

# AppNexus + MiQ

AppNexus Helps MiQ Double Revenue For Its Airline Client With The AppNexus Programmable Platform

## THE CHALLENGE

### Drive Higher-Value Bookings For An Airline Client Using Proprietary Data

MiQ is an independent marketing intelligence company that uses data, machine learning and human ingenuity to help clients win. MiQ differentiates by processing large quantities of data to equip its clients with granular insights into how they can improve marketing performance. However, in order to maximize outcomes, MiQ needs access to a customizable media-buying platform that can put its data and insights into action.

For example, one of MiQ's airline clients recently found itself in need of a better solution. The company's digital marketing strategy was effective at driving customers to book trips, but those customers didn't always spend as much money as the client would have liked. As such, MiQ needed two things: a detailed strategy for driving high-value conversions and a customizable platform to implement it.

## THE SOLUTION

### Use The AppNexus Programmable Platform To Execute MiQ's Custom Buying Strategy

MiQ chose the AppNexus Programmable Platform (APP) to activate a sophisticated, highly customized bidding strategy with advanced optimization.

MiQ began by doing a deep analysis of its client's marketing performance, which allowed it to identify the prospective customers who were most likely to make high-value ticket purchases. With this information in-hand, MiQ crafted custom bidding logic that instructed APP to bid higher prices for customers who were most likely to book high-value trips and lower prices for those who were less likely to do so. Due to the easy customization of APP, MiQ had no trouble executing on a precise, complex bidding algorithm that allowed it to hone in on the client's most desirable customers.

In addition to customer segmentation data, MiQ also used the client's real-time flight inventory data to dynamically optimize the bidding algorithm. MiQ was able to optimize outcomes — in this case the plane fill-rate by destination — by bidding more on flights that still had a large number of seats left to sell.

***“The combination of MiQ analytics and the AppNexus Programmable Platform was a huge win because it got us closer to outcomes rather than metrics. Our custom algorithm allowed us to harvest marketing intelligence in the form of insights that made our whole strategy perform better. APP helps us go beyond the standard DMP execution of a flat bid for every user in a segment — which frankly just doesn't make sense.”***

**John Goulding**  
Global Strategy Director at MiQ



“For us to maximize our value-add to our clients the ability to customize is way more important than any other shiny features that other DSPs may have,” said John Goulding, global strategy director at MiQ. “Using real-time triggers, we were able to deliver a custom creative message that drove more users to the planes that still needed to get filled.”

## THE RESULTS

### APP enables MiQ to Deliver a 2X Revenue Boost

MiQ’s custom algorithm on APP generated a major increase in revenue for the airline client. Rather than paying the same price to reach every customer, APP’s customization empowered MiQ to tailor its bidding strategy to the true, real-time value of each user. Suffice to say, this precision paid off in spades.

When compared to a legacy DSP running a standard cost-per-acquisition algorithm, MiQ’s custom, dynamic bidding logic delivered 2.1X more revenue.



#### About MiQ

MiQ provides marketing intelligence and analytics to many of the world’s most prominent brands and media agencies, including American Express, Avis, Lenovo, Unilever, Microsoft, GroupM, Publicis and IPG. The company bridges the gaps between data sources to give clients a complete picture of their marketing opportunities. MiQ was named Fastest Growing Tech Company of the Year at the 2017 Stevie Awards, awarded Most Effective Use of Data at The Drum’s Digital Trading Awards USA 2017, and named to The Sunday Times International Track 200 for 2018. MiQ operates globally from 15 offices located in North America, Europe and APAC.

You can find out more here: [wearemiq.com](http://wearemiq.com)



#### About AppNexus

AppNexus, a Xandr company, is a global internet technology company. We operate the world’s largest independent marketplace for digital advertising and powerful enterprise technology for buyers and sellers of digital ads. Our scaled, real-time decisioning platform enables publishers to maximize yield and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns.

For more information, follow us at [@AppNexus](https://twitter.com/AppNexus) or visit us at [appnexus.com](http://appnexus.com).

