



Premium Video



Premium Video with MiQ

Easy-to-activate package tiers to achieve your brand safety, performance and measurement goals

PROGRAMMATIC VIDEO MYTHBUSTING

- Pre-Roll Inventory Is Poor Quality  MiQ Have a dedicated supply team that ensure we work across the exchange and PMP deals to enable us to offer premium inventory for all campaigns.
- No real way to measure the effect  MiQ have a selection of brand uplift studies available depending on the type of video campaign ou are running.
- Targeting can't be detailed due to scale  Not true, MiQ still have the ability to layer all of the power of AiQ onto any campaign and due to our supply relationships can ensure we scale.
- People just view videos on YouTube  YouTube is a key part to any online video campaign but being able to increase beyond just YouTube enables advertisers to hit users in more contextually relevant environments.

MiQs video offering isn't just bespoke and brand safe but offer custom tiers to enable campaigns to scale in premium environments working to any KPI, giving the client greater control and flexibility.

TIER 1



TIER 2



TIER 3



WHY HAVE A TIERED SOLUTION?

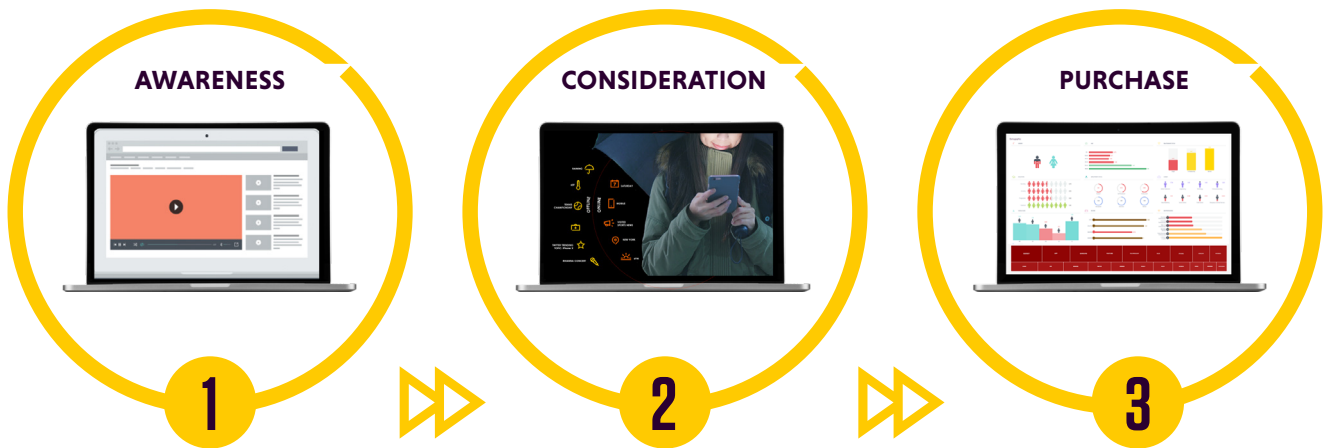
This enables us to be effective across performance while also being able to scale as efficiently as possible.

- Multiple price points and a tiered inventory approach ensures our traders have access to the best possible supply at any given budget.
- Each price tier ultimately unlocks more performing and quality inventory at scale.

OUR TEAM ARE READY TO HELP YOU ACTIVATE PREMIUM VIDEO:

<h3>ACCOUNT MANAGEMENT</h3> <p>Ensuring that all campaigns are setup correctly and being the day-to-day contact for you.</p>	<h3>SUPPLY</h3> <p>Working with publishers to build out premium inventory supply to ensure the brand is appearing in relevant environments.</p>	<h3>TRADERS</h3> <p>Market leading traders who are able to trade across multiple DSPs ensuring we utilise the power of AiQ to deliver client KPIs.</p>	<h3>DATA ANALYST & SCIENTIST</h3> <p>Our centre of excellence houses a 300 strong team who work continually with our traders to ensure we offer completely bespoke solutions across every single campaign.</p>
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TAP INTO A BETTER CONNECTED APPROACH TO PREMIUM VIDEO



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| <ul style="list-style-type: none">• In-house creative studio• Premium Video & brand executions via all DSPs• Instream, Outstream & YouTube | <ul style="list-style-type: none">• Measure awareness and intent and optimise accordingly• Qualify users to drive through to conversion• Connect campaigns easily to brand display, DOOH or audio | <ul style="list-style-type: none">• Drive Users to Conversion• Measure success of each aspect of your campaign• Utilise Intelligent solutions like DCO and predictive modelling to help drive efficiencies |
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NEVER SERVING ON SMALL PLAYER SIZES

Benchmarks:

30" = > 70% **20" = > 75%** **10" = > 80%** **6" = > 85%**

With **Measurement** being core to everything MiQ does we can offer a number of studies looking at Brand uplift or incremental reach vs Linear TV via the these partners:

