



MIQ

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High Impact Copy + Branding



**MiQ** ▲ HIGH IMPACT  
BRANDING

**CREATIVE SOLUTIONS**

*Choose what's right for you*

## GAMIFICATION



Let's play games

Games are the perfect format to bring your big ideas and highly engaging concepts to life on mobile.

These formats most often include quizzes, swipeable, or matching games, but each is a bespoke build developed by our creative team.

Bring any and all ideas to the table for this one!



Interscroller

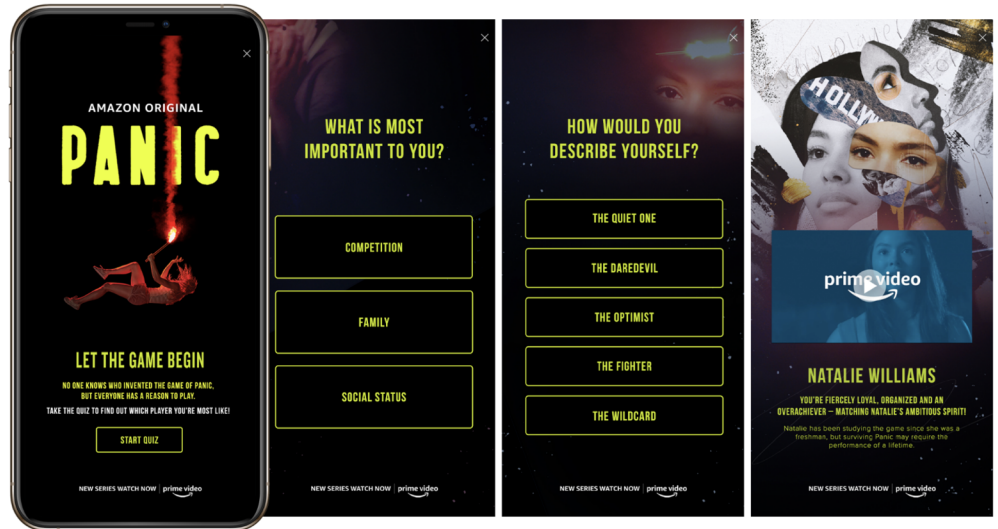
Interstitial



## Interscroller Quiz

- **Objective** Consideration
- **Environment** Mobile Web
- **KPI** Engagement
- **Performance Benchmark**
  - Primary KPI: 0.5% – 0.8% CTR
  - Secondary KPI: 0.6% Engagement Rate

### Quizzes



# Introducing MiQ Chatbots for Programmatic Ads

We'll help you combine that awesome chatbot engagement with the precision of our programmatic targeting

## Primary Benchmark

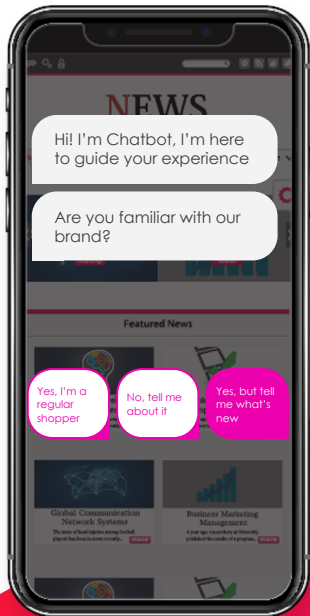
Chat Engagement  
Rate

- Mobile: 0.15%
- Desktop: 0.05%

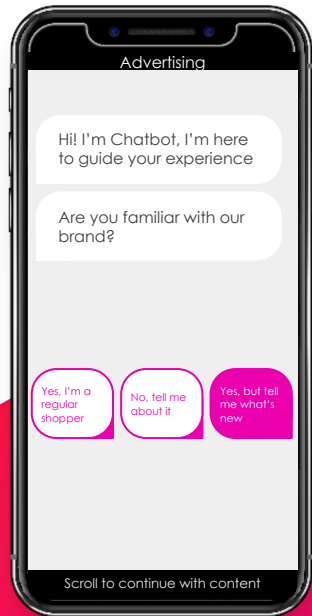


# Chatbots for ads live in vertical display formats, across devices

Interscroller

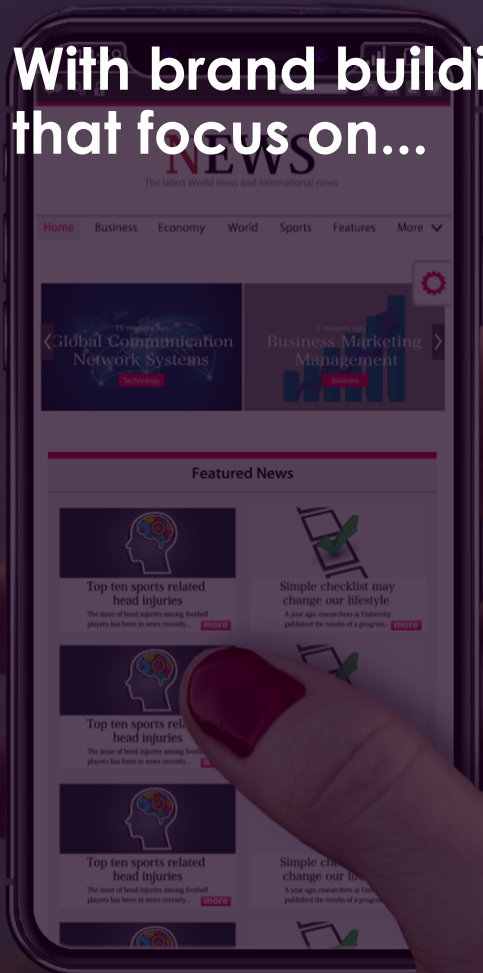


Interstitial



Desktop/Tablet  
300x600

# With brand building creative for campaigns that focus on...



## Storytelling

Hi! I'm Chatbot, I'm here to guide your experience

Are you familiar with our brand?

Yes, I'm a regular shopper

No, tell me about it

Yes, but tell me what's new

## Entertainment

Hi! I'm Chatbot, let's have some fun

You pick

Tell me a joke

Let's play a game

Give me a fun fact

## Feature Awareness

Hi! I'm Chatbot, I'm here to show you what's new

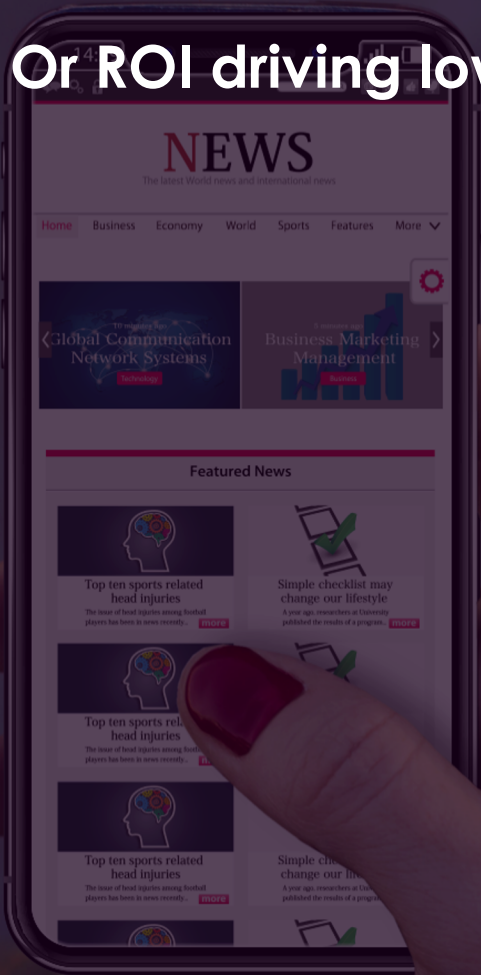
What would you like to learn more about?

Special offers/promotions

New products

What's to come

# Or ROI driving lower-funnel formats for...



## Qualifying

Hi! I'm Chatbot, I'm here to meet your needs

Are you looking to upgrade your plan?

Now

In 3-6 months

In 6-12 months

## Surveying

Hi! I'm Chatbot, I'm here to help

Have you heard of this brand?

Yes, I love it!

A little, but tell me more

No, what is it?

## Retargeting

Hi! I'm Chatbot, I'm here to be your personal assistant.

Remember this product you added to your cart?

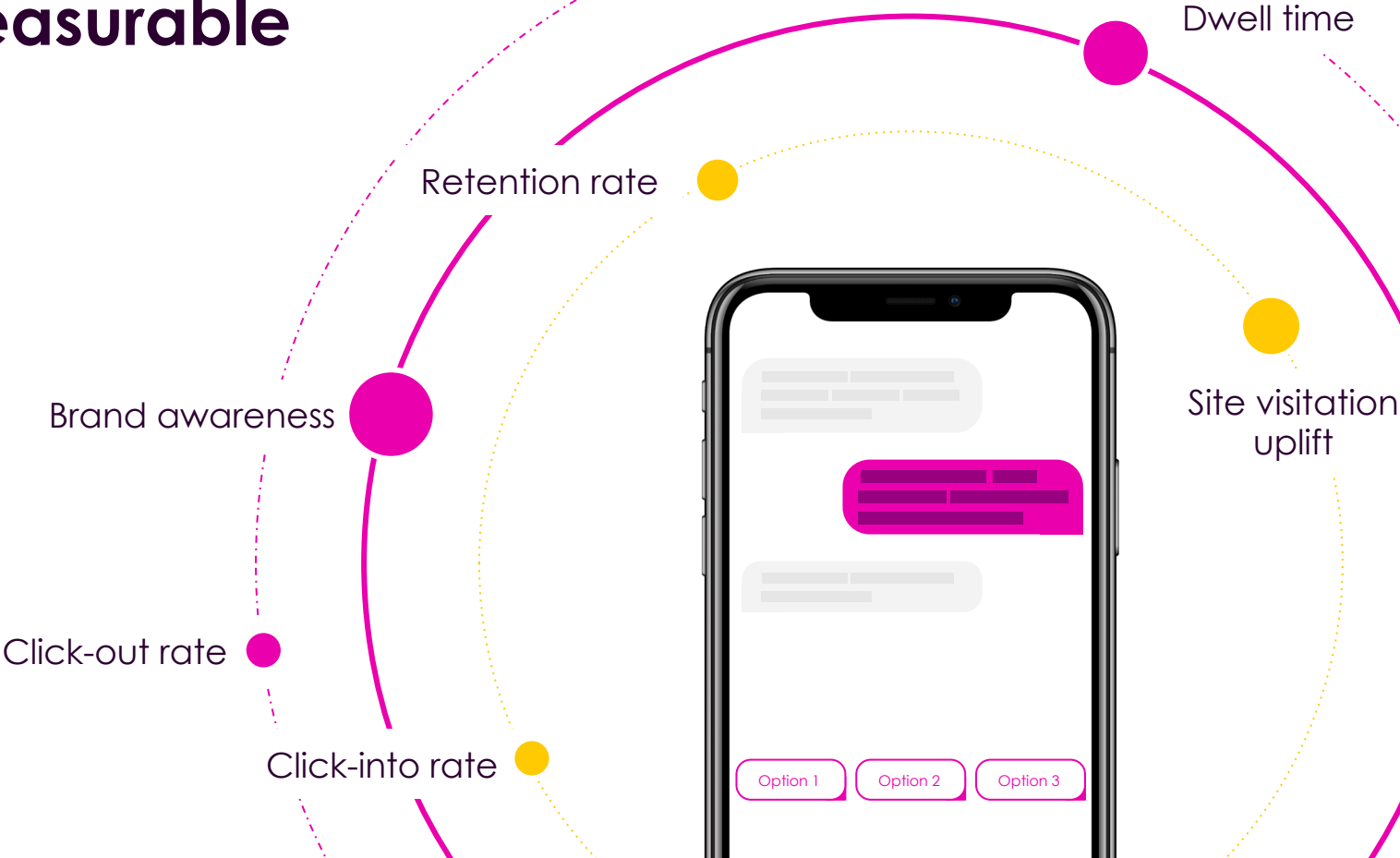
Yes, I want to see it again

I'm not interested

Show me some other products



# Chatbot results are intelligent and measurable



With Chatbot, your creative directly engages users in a two-way conversation, then gathers data to fuel even more personalized segmentation and targeting

**Strike up** a conversation with goal-centric questions



**No pixel? No problem.** Chatbot collects declared user response data, showing their journey to your site



Use that **response data** to segment high-value audiences based on their interests and purchase intent



**Personalize** your targeting/retargeting by audience bucket



**Unlock** rich engagement and audience insights



Call the experts

