GLOBAL STUDY

A YEAR OF LOCKDOWNS...

... and how they changed consumers around the world.

BETTER CONNECTED MARKETING

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IN THIS PAPER YOU'LL LEARN

1. How consumers have adapted to a year in lockdown, finding new ways to live, work, shop, learn, and keep themselves entertained.

2. What changes are likely to be temporary and what's likely to stick around for the long-term.

3. Five new groups of consumers created by the year in lockdown and what marketers need to know about them.

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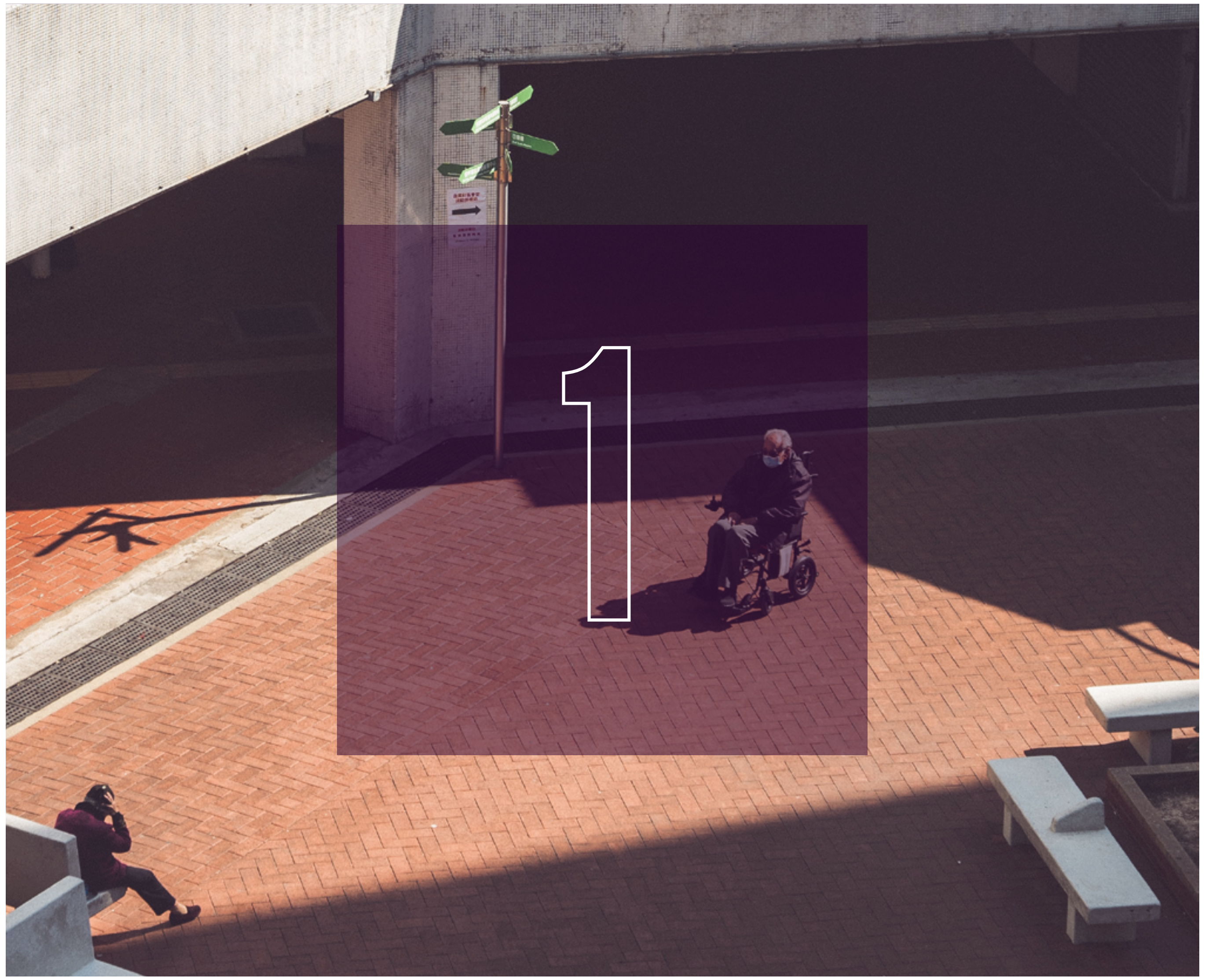


Introduction

The last year has changed a lot of things. Lockdowns, social distancing and other efforts to lessen the spread of COVID-19 have all made an enormous impact on the way we live, work, and interact. And, though the specific rules and measures around stopping the spread have differed country by country, around the world the picture is broadly similar. From March 2020 through to March 2021, there were a lot more people staying inside and minimizing contact with others.

The way people around the world have adapted to the changes brought about by the pandemic have been remarkably similar too. This shouldn't be surprising. The changes we've seen in global human behavior accord with the theory of adaptive expectation, coined by the economist AW Phillips who said that individuals generally adjust their expectations of the future based on recent past experiences and events.

Looking back across the last year of lockdowns, we can see this happening in countries across the world. In the spring of 2020, people were in shock: panic shopping, overwrought by suddenly working from home, dealing with homeschooling and child-care, even having difficulties making arrangements for basics like food, cleaning products and other household essentials.

But over the course of the year, people around the world have adapted. In this study, we look at consumer behavior from people in North America, in Europe, in subcontinental and South East Asia, and in Australasia, and see a notable similarity in the way they have responded to a year marked by lockdowns.

Using this analysis, we've put together this report outlining the major ways people around the world have changed as consumers. By studying the fluctuations across the year, we also make some predictions about what changes are likely to be permanent and which will fade away. And, finally, we look at a series of new consumer groups created by the year in lockdown that marketers need to be aware of as they plan their strategies for 2021 and beyond.

A NOTE ON METHODOLOGY

Using a mix of data from digital devices such as PCs and laptops, as well as viewing data from connected TVs and location data from mobile devices, we compared user activities over the course of the last year to identify how their behavior changed. By comparing these online behaviors with insights from a survey of global consumers we conducted with Sapio Research, we identified key changes in consumer considerations caused by a year of lockdowns, and the trends marketers must consider while making their marketing plans in 2021 and beyond.

The big trends

LOCKDOWN HAS ACCELERATED THE RISE OF NEW CHANNELS

It's not surprising that being at home a lot more has led to a lot more time spent in front of screens. But what's more notable is that the biggest and quickest rises in screen viewing have been on new and emerging devices and channels.

The online opportunity across traditionally addressable platforms either remained constant or even reduced over the lockdown year.

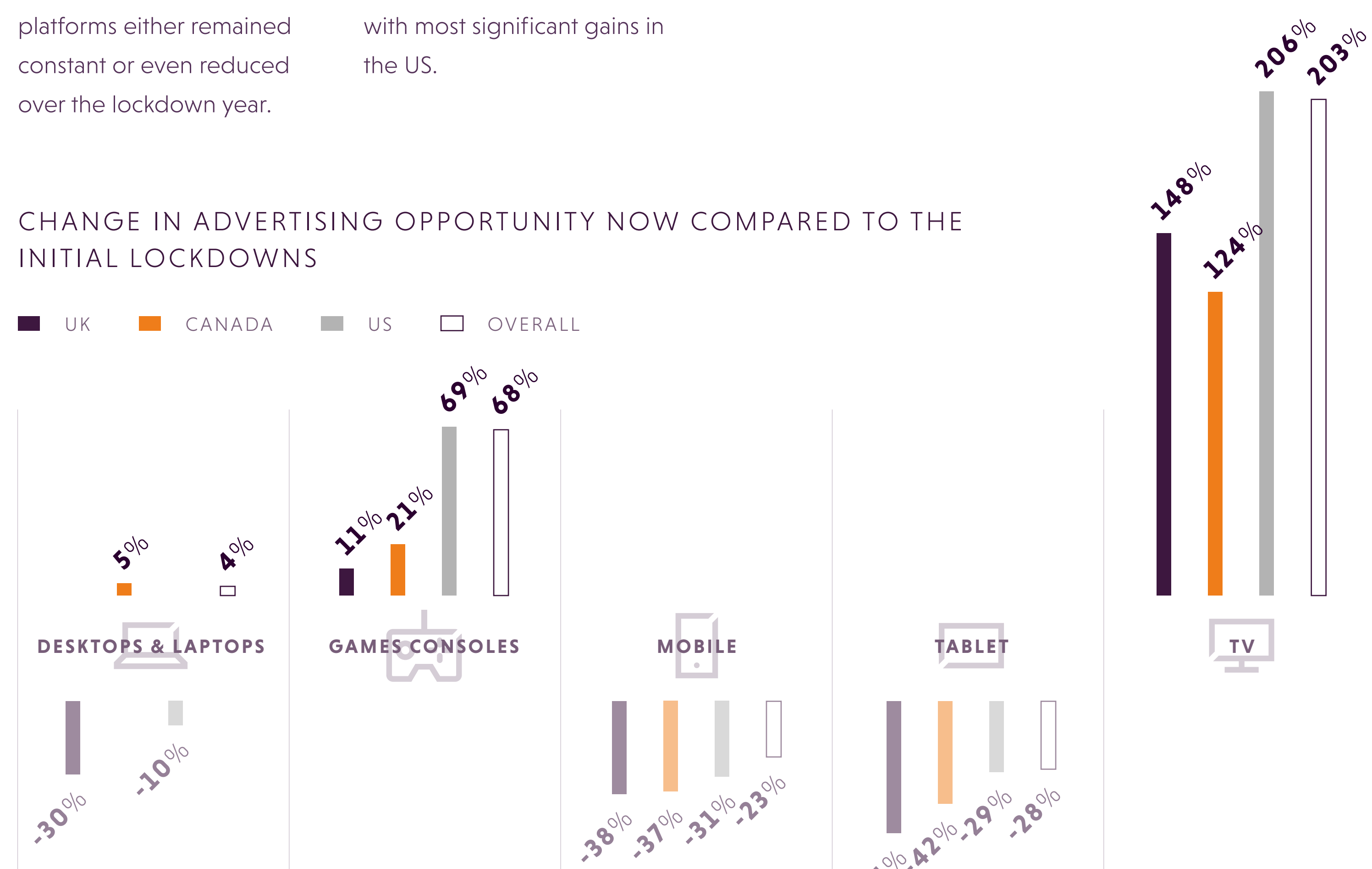
Desktop activity remained fairly steady, for instance, while activity on mobile devices declined significantly. But emerging channels like connected TV and gaming consoles have seen massive gains. The online opportunity across connected TV and gaming consoles has seen growth of 200% and 70% respectively over the year, with most significant gains in the US.

ONLINE OPPORTUNITY

Available impression opportunities

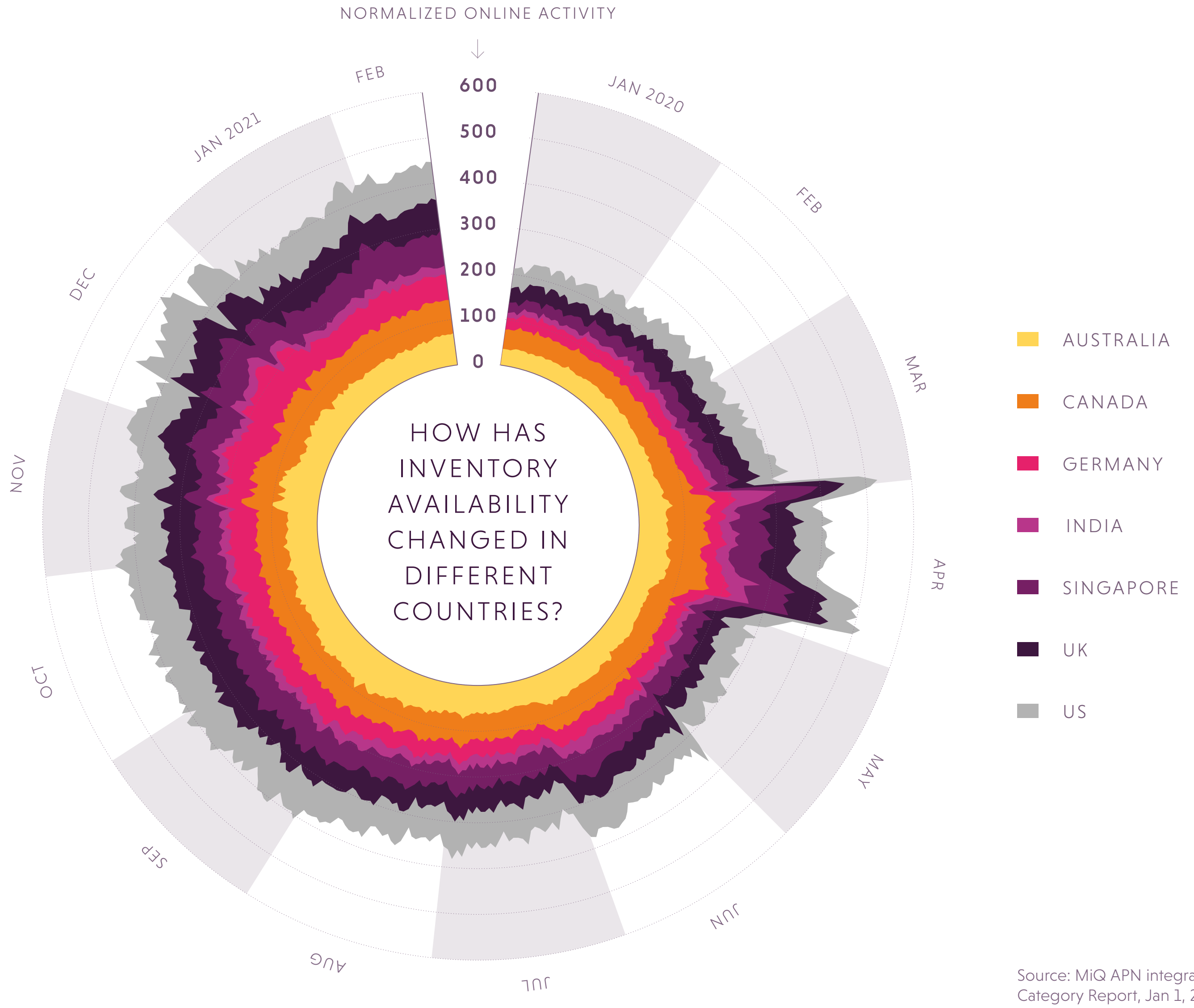
CHANGE IN ADVERTISING OPPORTUNITY NOW COMPARED TO THE INITIAL LOCKDOWNS

UK CANADA US OVERALL



Source: MiQ APN platform inventory report, lockdown 1.0 (March 15 -May 1, 2020) Vs Now (Jan -Feb 2021)

DIGITAL CONTENT CONSUMPTION GREW AND GREW



Source: MiQ APN integration, Universal Content Category Report, Jan 1, 2020 -Feb, 20, 2021

In the early stages of lockdown, online activity surged across most domains all around the world. Though this leveled off as people adapted to life in lockdown, categories like online games, arts and entertainment, and news, have continued to grow throughout the year, as people have found alternatives to keep themselves entertained and informed from their homes.

WHAT DOES THIS SHOW?

Online activity doubled during Lockdown 1.0 and while a majority of this activity leveled off, we continue witness a steady increase in user engagement online.

WHAT CONTENT HAVE PEOPLE BEEN LOOKING FOR IN LOCKDOWN?

PERCENTAGE CHANGE

Source: MiQ APN integration, Platform inventory report, lockdown 1.0 (March 15 -May 1, 2020) Vs Now (Jan -Feb 2021)

	AUSTRALIA	CANADA	GERMANY	INDIA	SINGAPORE	UK	US
ARTS AND ENTERTAINMENT	0%	-18%	+41%	-46%	-12%	+43%	+27%
CAR AND VEHICLES	-6%	-1%	+96%	-7%	+30%	+40%	-1%
BEAUTY AND PERSONAL CARE	-9%	-27%	+243%	+20%	+263%	+65%	-14%
BOOKS AND LITERATURE	-44%	-4%	+64%	-8%	+14%	-45%	+2%
BUSINESS AND INDUSTRY	-10%	-13%	+73%	-44%	+20%	-21%	-4%
COMPUTERS AND ELECTRONICS	+11%	-15%	+174%	+98%	+10%	+54%	+32%
EDUCATION	-33%	+20%	-45%	+19%	-8%	+9%	+43%
FINANCE	+4%	-20%	+24%	-29%	-14%	+27%	-1%
FOOD AND DRINK	-13%	-4%	+118%	-63%	+25%	-5%	+3%
GAMES	+10%	+39%	+29%	+229%	+24%	+4%	+33%
HEALTH	-16%	-37%	+96%	+2%	-26%	-22%	-21%
HOME AND GARDEN	-9%	-24%	+73%	+29%	-32%	-33%	-16%
LIFESTYLE	+12%	+15%	+107%	-26%	+7%	+28%	+20%
NEWS	-3%	-7%	+50%	-47%	+13%	+28%	+42%
ONLINE COMMUNITIES	0%	-1%	+59%	-5%	-24%	+17%	+5%
PETS AND ANIMALS	-22%	-4%	+219%	+26%	-21%	-18%	+11%
SCIENCE	-16%	-11%	+45%	-44%	-15%	-44%	+15%
SHOPPING	+10%	-2%	+53%	+143%	+4%	+7%	-37%
SPORTS	+8%	+79%	+101%	+16%	+61%	+27%	+55%
TRAVEL	-21%	-9%	+42%	+16%	+220%	-24%	+77%

Though the growth in inventory might seem like a marketing boon, the picture is actually mixed. The growth in online activity during the early stages of lockdown was tempered by a decline in viewability and a relative decline in user response to display ads.

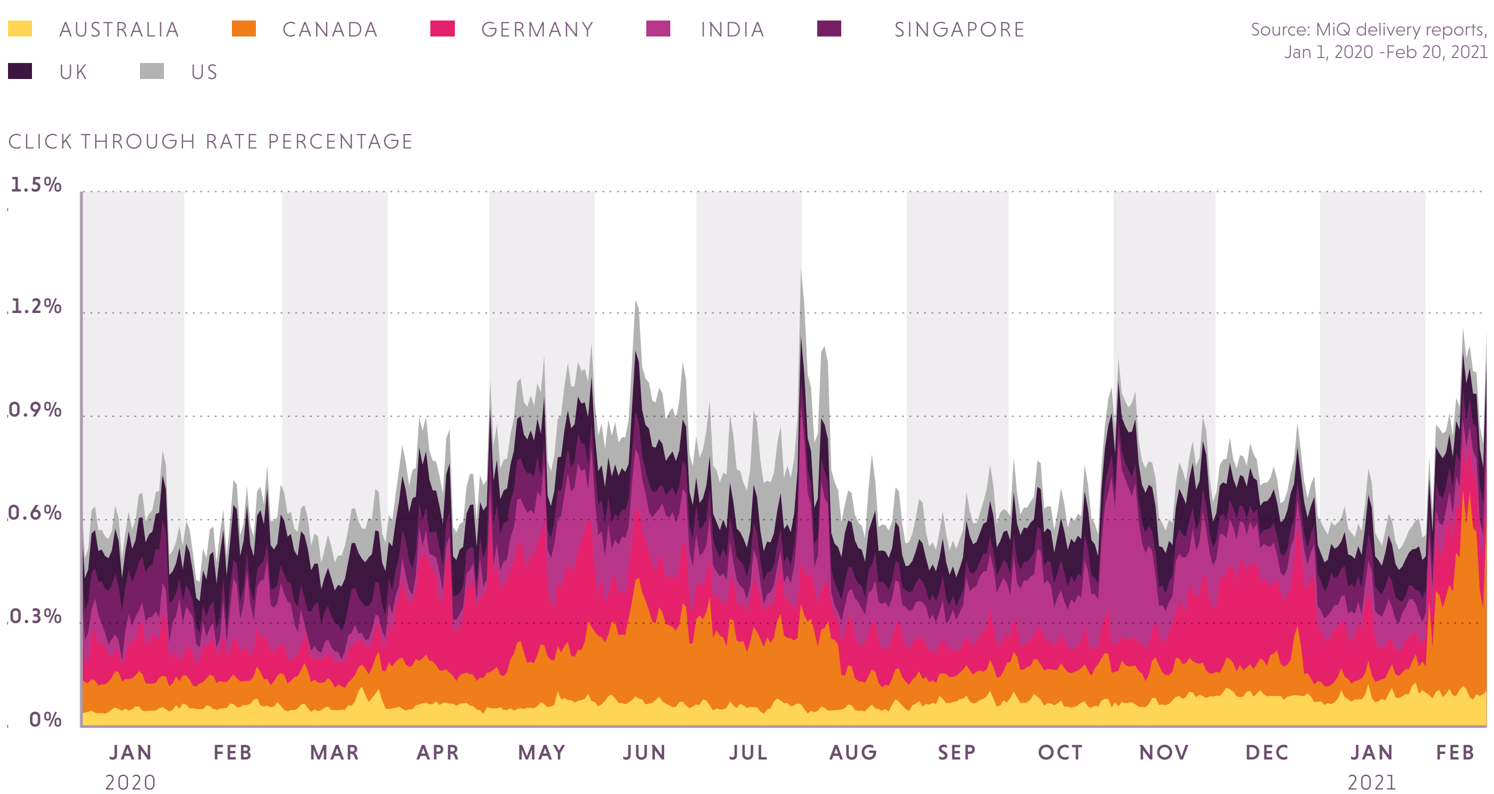
Since then, viewability has improved and is now back to or above pre-pandemic level across every region. User responses on display ads are also showing a 3-4% lift compared to the initial lockdown period, with categories like travel, auto and finance showing massive improvements in garnering user response.

Video completions have also recovered from the initial slump in March-April 2020 and are up 3.8% year-on-year with consumer responses to video ads being more pronounced in the US, CA and the UK. In emerging markets, display continues to dominate in terms of user response. High Impact and interstitial media types have been the most promising media types over the last 12 months offering the best returns for advertisers.

In short, it's taken a while for the increase in online activity to start paying dividends for marketers, but the data is starting to suggest that the year in lockdown has made consumers more receptive to online advertising, particularly in the more mature programmatic markets like the US, Canada and the UK.

HOW HAVE USERS BEEN RESPONDING TO ADS?

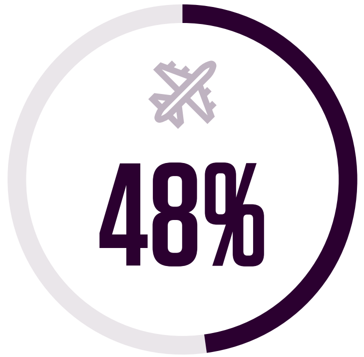
Source: MiQ delivery reports, Jan 1, 2020 -Feb 20, 2021



NON-ESSENTIAL SPENDING TOOK A HIT

At the start of the lockdown, non-essential shopping took a severe hit. Travel saw the largest decline in spends followed by clothing and fashion. The cuts in spending were most pronounced in households with children.

Where non-essential shopping has happened, it's younger, more digitally savvy audiences doing it. People aged 18-34, for instance, were 1.3 times more likely to spend on consumer electronics, with a majority of this spend happening online. This was also apparent in the holiday shopping audiences, where audiences in the same age group accounted for 48% of all holiday shopping across the US, Canada and UK.



OF ALL HOLIDAY SHOPPING ACROSS THE US, CANADA AND UK WAS FROM THE **18-34** AGE GROUP

HOW HAS SPENDING CHANGED DURING THE YEAR OF LOCKDOWN?

PERCENTAGE CHANGE

	AUSTRALIA	CANADA	GERMANY	INDIA	UK	US
ESSENTIALS	27%	28%	18%	37%	28%	30%
CONSUMER ELECTRONICS AND ENTERTAINMENT	-1%	-4%	9%	21%	5%	-1%
TRAVEL	-54%	-61%	-39%	-21%	-48%	-56%
HOME IMPROVEMENT	3%	-6%	6%	6%	8%	-5%
CLOTHING AND APPARELS	-13%	-32%	-10%	6%	-19%	-25%
HEALTH AND WELLNESS SERVICES	4%	-6%	-10%	6%	-3%	2%
FOOD AND DRINKS	2%	-9%	8%	1%	-2%	-5%

Source: MiQ/ SAPIO consumer research, Feb -March 2021

ONLINE SHOPPING HAS GROWN - AND WILL STICK AROUND

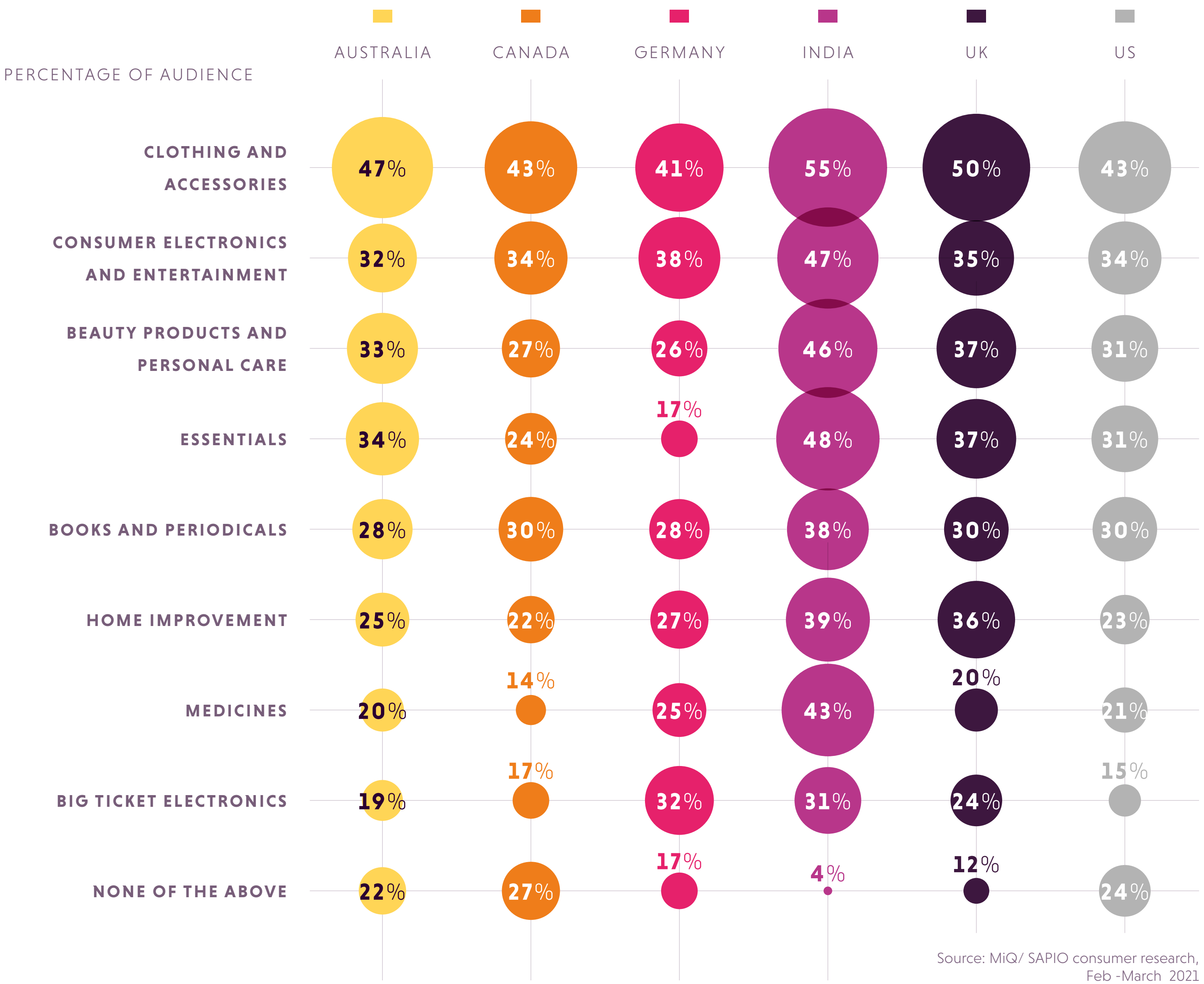
Online shopping has seen a massive uptick during the year of lockdown across all age groups. And, even in areas where lockdowns have eased, interest in online shopping has remained high, suggesting a permanent shift in consumer behavior.

46% of consumers surveyed were positive about buying clothes and accessories online, even post lockdown, while 36% say the same about electronics and entertainment, and 33% about beauty products.

46%

OF CONSUMERS SURVEYED WERE POSITIVE ABOUT BUYING CLOTHES AND ACCESSORIES ONLINE

WHAT HAVE PEOPLE BEEN BUYING ONLINE?



Source: MiQ/ SAPIO consumer research, Feb -March 2021

What's especially notable for marketers is the increased use of online shopping by older audiences. While older audiences are excited to go out and shop in the real world again, (64% of people over the age of 45 said they were excited to do so), the traction gained among the older shoppers during the year lockdown means that they now have a competitive alternative to their usual brick and mortar outlets. Marketers need to be aware that even if older consumers go back to making purchases in stores, they will still have a higher propensity for online research, price comparison and so on, creating new touchpoints for influencing this segment.

PEOPLE HAVE ALTERED THEIR FINANCIAL PRIORITIES

The pandemic has put large numbers of consumers around the world under significant financial stress. For many people, this has led to cutting down on unnecessary spending, as discussed above. But for those with personal savings, the lockdown year has been an opportunity to supplement their income through active investment in mutual funds, stock markets and even cryptocurrencies.

36% of customers have become more interested in online banking over the lockdown year, with higher interest among people 45 and older. 26% of people have more interest in stock investments, while 23% say the same about cryptocurrencies. Younger, unmarried individuals have shown a higher propensity for taking higher risks for higher potential profits.

WHAT FINANCIAL PRODUCTS HAVE PEOPLE TURNED TO?

Source: MiQ/ SAPIO consumer research, Feb -March 2021

YOUNGER PEOPLE ARE KEEN TO TRAVEL, OLDER PEOPLE REMAIN ANXIOUS

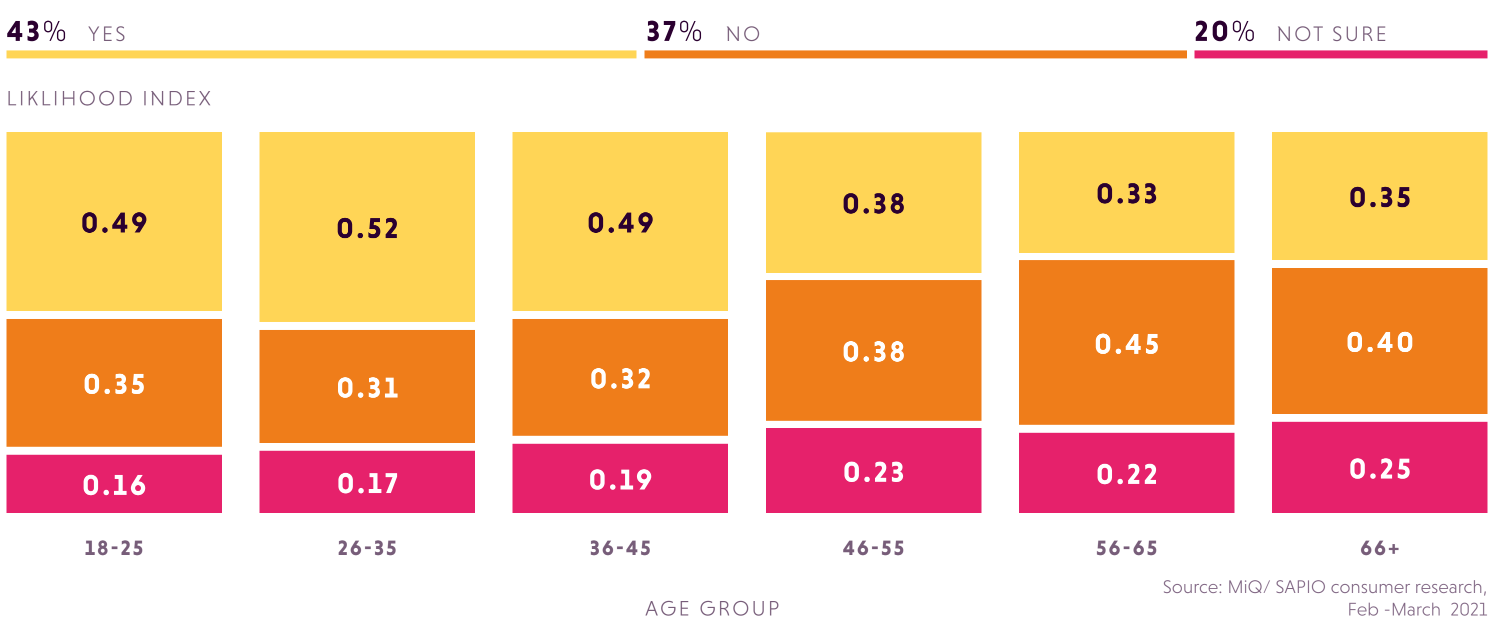
Over the last year, our ability to travel anywhere has been stymied. But looking ahead, there is some optimism that moving around is going to become a realistic possibility. 44% of people are planning to travel for a holiday in the year ahead - though half of these still think this travel will be within their own country.

There's a stark divide between younger and older people when it comes to travel. Over half of consumers aged 18- 45 are excited about traveling again once it becomes possible, whereas people over the age of 45 are still more tentative. Only a third of this audience have plans to travel when it's possible. This is also reflected in the modes of preferred transport. Younger people tend to prefer traveling by plane (56%), older people were a bit more hesitant to use public transport and prefered to use their own vehicle (65%).

Interestingly, households with children are the most eager future travelers, with 60% of them looking to travel when they have a chance.

Travel is also an area where there are significant regional differences. While 69% Indian consumers plan to travel in the next 12 months, only 28% Canadian consumers say the same. American audiences, meanwhile, were most likely to go on a road trip.

WHICH CONSUMER AGE GROUPS PLAN TO TRAVEL FOR VACATION IN THE NEXT 12 MONTHS?



Source: MiQ/ SAPIO consumer research, Feb -March 2021

The audiences lockdown created

As people have adapted to a year of lockdowns, they've changed their behavior to find new ways of living and working, finding new means of keeping themselves educated and entertained. Though lockdown will end (hopefully soon), it's likely that many of these new habits and behaviors will stick around.

These are the new audience groups created by a year of lockdowns that marketers need to be aware of going into 2021 and beyond.

THE SELF-IMPROVERS

Of the audience we examined, over half picked up a new skill or a hobby over the past year. Indians were most likely to pick up a new skill or a hobby (over 60%), whereas people in the US were the least likely (Only 43% picking up a new skill or a hobby) to learn something new.

Younger audiences showed higher proclivity towards picking up new skills for things like work and education, while hobby-based skills like musical instruments and gardening were more popular among middle-aged audiences. Learning a new language was a popular new skill across the board, with both middle-aged audiences and college students trying it out.

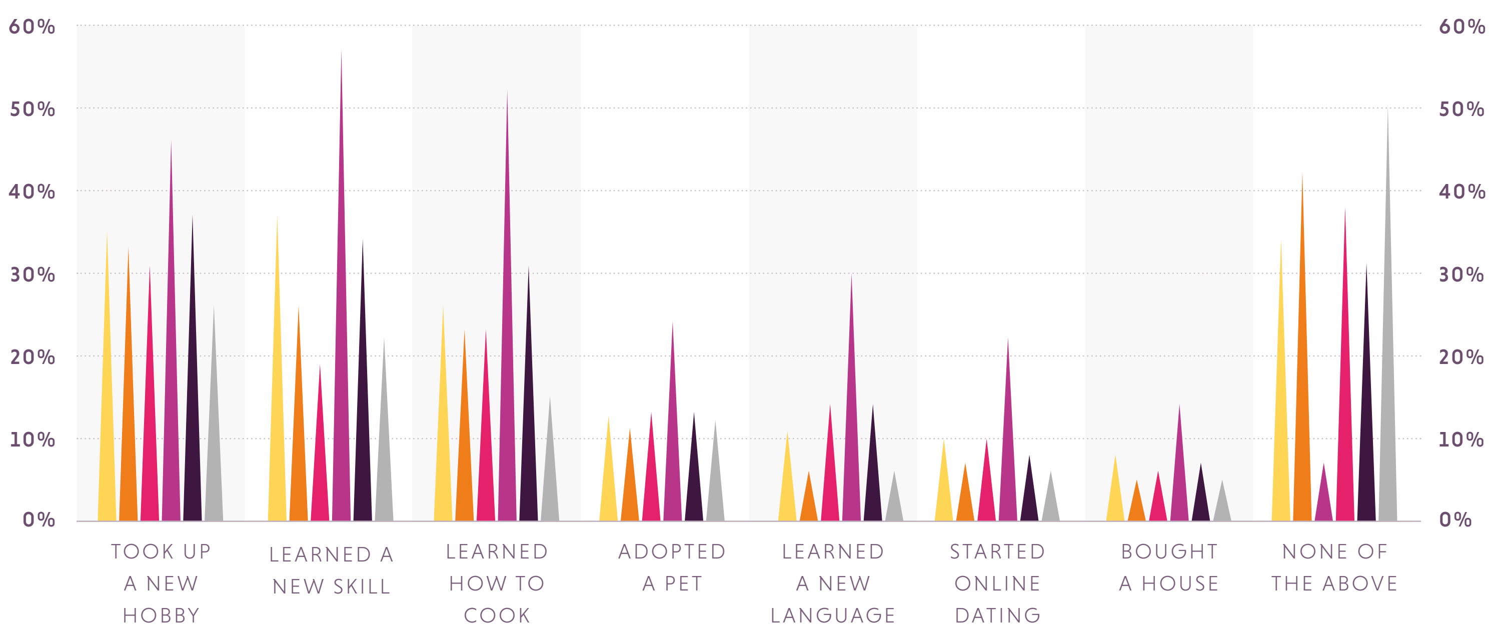
The tendency to pick up new skills was greater among the students, followed by people in full or part-time work. Retired people and those without a job were fairly reluctant to pick up a new skill and concentrated more on sharpening their existing skills. For a lot of small business owners and affluent individuals in the APAC region, the drop in real estate prices provided a reasonable opportunity to buy a new house.

WHAT ACTIVITIES HAVE PEOPLE TAKEN UP?

AUSTRALIA CANADA GERMANY INDIA UK US

Source: MiQ/ SAPIO consumer research, Feb -March 2021

PERCENTAGE OF RESPONSE



WHAT KIND OF PEOPLE HAVE TAKEN UP A NEW ACTIVITY?

PERCENTAGE OF RESPONSE	TOOK UP A NEW HOBBY	LEARNED A NEW SKILL	LEARNED HOW TO COOK	ADOPTED A PET	LEARNED A NEW LANGUAGE	STARTED ONLINE DATING	BOUGHT A HOUSE	NONE OF THE ABOVE
EMPLOYED FULL TIME	39%	38%	32%	17%	16%	13%	10%	27%
EMPLOYED PART TIME	37%	35%	30%	14%	13%	10%	6%	31%
SELF-EMPLOYED FULL TIME	34%	39%	33%	17%	14%	11%	10%	25%
SELF-EMPLOYED PART TIME	35%	34%	23%	14%	13%	10%	7%	27%
HOMEMAKER/ CAREGIVER	28%	19%	18%	12%	6%	6%	6%	46%
CURRENTLY WITHOUT A JOB	28%	23%	21%	9%	8%	8%	5%	42%
STUDENT	49%	41%	38%	12%	19%	10%	5%	18%
RETIRED	15%	9%	8%	6%	2%	2%	2%	69%
OTHER	21%	15%	14%	12%	3%	5%	3%	58%

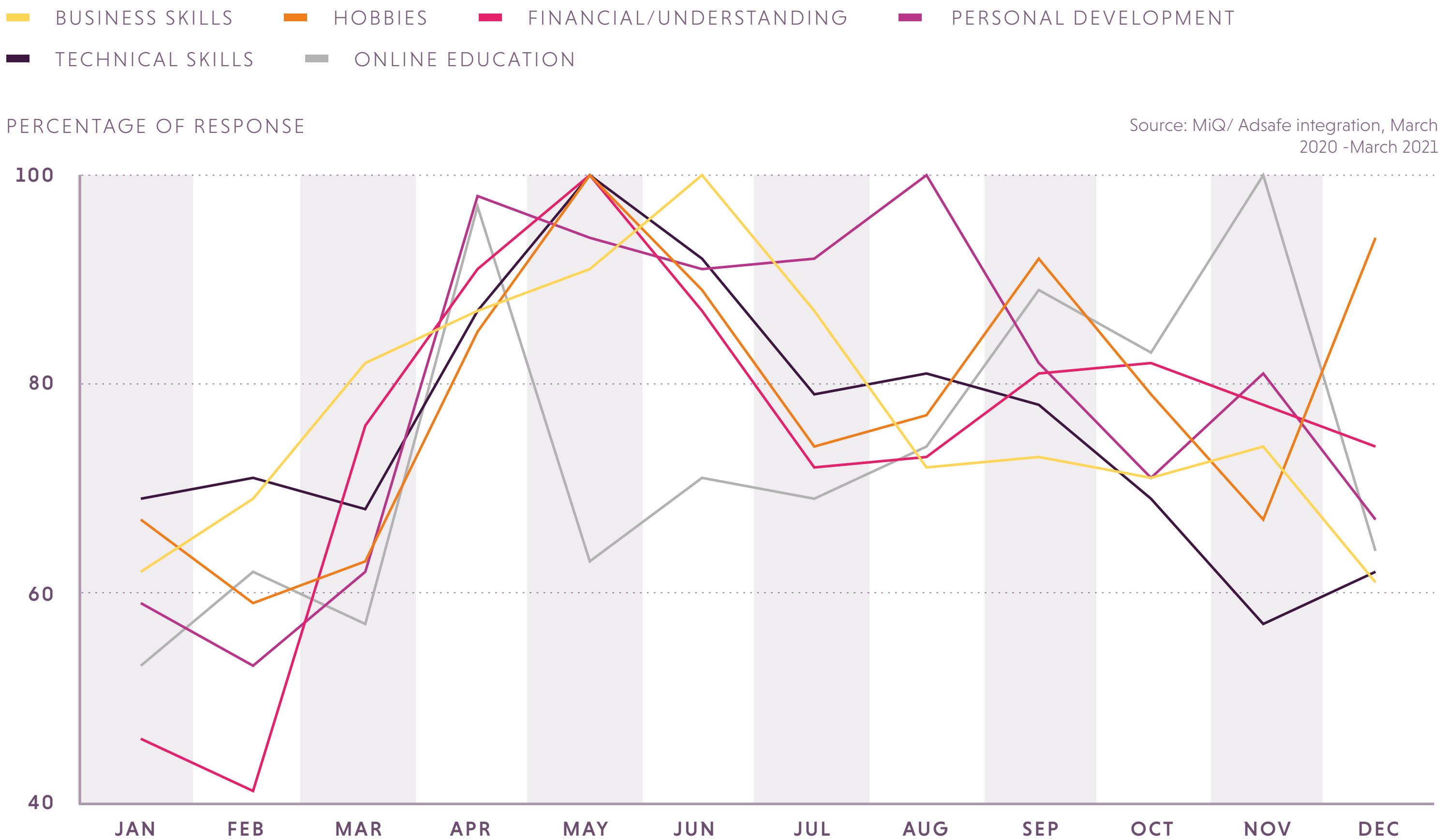
Source: MiQ/ SAPIO consumer research, Feb -March 2021

The tendency to pick up new skills was higher during the early days of the pandemic. Later in the year, when restrictions were eased off or relaxed completely, users were less likely to pick up business and job skills. On the other hand, interest in things like musical training and language based skills has remained at high levels suggesting they may be more permanent changes

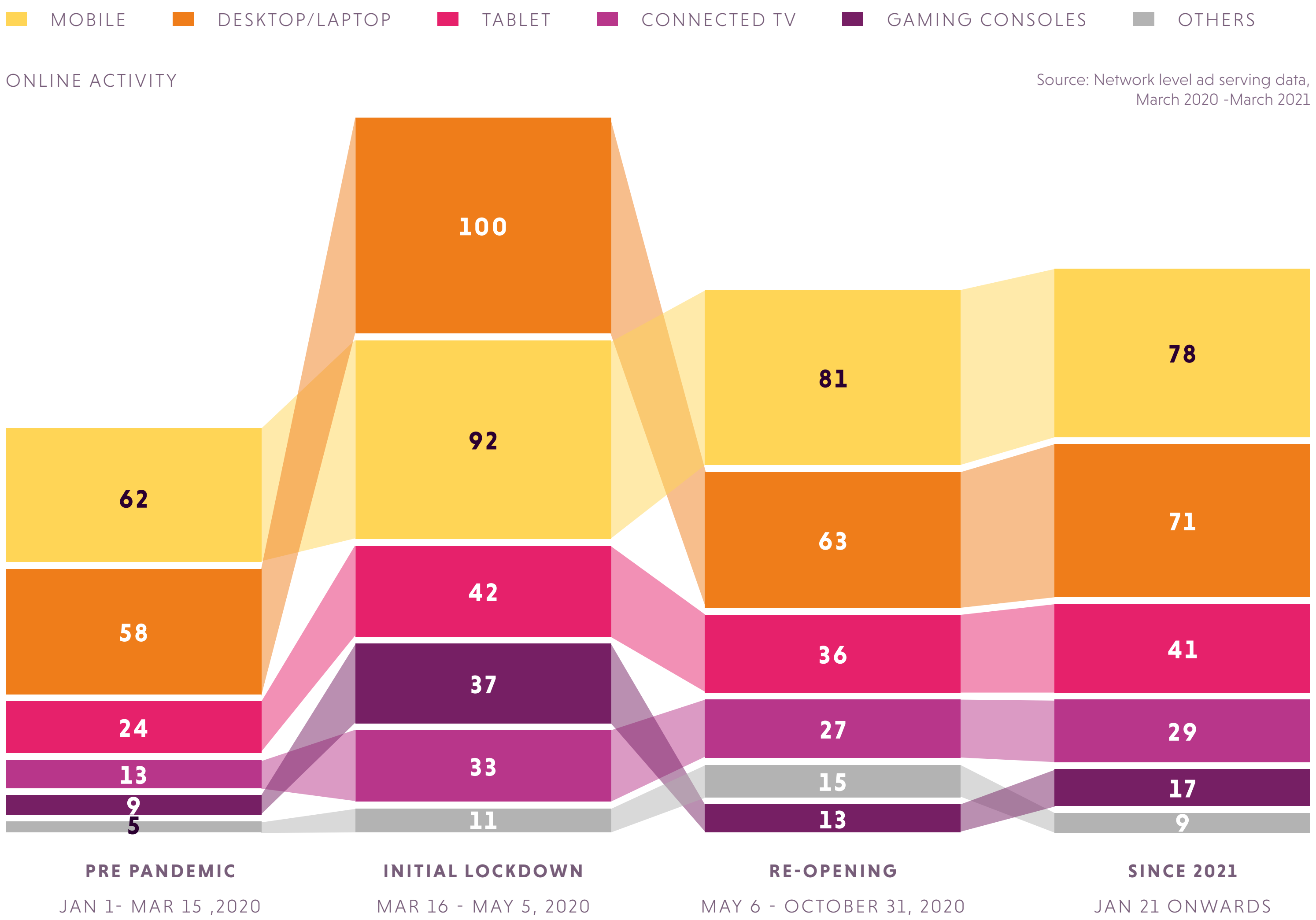
Educational and factual content continues to be a key browsing category for self-learners, this audience has developed alternate online interests as well. Sports and entertainment categories are a popular choice of content among APAC self-learners, while news seems to be a popular complementary category among people in the UK and US. Canadian self-learners are anticipating exploring new cultures. People exploring new languages and cultures, in particular, are good indicators that individuals will soon be looking to travel.

The times people look for educational content have changed considerably because of lockdown, with weekend learning becoming the new norm. Mobile continues to be a dominant platform for audiences to pick up new skills in the US and Canada accounting for 60% of educational and factual searches. Desktop is the popular medium for self-learners in Europe and APAC (68%).

WHAT ARE SELF-LEARNERS INTERESTED IN?



WHERE DO SELF-LEARNERS GET THEIR CONTENT?



PARENT-TEACHER-PLAYMATES

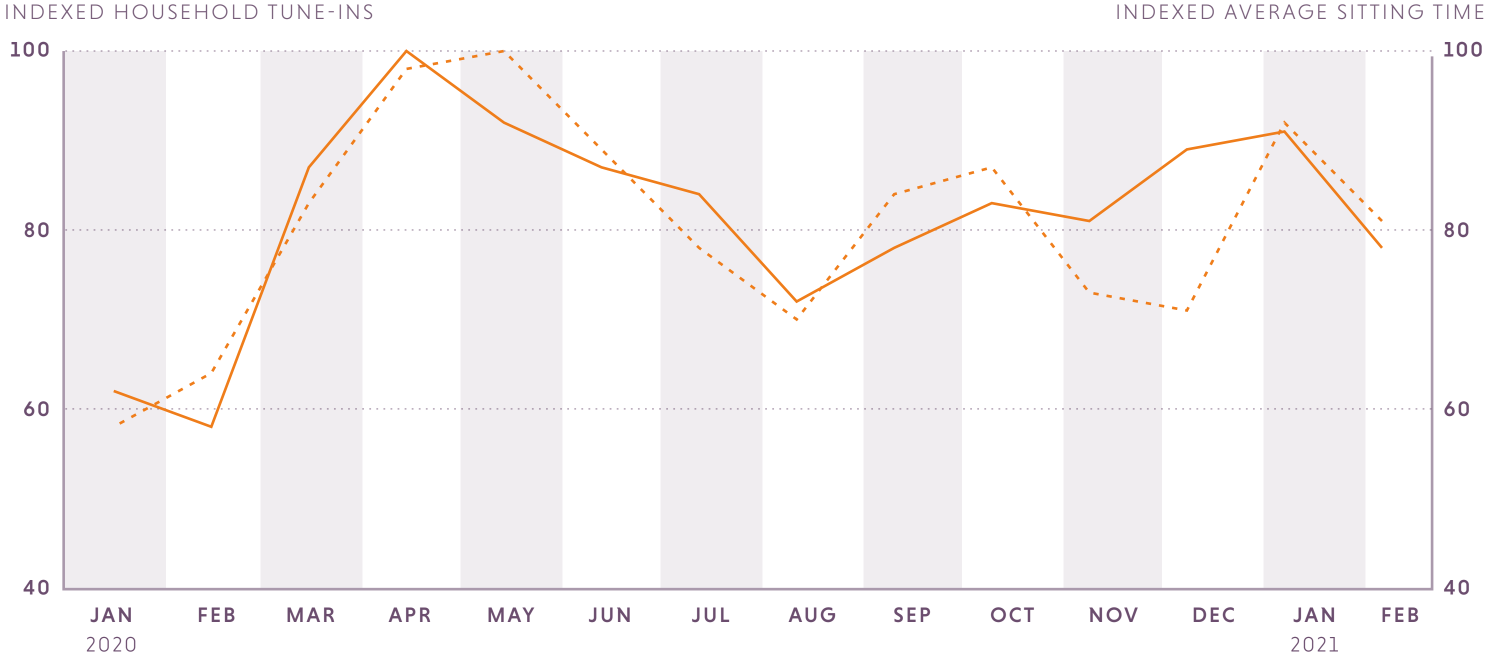
The year in lockdown impacted everyone, but perhaps no one as much as families with children. The closure of schools and daycare mean that parents have been balancing the challenges of maintaining their jobs while also caring for and entertaining their children on a full-time basis.

In these households, there was an initial surge in TV viewing and gaming console usage which has since normalized, indicating that the parents have found a balance between entertainment and education. The consumption of kids entertainment and factual content on linear and OTT TVs remains 13% higher today compared to a year ago, though the average viewing time across these categories has also gone down by 98 minutes per month compared to the peak in April-May 2020.

HOW MUCH TV HAVE CHILDREN BEEN WATCHING?

TUNE-INS (INDEXED) AVERAGE SITTING TIME

INDEXED HOUSEHOLD TUNE-INS INDEXED AVERAGE SITTING TIME



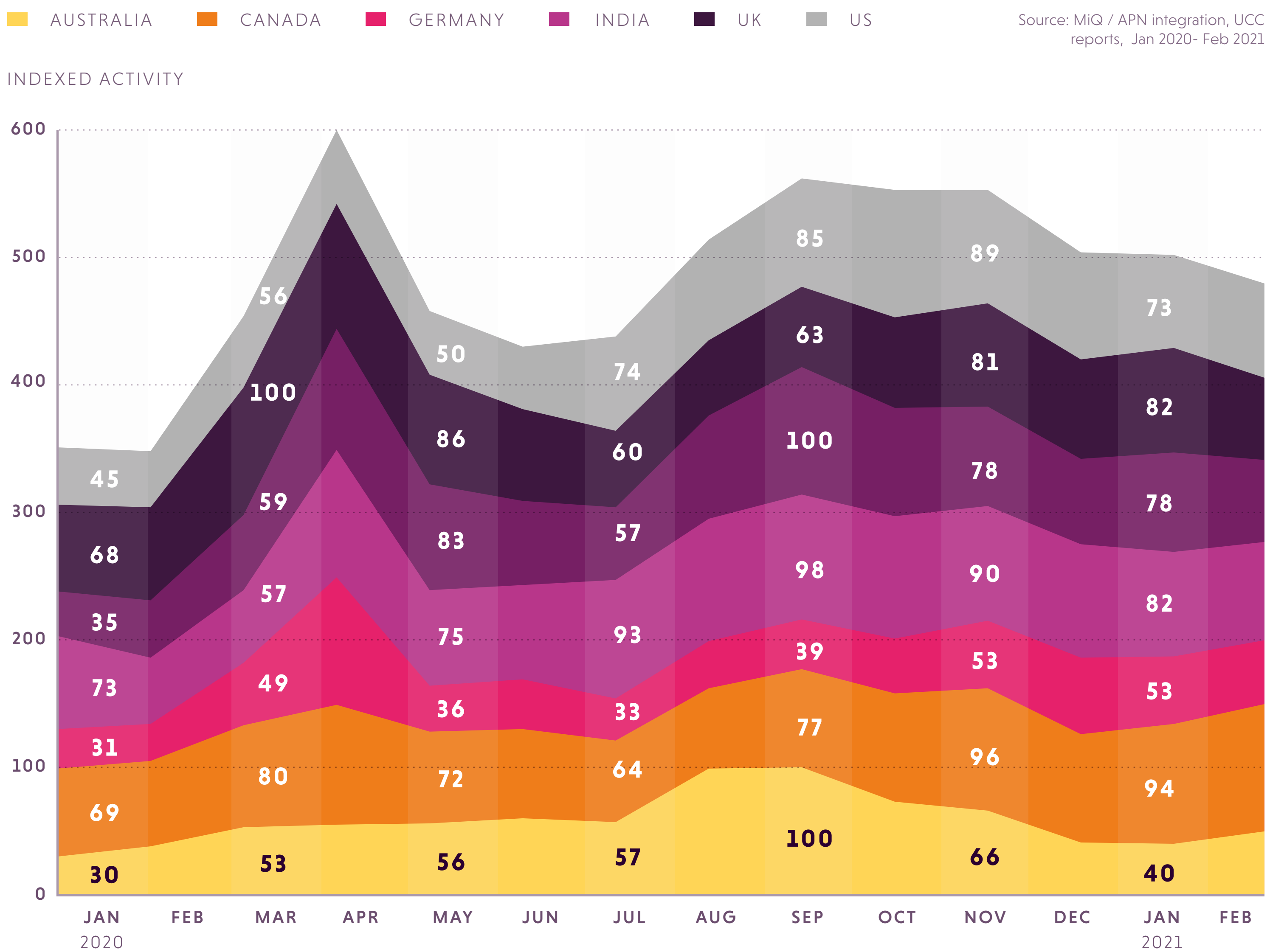
Source: MiQ Advanced TV, Jan 2020- Feb 2021

OTT viewing continues to remain strong among these parent-teacher-playmate households with a 14% increase in viewing time across the OTT platforms compared to a year ago. This growth has been most pronounced in households with children under the age of eight, up 28% YOY.

Online demand for information sources around current affairs, general knowledge and factual content has also grown considerably over the past year in these family households, especially in Canada and the UK. Meanwhile, US households have tended towards health and fitness content, while Indian parents have been more drawn to news and sports content.

HOW MUCH ONLINE EDUCATIONAL CONTENT HAVE PEOPLE CONSUMED?

Source: MiQ / APN integration, UCC reports, Jan 2020- Feb 2021

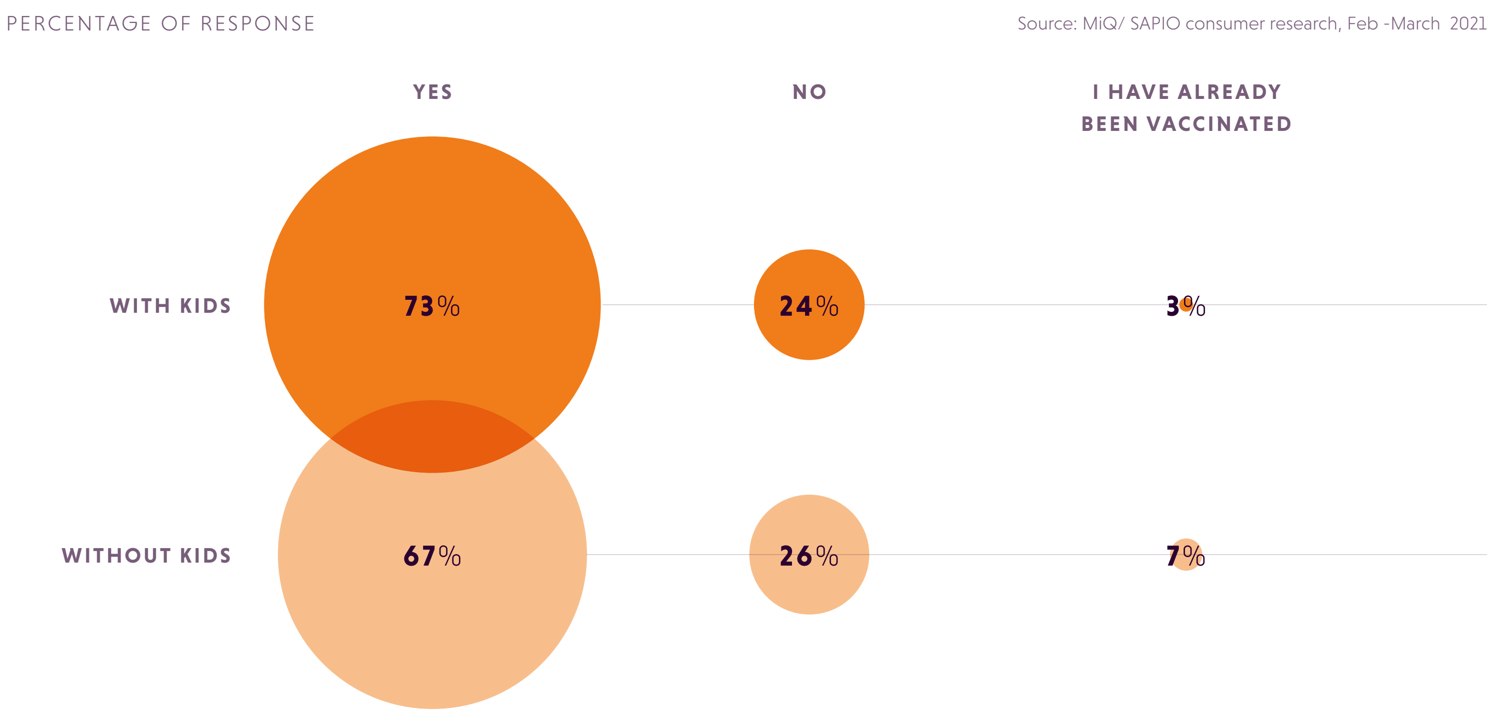


During the initial shock of lockdown, working parents were far less likely to visit business domains, but as they have adapted viewing has returned to pre-pandemic levels.

Among all our segments, it's these parent-teacher-playmates who are most eager for things to get back to normal. Whether it's going out for dinner at their favorite restaurant or traveling for a holiday, parents across the globe are showing signs of fatigue in their multitasking roles. Hence it doesn't come as a surprise that confidence in vaccines is highest among young parents, 73% of whom plan to take the jab compared to 67% among non-parents.

DO YOU PLAN TO GET VACCINATED FOR COVID-19 WHEN IT BECOMES AVAILABLE AND YOU ARE ELIGIBLE?

Source: MiQ/ SAPIO consumer research, Feb -March 2021

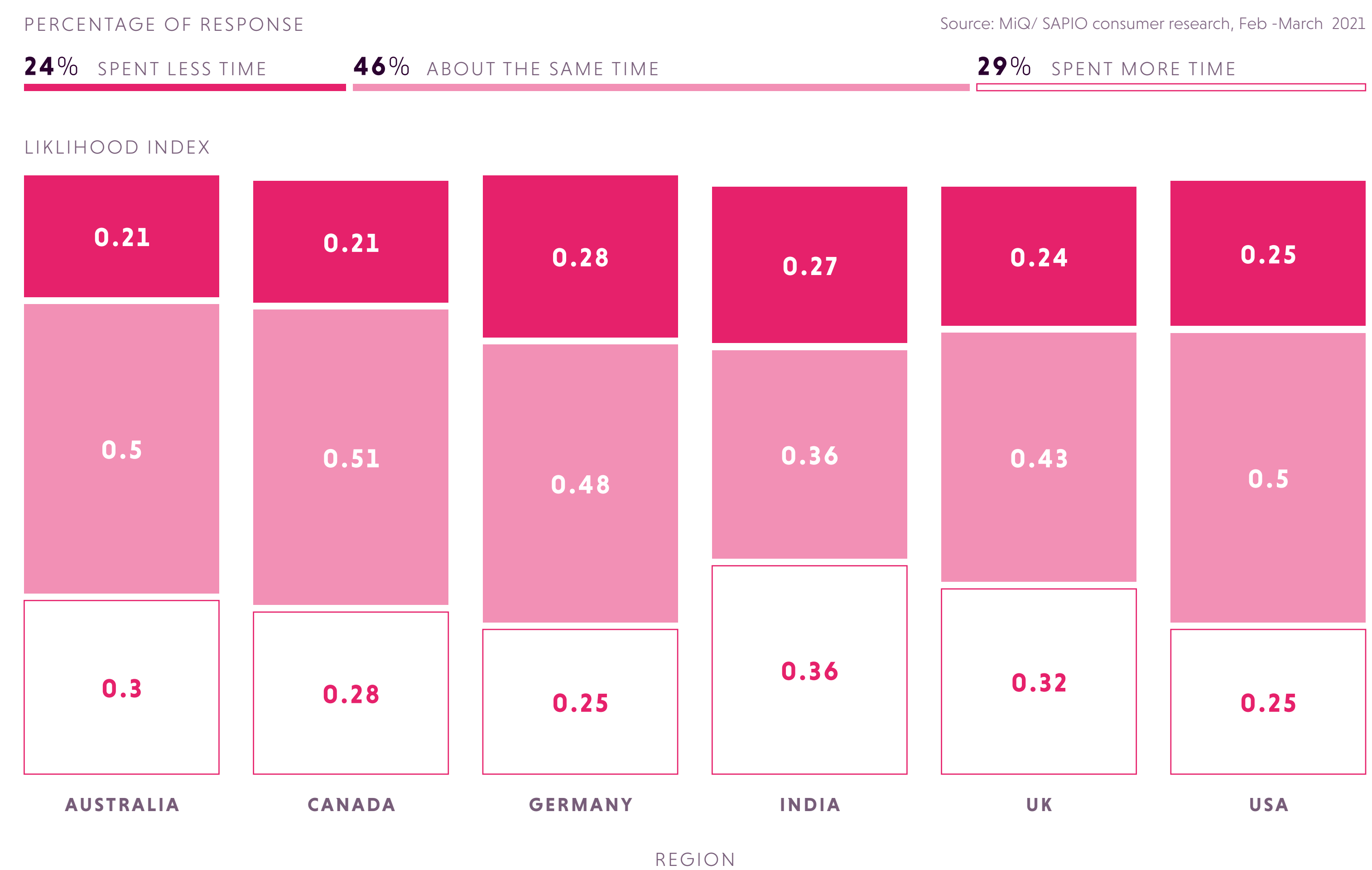


FITNESS FANATICS

Lots of people have used the year in lockdown to get in shape. Primarily composed of students and professionals between 25 and 44 years of age (and skewing male), fitness fanatics have been extremely active on health and fitness sites and showed a heavy interest in lifestyle content.

Nearly a third of Indian and UK consumers in our survey have spent more time working out at home this year, while the US audiences were the least active among all audiences polled with only a quarter working out at home. Younger audiences (18-35) were more likely to exercise outside, a tendency which grew as the lockdown year went on.

HOW MUCH TIME DID PEOPLE SPEND EXERCISING AT HOME COMPARED TO PRE-LOCKDOWN?

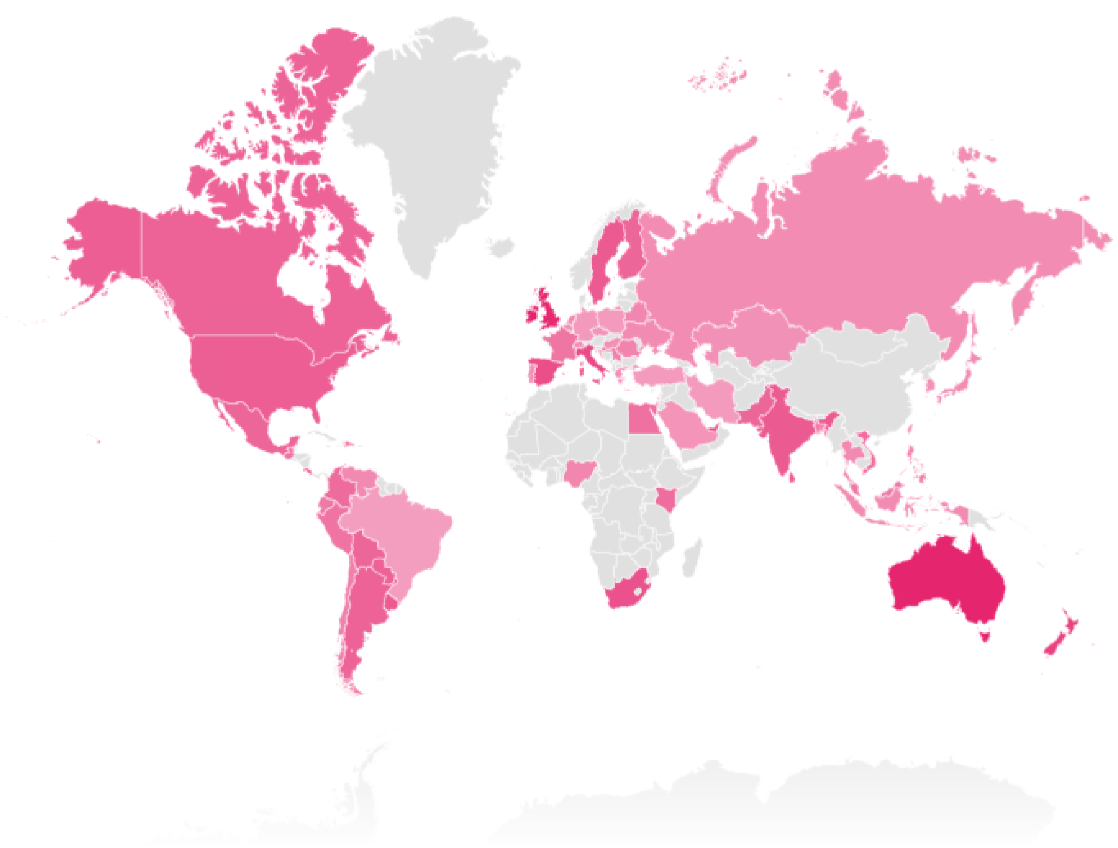


INTEREST IN MEMBERSHIP FOR GYMS AND FITNESS CENTERS SINCE THE REOPENING OF LOCKDOWNS

NORMALIZED SEARCH INTEREST

0 100

Source: MiQ / Adsafe integration, March 2020 -Feb 2021



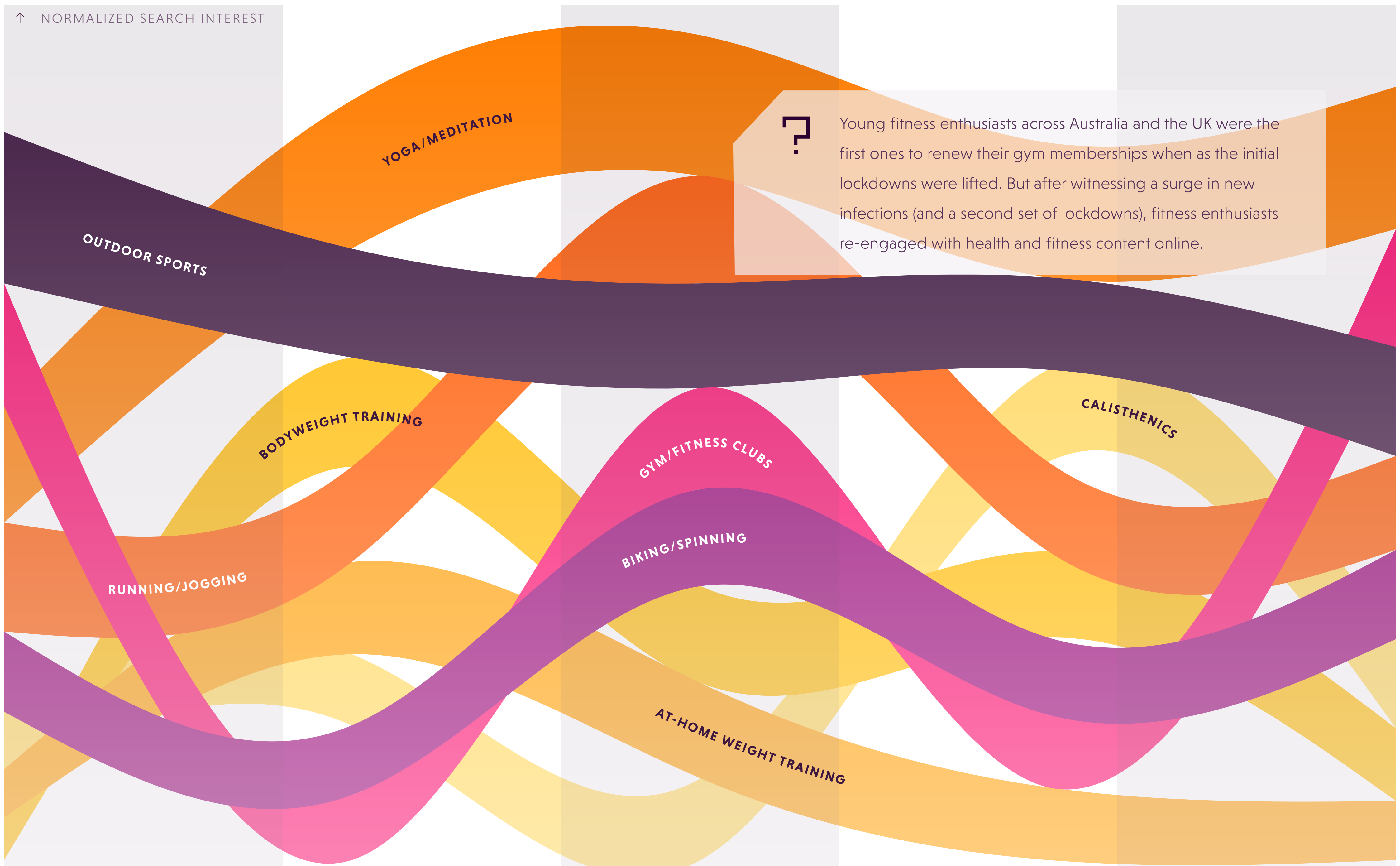
Where gyms and health clubs reopened during the year (even if the opening was temporary or limited in capacity), young fitness enthusiasts across Australia and the UK were the first ones to renew their gym memberships. But the later waves of the virus and new mutations have impacted interest in gyms and health clubs adversely: in the US and Canada, people are still considerably apprehensive about working out at the gym but are getting increasingly more comfortable with going outside for a jog or bike ride.

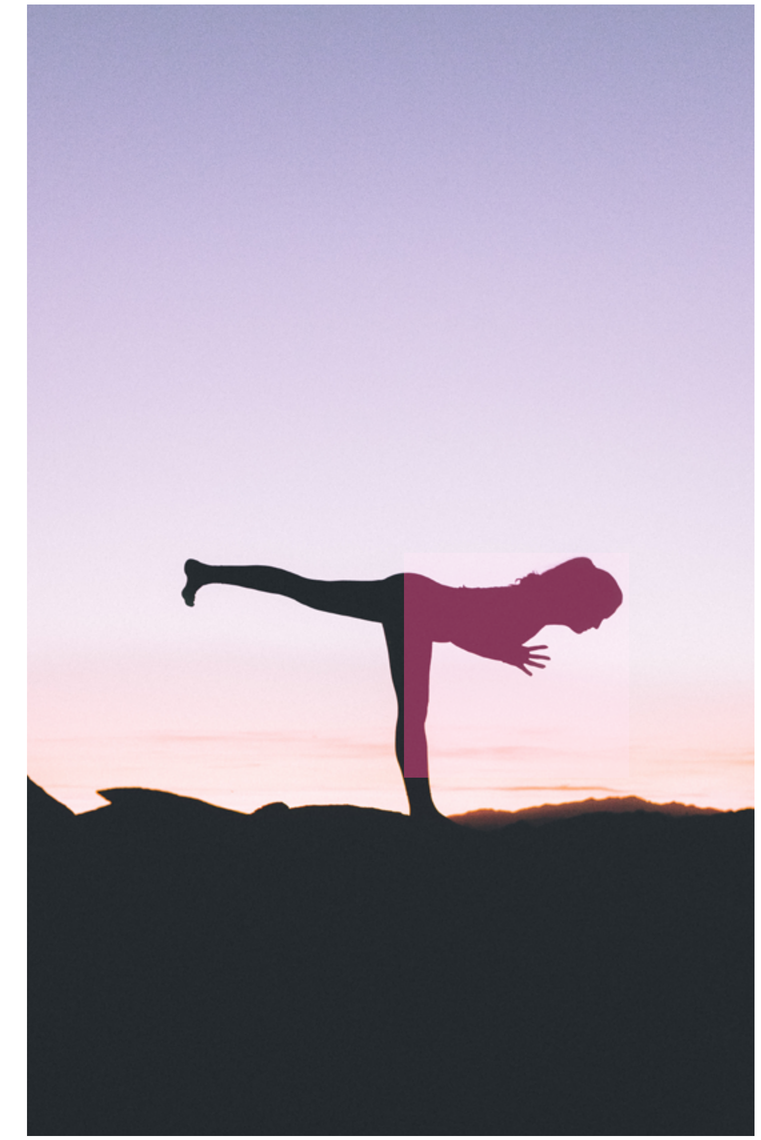
WHAT KINDS OF FITNESS HAVE PEOPLE TRIED OUT?

CALESTHENICS · BODY WEIGHT TRAINING · AT-HOME WEIGHT TRAINING · YOGA/ MEDITATION · RUNNING/ JOGGING
GYM/ FITNESS CLUBS · BIKING / SPINNING · OUTDOOR SPORTS

Source: MiQ Adsafe Integration, Jan 2020 -Feb 2021

PRE PANDEMIC	INITIAL LOCKDOWN	RE-OPENING	NEW WAVE	NOW
JAN 1- MAR 15 ,2020	MAR 16 - MAY 5, 2020	MAY 6 - OCTOBER 31, 2020	NOV 1, 2020 - JAN 15, 2021	JAN 16 ,2021 ONWARDS



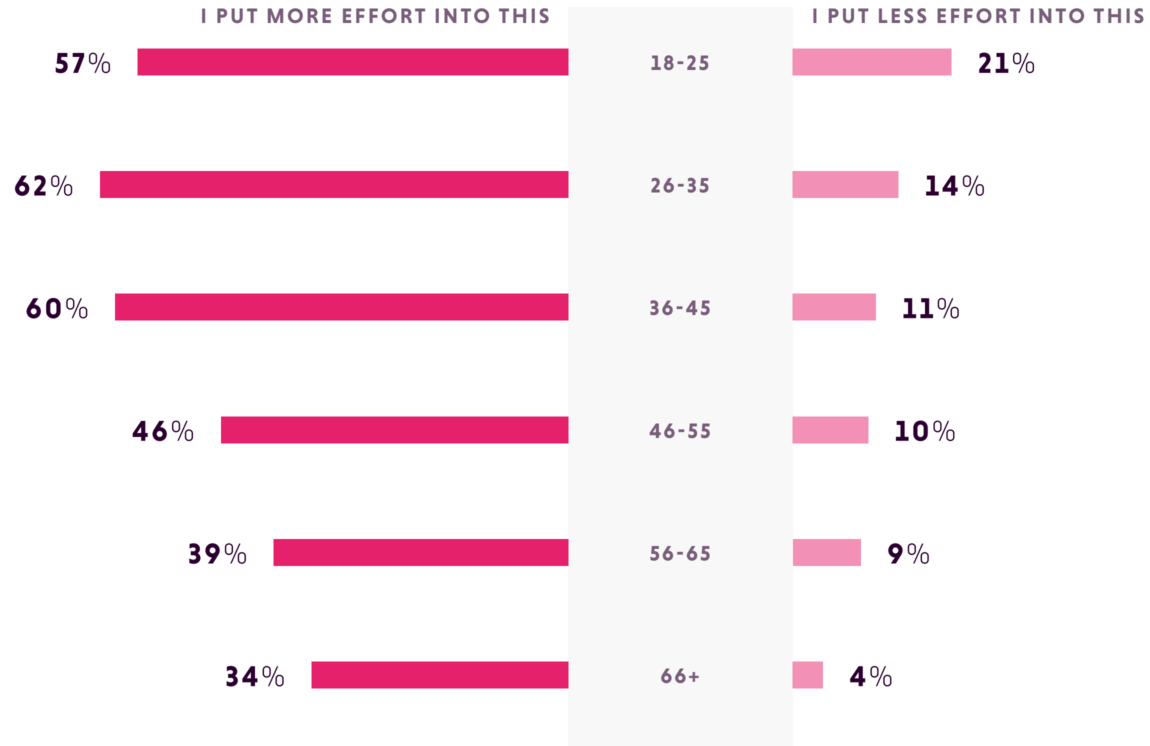


The fitness first audience looks set to keep up its healthy habits post-lockdown. A quarter have looked at home cooking and meal prep as a way to stay healthy, while three in five have researched and engaged with fitness content at least once per month online. While yoga and meditation were popular in the US and India, calisthenics and bodyweight exercises gained popularity in Germany and in Australia.

HOW MUCH EFFORT HAVE PEOPLE BEEN PUTTING INTO THEIR WELL-BEING SINCE THE START OF THE PANDEMIC

PERCENTAGE OF RESPONSE ACROSS ALL REGIONS

Source: MiQ/ SAPIO consumer research, Feb -March 2021



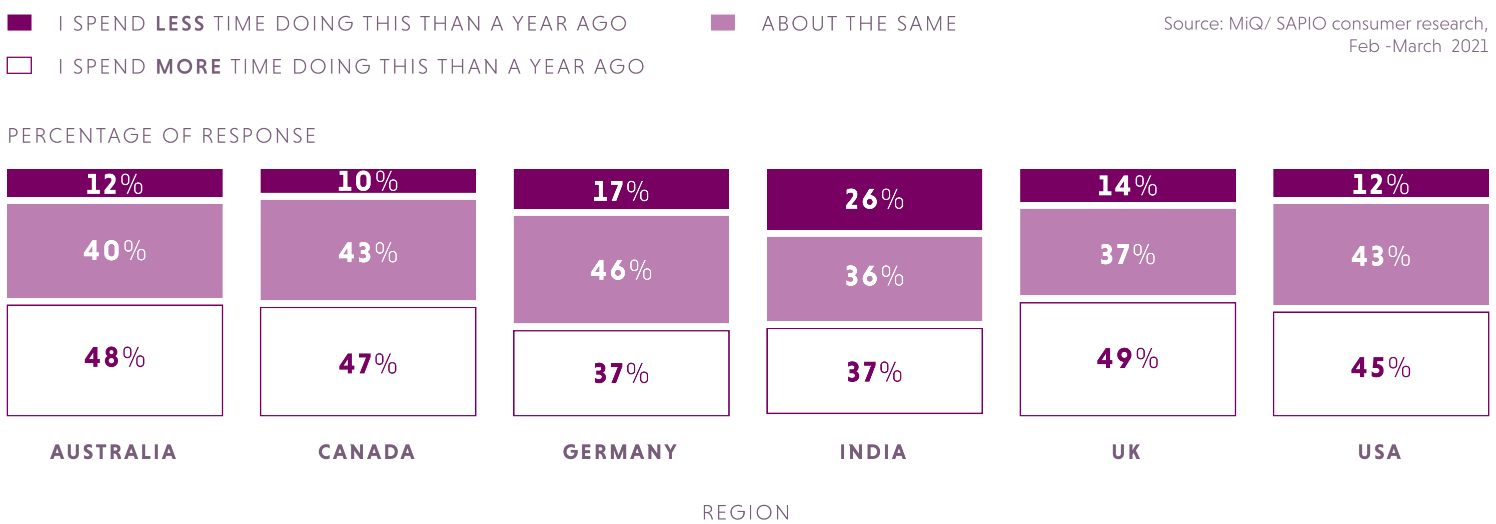
Mental and emotional wellness sites also ranked highly among the fitness first audience. 60% of people aged 26-45 put effort into maintaining their physical, emotional and mental wellness. Indian audiences were most conscious of maintaining their health, while the Canadian and American audiences were least conscious among the global audiences polled.

OF PEOPLE AGED 26-45 PUT MORE EFFORT INTO MAINTAINING PHYSICAL, EMOTIONAL AND MENTAL WELLNESS

ENTERTAINMENT JUNKIES

While a lot of people around the world used the year in lockdown to improve themselves and develop new skills or re-connect with some old hobbies, there was a large segment who spent a majority of their time in front of their television screens or on their laptops watching TV shows and movies. 50% of households in the UK and Australia spent more time in front of their TVs. However the uptick for entertainment content in India and Germany, though still significant, was considerably lower.

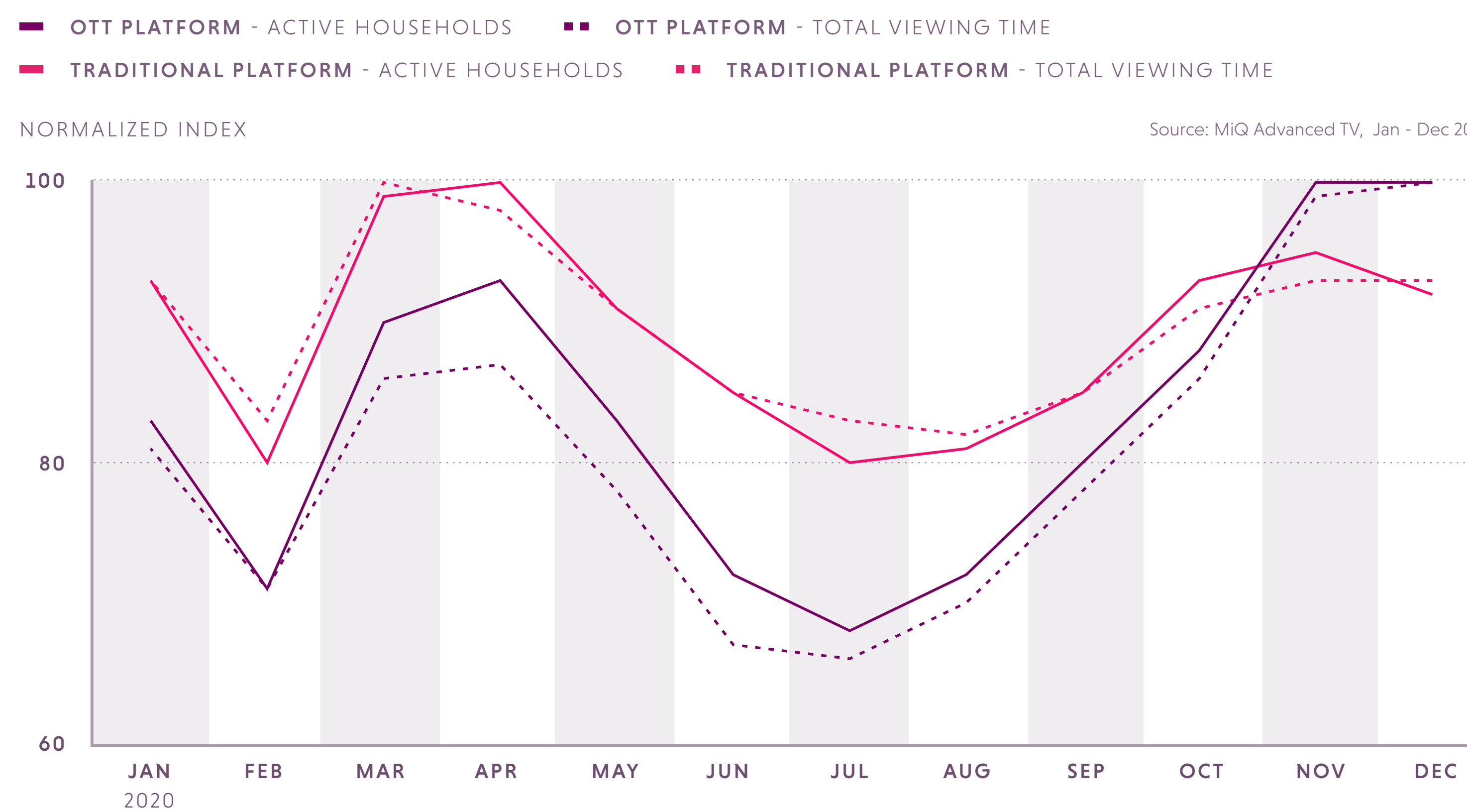
HOW MUCH HAVE PEOPLE IN DIFFERENT COUNTRIES BEEN WATCHING TV?



But TV was not the only entertainment platform audiences flocked to. We also saw a considerable increase in activity across gaming consoles and online gaming platforms. US and UK audiences saw close to a 300% increase in gaming activity across consoles and on online gaming forums during the initial lockdown period between April-May 2020. Though those numbers have since normalized, they continue to be higher than the year before.

Likewise, the consumption of entertainment and gaming content online and on TV continues to be higher compared to pre-lockdown levels. Content consumption on OTT platforms has grown 19% among people aged 18-34, the traditional OTT loyalists. But it's grown even more strongly among people aged 35 and older (21%), many of whom are likely to be new to OTT. It's a safe bet that this new enlarged audience means marketers will need to rethink their profiles for OTT targeting in the future.

HOW HAS LINEAR AND OTT CONTENT CONSUMPTION CHANGED OVER THE LAST YEAR?



ONLINE SHOPPERS

Online shopping became the norm during the year in lockdown. From buying groceries online to making major purchases like big ticket electronics, online marketplaces attracted consumers across the board.

And while we've seen the interest in online shopping normalize for things like everyday essentials in areas that have eased lockdowns, in other categories the shift to online seems more permanent. 46% of the consumers surveyed are positive about buying clothing and accessories online even once shops reopen, with 36% saying the same of electronics and entertainment, and 33% about beauty products.

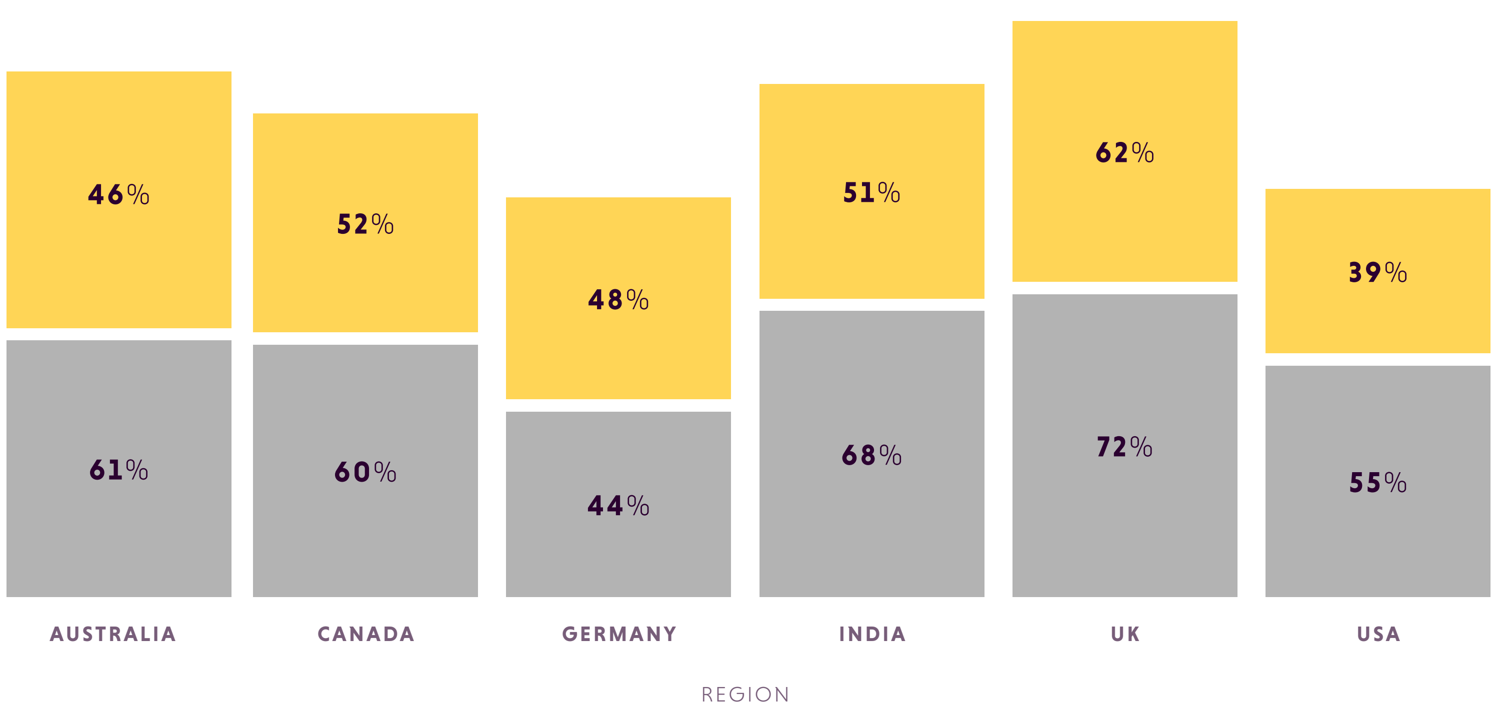
60% of German shoppers and half of Indian consumers are still apprehensive about going to physical stores to buy daily essentials. And a heavy majority of US, UK and Canadian consumers are likely to continue buying clothing, consumer electronics and beauty products online.

HOW CONFIDENT ARE CONSUMERS ABOUT GOING BACK TO PHYSICAL STORES?

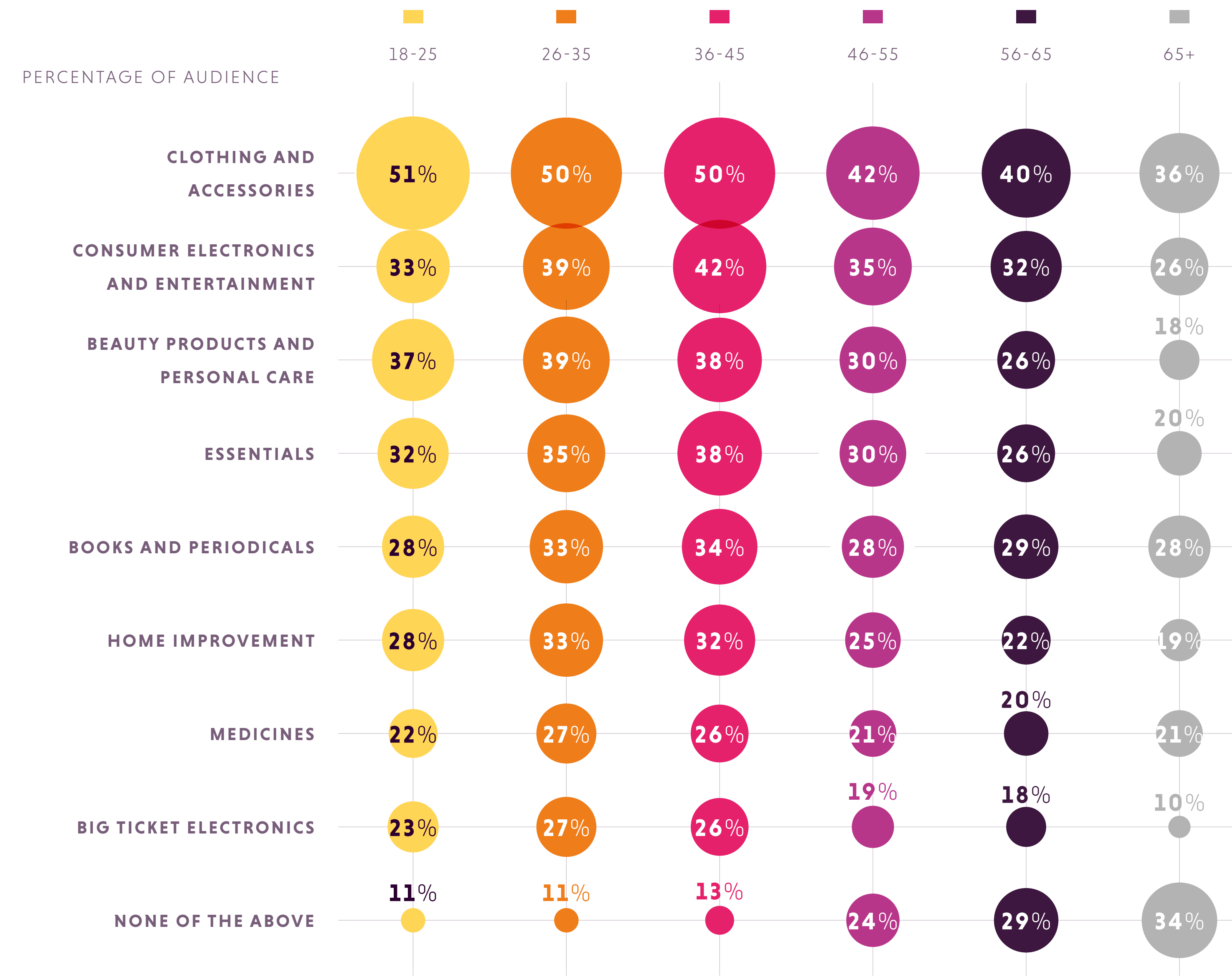
SHOPPING FOR ESSENTIALS SHOPPING FOR NON-ESSENTIAL PURCHASES

Source: MiQ/ SAPIO consumer research, Feb -March 2021

PERCENTAGE OF RESPONDENTS PLANNING TO GO OUTSIDE



WHAT ITEMS ARE YOU MORE LIKELY TO BUY ONLINE IN A POST-PANDEMIC WORLD?



Source: MiQ/ SAPIO consumer research, Feb -March 2021

Looking ahead

In this study, we've looked at how the year in lockdown has changed consumers and which of those changes are likely to last once lockdowns are a thing of the past. With vaccines being rolled out around the world, we can all hope that a return to normal is coming soon.

But it's also an unfortunate fact that COVID isn't over yet. There's still a lot of uncertainty about what the future looks like and how quickly things like in-store shopping, travel and outdoor entertainment will return.

One thing we can be fairly certain about, however, is that the year in lockdown has accelerated a lot of trends that were already in progress, especially with regards to online retail, entertainment, and education.

For advertisers, that means there are more ways to learn about and reach your digital audience than ever. And this represents an enormous opportunity - and a challenge. As the number of addressable channels increases, and the number of signals you receive from those channels likewise grows, reaching your audience at the right time, in the right place and with the right message becomes a tougher proposition.

But all the data to get it right is available to you. And, with the right programmatic partners and data specialists to assist you, reaching the new post-lockdown consumer can be more efficient and effective than the pre-lockdown world.

ABOUT MiQ

We're MiQ, a programmatic media partner for marketers and agencies. We connect data from multiple sources to do interesting, exciting, business-problem-solving things for our clients. We're experts in data science, analytics and programmatic trading, and we're always ready to react and solve challenges quickly, to make sure you're always spending your media investments on the right things in the right places.

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