



A recipe for reach and scale

MiQ and Experian’s cookieless targeting collaboration

MiQ needed a stronger way to unify audience insights, increase scale, and improve efficiency amidst signal loss.




Challenge: Expand cookieless targeting solutions

- Reach target audiences in a privacy-compliant way
- Maintain or increase audience scale compared to cookie-based targeting



Solution: Integrate Experian’s Digital Graph into MiQ’s Identity Spine

MiQ cooks up cookieless scale with alternative ingredients, like:

-  Hashed emails (HEMs)
-  Unified I.D. 2.0 (UID2s)
-  Third-party partner IDs

Results: MiQ expanded the reach and scale of their Identity Spine

The integration of Experian’s Digital Graph with MIQ’s Identity Spine enabled marketers to find, grow, and measure customers across screens in both cookie and cookieless environments.

Unified view

6.5

devices resolved to each IP address, expanding scale.

Increased scale

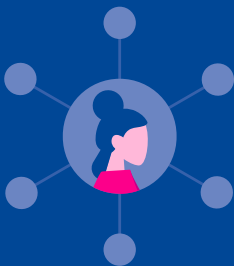
64%

more audience reach using universal IDs.

Improved resolution

70%

match rates in associating MiQ’s IP addresses with universal IDs.



Experian’s Digital Graph brings the missing ingredients to your identity recipe. Don’t let signal loss spoil the batch. Serve up performance at scale with Experian!