



HOW YOU CAN SUCCEED WITH PROGRAMMATIC IN CHINA. RIGHT NOW.

The time is quickly approaching where you'll be able to judge the growth potential and ambition of a global business by asking one simple question.

Are you taking on China or not?

The opportunity is unprecedented and the appetite of the Chinese audience to be connected with the rest of the world is only getting bigger

But reaching Chinese consumers is **HARD**.

For marketers, China often presents challenges unlike any other challenge they've faced.

**The consumers are different. The technology is different.
The ecosystem is different. The RULES are different.**

Our approach to China meets these specific challenges head on, so you can navigate the Chinese market with confidence and clarity.

Through local programmatic partnerships we provide the opportunity to engage the Chinese audience in China from anywhere in the world - **we bring China closer than it's ever been before.**

WEAREMIQ.COM

GLOBALLY RECOGNISED



THE SUNDAY
TIMES HSBC
INTERNATIONAL
TRACK 200



DELOITTE 2018 UK
TECHNOLOGY
FAST 50



THE DRUM DIGITAL
ADVERTISING
AWARDS - MOST
EFFECTIVE USE OF
DATA



THE STEVIE
AWARDS - FASTEST
GROWING TECH
COMPANY

GLOBALLY ACCREDITED



IAB GOLD
STANDARD 1.1



TAG CERTIFIED
AGAINST FRAUD

HERE'S HOW WE'RE DOING IT

1

CHINESE TECHNOLOGY FOR THE CHINESE MARKET

There are considerable barriers to using non-Chinese tech in China. **We think programmatic in China needs a Chinese approach.** That's why we embrace the thriving Chinese ecosystem and apply our programmatic expertise in partnership with the smartest Chinese programmatic companies so that, together, we deliver the best programmatic results.

2

BREAKING DOWN BARRIERS TO ACCESS

Get **instant access to more than 30bn daily programmatic opportunities** across all the mobile apps and publishers you need. There are minimal barriers to entry, removing contractual and high minimum spend requirements, connecting you directly to the Chinese audience in the most effective way.

3

UNPARALLELED TARGETING

The Chinese audience is the largest in the world and media is consumed in a way that's different from any other geography. Leverage data sourced from the most premium mobile apps and publishers to understand these differences, to **curate and target audiences based on your exact needs.**

4

TACKLING FRAUD

Ad fraud is an issue in China. But it shouldn't be your issue. We do everything we can to eliminate fraud before we bid - and we guarantee you will **never pay for any fraudulent impressions** that are identified after we bid.

5

ON THE GROUND KNOWLEDGE

Working across multiple regions makes life complicated. Don't compromise - we're on the ground in China so we can provide you with **informed advice on the latest trends and regulations in the market.** And our **bilingual specialists trade and service campaigns from your region** so we make sure we're there for you whenever you need us.

A CONNECTED SOLUTION FOR SUCCEEDING IN CHINA

We've partnered with all the programmatic technology, inventory and data you need to build a connected solution for succeeding with programmatic in China.

We're fierce advocates for the massive opportunities programmatic offers in China.

If you want to seize these opportunities, let's talk. Reach out to our experts at china@miqdigital.com