



GET AHEAD IN YOUR COOKIELESS MEASUREMENT JOURNEY WITH PRIVACY SANDBOX TESTING AT MiQ

Measurement and attribution are in advertisers' top 3 concerns for a cookieless future. But the future is now. Here's why it's time to get started:

Don't wait for the deadline

Although Chrome is disabling third-party cookies for users incrementally from January 2024, the browser has already started releasing cookieless measurement tools - giving you a headstart!

Practice makes perfect

While Chrome's Sandbox solutions can be used right away, it's worth taking time to integrate them into existing workflows for tailor-made reporting.

It all comes back to ROI

Without measurement, you simply don't know which creatives, channels and formats to prioritize. Measurement is key for campaign optimization and essential for driving users towards your KPIs.

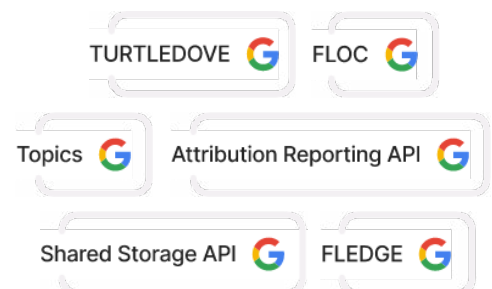
IT'S TIME TO SAY GOODBYE TO...

Measurement and attribution as you know it. For 20 years, online advertising has heavily relied on third-party cookies. A global tech change instigated by privacy concerns means cookies are being replaced by 'privacy-safe' solutions.

AND HELLO TO...

Browser-based, privacy-first solutions that work for both advertisers and users.

Privacy Sandbox is Chrome's new, 'privacy-safe' initiative. With limited re-identification of users, Sandbox APIs allow advertisers to query data stored by Chrome without data leaving users' devices.



SOUND PROMISING? WE THINK SO TOO.

MiQ has been building on the same privacy-first principle for years - precise targeting and measurement doesn't require user data to leave the device.

This alignment has allowed us to be early adopters and testers of Chrome's new Sandbox technology. Now we're opening this exciting opportunity to you!

PRIVACY-SAFE MEASUREMENT AND TARGETING WITH CHROME'S ATTRIBUTION REPORTING API

The Attribution Reporting API - part of Privacy Sandbox - was rolled out across 100% of Chrome traffic in July 2023.

MiQ is using this API to test:

- ID-less campaign attribution, measuring clicks/views-to-conversions.
- Custom audience generation using Sandbox data and AirGrid technology.

Unlike ID-based solutions, this is an out-of-the-box solution offering faster setup.

Get involved by adding MiQ-provided custom tags to your conversion points.

YOU'LL RECEIVE

- Unique cookie-based vs cookieless measurement comparison report
- Custom analysis on the impact of future data limitations on your performance
- Additional insights and audiences generated from your data - no extra lift required!



CONCERNED ABOUT SANDBOX COMPLEXITY? OVERCOME THIS BY WORKING WITH A PARTNER WHO IS.

TECH ENABLED

Sandbox launched local data storage for advertising on a huge scale. But **edge computing** is nothing new at MiQ. For years it's been the foundation of AirGrid, our browser-based solution, giving us a unique advantage in applying Google's new technology.

PARTNER AGNOSTIC

MiQ has big plans for cookieless measurement, made possible by our partner agnosticism. As brands typically use **multiple measurement partners**, we're working towards making Sandbox solutions available across your performance tech stack.

PEOPLE POWERED

Understanding new browser-based solutions like Sandbox can be tricky. Fortunately, MiQ's experienced edge computing experts and 300+ data scientists are already primed to measure and optimize your campaigns.

To get involved in our Attribution Reporting test, reach out to us at wearemiq.com/contact/ or speak to your MiQ representative today.