context and channel differences.



COMPLIANCE & PRIVACY ADHERENCE

Ensure data handling meets regulatory standards and privacy frameworks to maintain trust and enable sustainable data usage.

Measuring MiQ Digital's programmatic advertising platform success involves comprehensive evaluation of business outcomes, audience targeting quality, operational efficiency, and client experience—combined to drive superior marketing performance in a privacy-compliant ecosystem.

Evaluating audience targeting capabilities hinges on key metrics such as match rate, segment granularity, engagement, incremental lift, cross-device reach, data freshness, consent, and cost per user

To evaluate MiQ Digital's audience targeting capabilities, the following metrics are essential to gauge precision, reach, engagement, and business impact effectively:

Cost per Targeted User

Efficiency in reaching each qualified audience member relative to spend, balancing budget with targeting quality.

Privacy Compliance and Consent Rate

Ensuring targeting respects user privacy, collecting data with proper consent, and operating within regulatory frameworks to sustain long-term audience validity.

Data Freshness and Latency

The timeliness of the audience data in reflecting current user behavior and the system's ability to update segments in near real-time for responsiveness.

Cross-Device Reach and Frequency

Ability to recognize and engage the same user across multiple devices, maintaining appropriate frequency without overexposure.



Audience Match Rate

The percentage of targeted users correctly identified and matched across identifiers (cookies, device IDs, emails) indicating targeting accuracy and reach.

Segment Size & Granularity

The balance between segment scale (large enough for sufficient reach) and detail (niche targeting), ensuring effective but privacy-compliant audience definitions.

CTR, View-Through Rates

Measures of how well the targeted audience responds to ads, indicating relevance and targeting precision.

Conversion and Incrementality Rates

Tracking the percentage of targeted users who take desired actions and the incremental lift attributable specifically to targeting efforts.

Thank You