

CASE STUDY

MiQ

Xandr Invest Delivers 2x More Revenue for MiQ's Airline Client*

“The combination of MiQ analytics and Xandr Invest 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. Xandr Invest 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, MiQ, Global Strategy Director

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 Xandr Invest To Execute MiQ's Custom Buying Strategy

MiQ chose Xandr's strategic buying platform 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 Xandr Invest to bid higher prices for (continued on next page)

*As compared to alternative strategies.

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 the platform, MiQ had no trouble executing on a tailored, sophisticated bidding algorithm that allowed it to hone in on the client's most desirable customers.

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.

"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

Xandr Invest enables MiQ to Deliver a 2X Revenue Boost

MiQ's custom algorithm on Xandr Invest generated a major increase in revenue for the airline client. Rather than paying the same price to reach every customer, its 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.

