



# YouTube with MiQ

Achieve low CPCV by tapping into our API integration with YouTube, supported by smart trading and richer insights.

## COMMON CHALLENGES ON YOUTUBE

- The DV360 console reporting does not provide the necessary metrics to optimise
- There are considerable cost inefficiencies due to the cost per view pricing model
- It is impossible to get insight on what is actually happening in campaign

## MiQ SOLUTION

1

### DIRECT API INTEGRATION WITH YOUTUBE FOR MORE GRANULAR INSIGHTS

Get insight into performance metrics at the individual video level.

2

### CUSTOM PLANNING

By placing our advanced pixel on your website, we can create more customised targeting strategies for YouTube.

3

### SMARTER OPTIMISATION

Our expert traders combine these insights with other factors such as subscriber count or video duration for more efficient results.

## MORE GRANULAR INSIGHTS VIA OUR CUSTOM PIPELINE



Channel data  
Video Data



Channel API  
Video API  
Category API

Data API v3



Channel information



Video information



Category information

Title  
Category  
Date Created  
Channel/Video  
Description  
View Count  
Video Count  
(channel)  
Subscriber Count  
Like Count  
Ratings  
....and more

Programmatic experts with 10 years experience of applying marketing intelligence to real-world and digital data to give brands the insights that help them win.

## WHY CHOOSE MIQ?

### MEDIA

Fuel brand growth and sales via hands-on programmatic, data science led campaigns.

### PEOPLE

Our best in market data analysts, scientists and traders ensure that everything we do is completely custom to the campaign driving real results for your clients.

### TECH

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

## USING DATA TO CREATE EFFECTIVE YOUTUBE STRATEGIES



### CATEGORY OVERLAP

By looking at exact video IDs within categories we are able to see what content is resonating well and find overlapping categories (video gaming videos performing well in sports category etc).



### CATEGORY RELEVANCY

Again, delving into the video IDs we are able to see the relevancy vs the category they are in, excluding videos & categories we feel are not relevant to the campaign.



### TRENDS OUTSIDE VIDEO

Are there trends outside of the actual content that seem to have an influence, the amount of likes, video duration, view or subscriber count etc.

Get in touch to learn how the API can be used to help your YouTube campaigns.

**Case studies available on request.**

Brand studies and examples of insights are available on request. Please contact your dedicated sales representative or email us at [info-uk@miqdigital.com](mailto:info-uk@miqdigital.com) for more information.