



MiQ ▶ ADVANCED TV

# Today's Programme

**Closing the Loop:** How to build reach and optimize frequency with Advanced TV

**1** The Challenges

**2** The Opportunity

**3** The Result



A group of seven people are gathered in a kitchen setting. Two men in the center are holding newborn babies wrapped in white blankets. The man on the left is wearing a tan jacket over a blue shirt, and the man on the right is wearing a dark blue button-down shirt. They are surrounded by other people, including a woman in a black top and a woman in a brown jacket. The background features a brick wall, a window with curtains, and several balloons (blue, yellow, and white). There are also cardboard boxes visible on the right side of the frame.

**ONCE UPON A TIME  
TV WAS SIMPLE...**

# Three key challenges for marketers:

1

MEASUREMENT

2

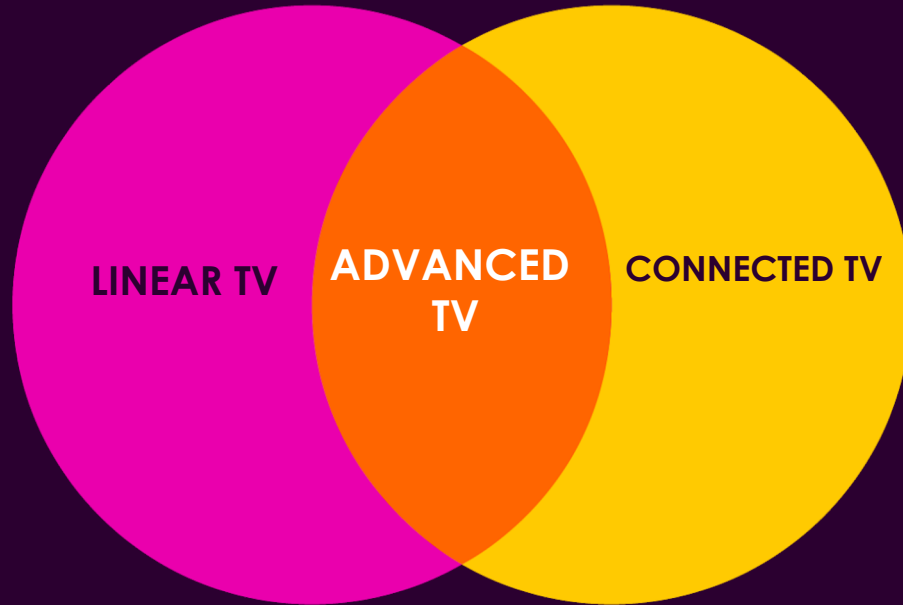
ADDRESSABILITY

3

ACTIVATION GAP



# The Advanced TV opportunity



Connect data, build insights, and activate across linear and connected TV platforms so you can manage your reach and frequency.

# An election year like no other

The **Biden presidential campaign** needed to reach and influence voters in **key battleground states** effectively.

Here's how tapping into **rich, connected digital and TV data** helped them do it.

**The challenge: Reaching American voters in a year of disruption.**

**Media  
consumption  
shifted**

**Political priorities  
were in constantly  
in flux**

**Pollsters were  
predicting a close  
race**

**CHALLENGES**

# The solution: Using a data-driven approach to reaching voters across TV and digital.

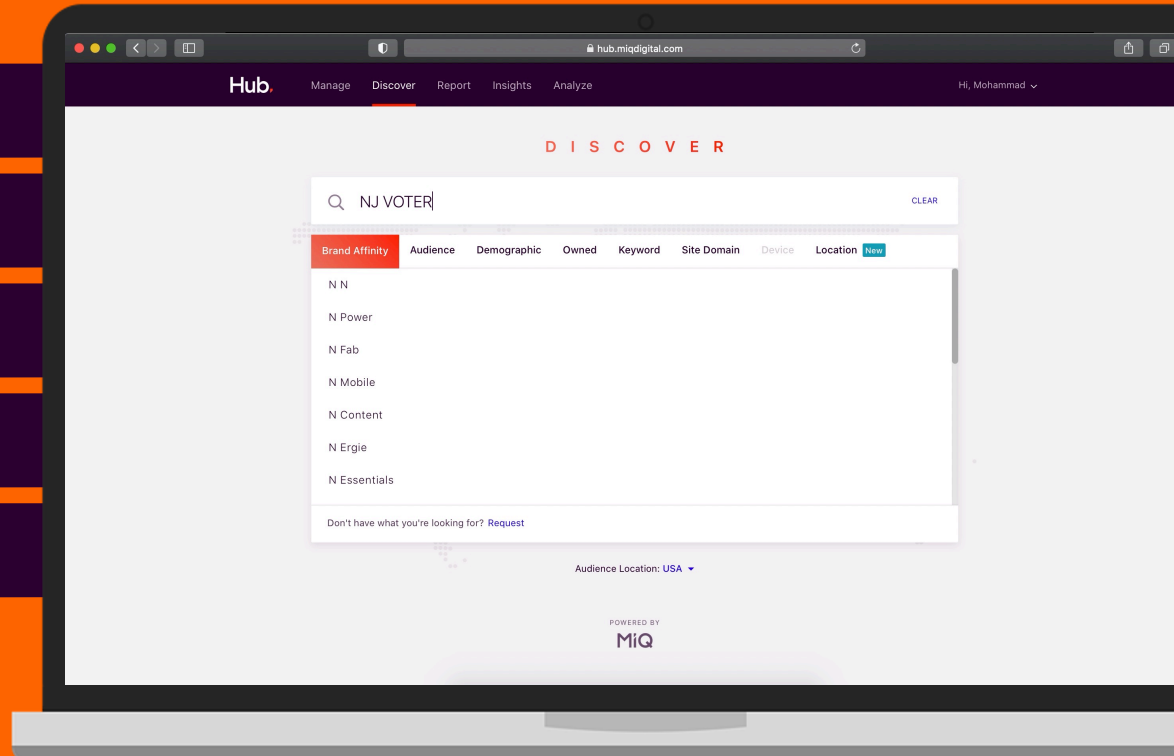
Powered by ACR data

Source-agnostic data

Household-level device mapping

100% opt-in, privacy-compliant

Connected to 150+ other data feeds



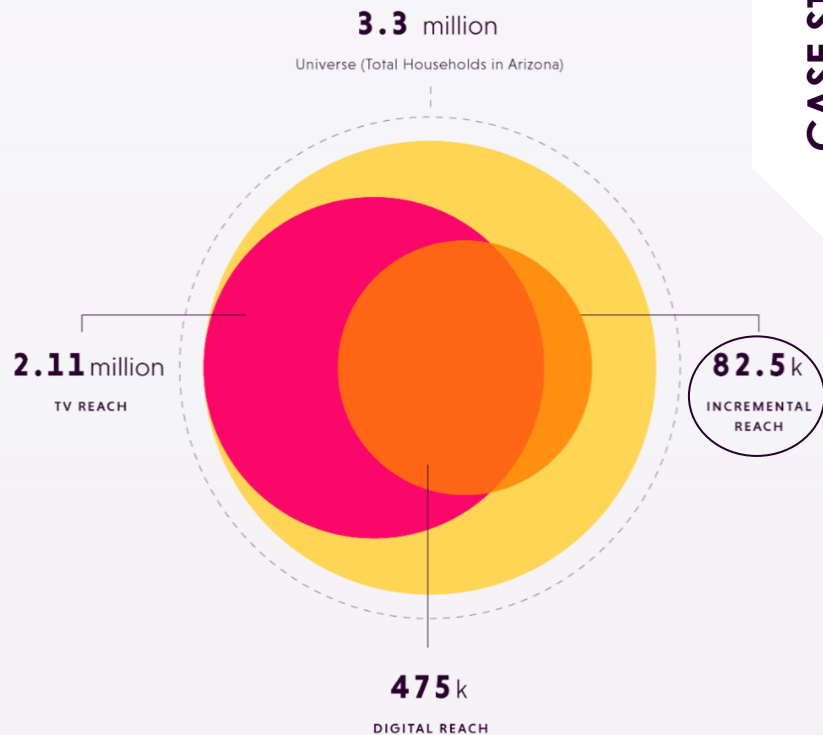
# SOLUTIONS



We reached voters who could not be reached on linear TV.

**82K** Incremental households reached in Arizona, where the winning margin was fewer than 10,000 votes.

HOUSEHOLD REACH EXTRAPOLATED TO UNIVERSE

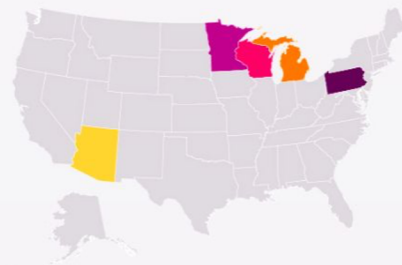


We reinforced and saturated Biden's political message amongst voters.

**9.5x** frequency increase in Wisconsin, another key battleground state.

CUMULATIVE FREQUENCY OF ADS PER HOUSEHOLD IN KEY BATTLEGROUND STATES

■ AMOUNT OF CUMULATIVE ADS SHOWN



CASE STUDY

STATES	AD EXPOSURE COHORT	TV EXPOSURE	DIGITAL EXPOSURE	COMBINED EXPOSURE
♦ ARIZONA	LOW	6	13	19
	VERY LOW	2	12	14
♦ MICHIGAN	LOW	7	17	24
	VERY LOW	2	16	23
♦ WISCONSIN	LOW	7	18	25
	VERY LOW	2	17	19
♦ MINNESOTA	LOW	5	13	18
	VERY LOW	2	13	15
♦ PENNSYLVANIA	LOW	8	18	20
	VERY LOW	2	18	20

RESULTS

And we effectively disrupted the competitor message with conquering tactics.

73 digital ads shown on average to households in Pennsylvania who had been highly exposed to Trump's TV campaign.

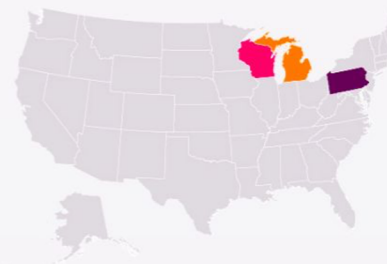
AVERAGE FREQUENCY OF ADS PER HOUSEHOLD IN KEY BATTLEGROUND STATES

● AVERAGE NUMBER OF ADS SHOWN

◆ MICHIGAN






◆ WISCONSIN

◆ PENNSYLVANIA



CASE STUDY

DISRUPTIVE DIGITAL ADS SHOWN TO COHORTS GROUPED BY FREQUENCY

CANDIDATE	CHANNEL	HIGH FREQUENCY COHORT	MEDIUM FREQUENCY COHORT	LOW FREQUENCY COHORT
	 TV	180	55	21
		123	37	15
		163	46	18
	 DIGITAL 	48	38	29
		65	40	27
		73	44	34

RESULTS

## The Power of MiQ's Advanced TV with ACR Data

- 1 Richer viewership insights for planning & buying
- 2 Find & reach audiences underserved by traditional linear TV
- 3 More optimal frequency across platforms and devices





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