MiQ SIGMA

AI-POWERED
ADVERSTISING
TECHNOLOGY

PROGRAMMATIC ADVERTISING WASN'T DESIGNED FOR WHAT IT'S BECOME.

Programmatic was supposed to simplify digital advertising but today there is more complexity than ever. There's so much data, but it's meaningless unless it can be joined together and used to drive advertising decisions.

MiQ SIGMA TAKES PROGRAMMATIC TO THE NTH DEGREE

"In order to overcome today's biggest fragmentation challenges, we knew we needed to create a solution that was fit for where the industry has been going and is poised to go from here. That's MiQ Sigma. "

Lee Puri and Gurman Hundal
(MiQ Co-founders)

SIGMA UNIFIES AND UNLEASHES PROGRAMMATIC MEDIA

We unified over 300 data sources to form a single, meta data set. Then, we created an AI layer allowing our traders to make custom, unbiased decisions that deliver faster, smarter and more effective outcomes.

The result?

SEAMLESS CONNECTIVITY

Agnostic platform and data connections span the entire advertising industry, providing scale and usability like never before.

ENDLESS CUSTOMIZATION

AI technology built on the 3 leading global LLMs and trained on 15 years of MiQ trading expertise, unlocks unique insights and recommendations.
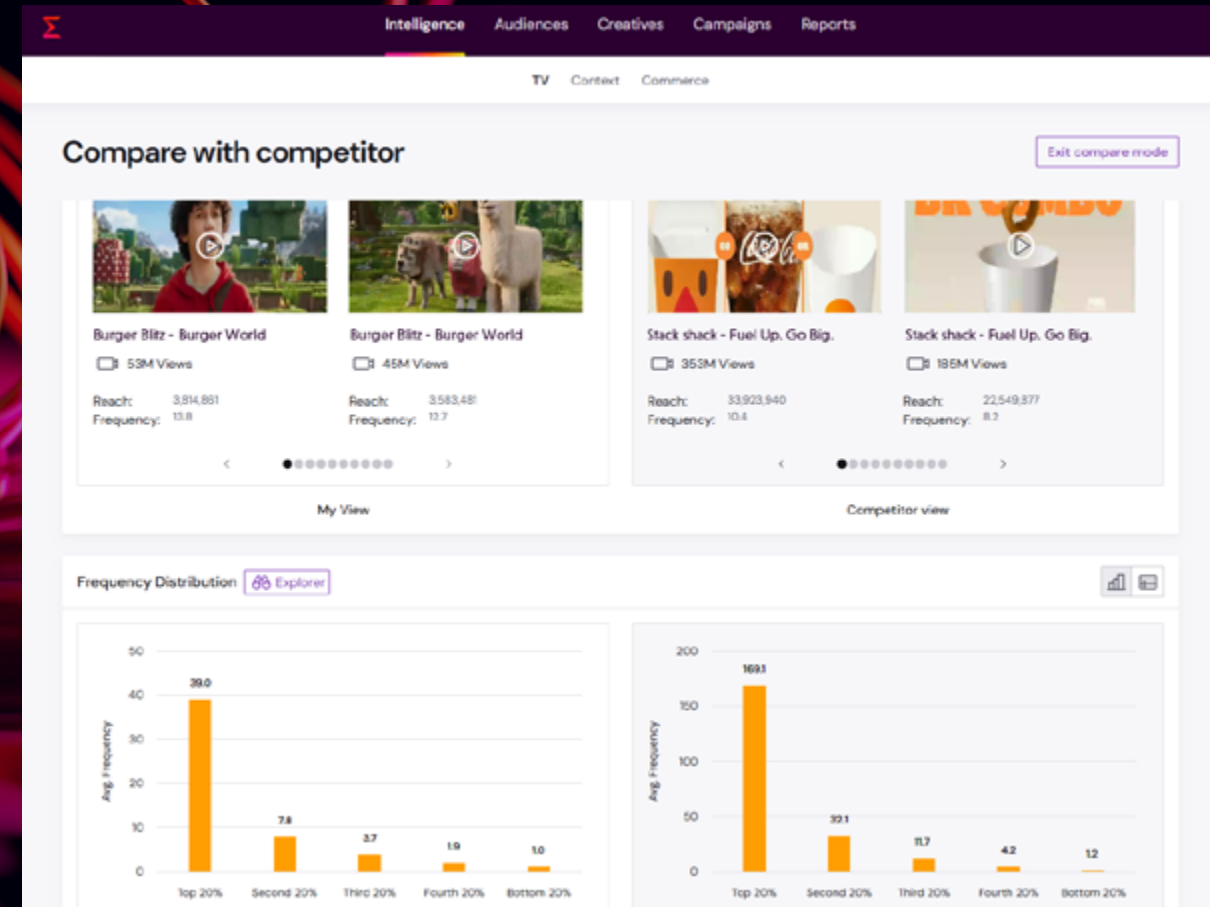
FEARLESS DECISIONING

Industry-first functionality allows traders to generate personas, build audiences and create campaigns... all within a single platform.

SIGMA INTELLIGENCE

Sigma connects over 700 trillion signals and 1.7 billion global audience profiles, providing a complete view of your audience.

GEN-AI PERSONAS

Driven by simple prompts, Sigma's gen-AI personas bring your audience to life and makes your targeting fool-proof.

My Audience   Saved Audiences

Audiences

Audience Selection   Template Selection   Cam

🔍 Yoga Lovers That Watch Meditation Apps, Interested In Buying Noise-Canceling Headphones. ✕

Emma Sanders

♂ Gender: Female   💳 Income: $40000 - $49999   🪪 Age: 34

Watching: Headspace   Calm   Waking Up

Browsing: holistic health   herbs and supplements   +1 more

Buying: health and fitness apps   yoga studios   spas

Emma Sanders is a 34-year-old yoga enthusiast residing in the United States. She is passionate about maintaining her physical and mental well-being through yoga and meditation, often exploring new apps to aid her mindfulness journey. Emma works as a wellness coach and finds joy in creating serene environments where her clients can rejuvenate. In her spare time, she enjoys discovering holistic health practices and indulging in spa retreats to relax and escape daily stresses.

TRADING AGENT

Sigma's trading agent combines the power of AI with rich trader knowledge, making insights smarter and campaign management simpler.

SEAMLESS ACTIVATION

Sigma reduces the time it takes to activate audiences across diverse formats, channels and DSPs, going from 6 hours to just 30 seconds.

Add Strategy ⑦   ✕

ⓘ You are adding this strategy under **US** › **National** › **30 days** › **Linear TV + OTT.**

Strategy:

Exposure-based Audiences   ⌄

☑ Overexposed   ☐ Underexposed

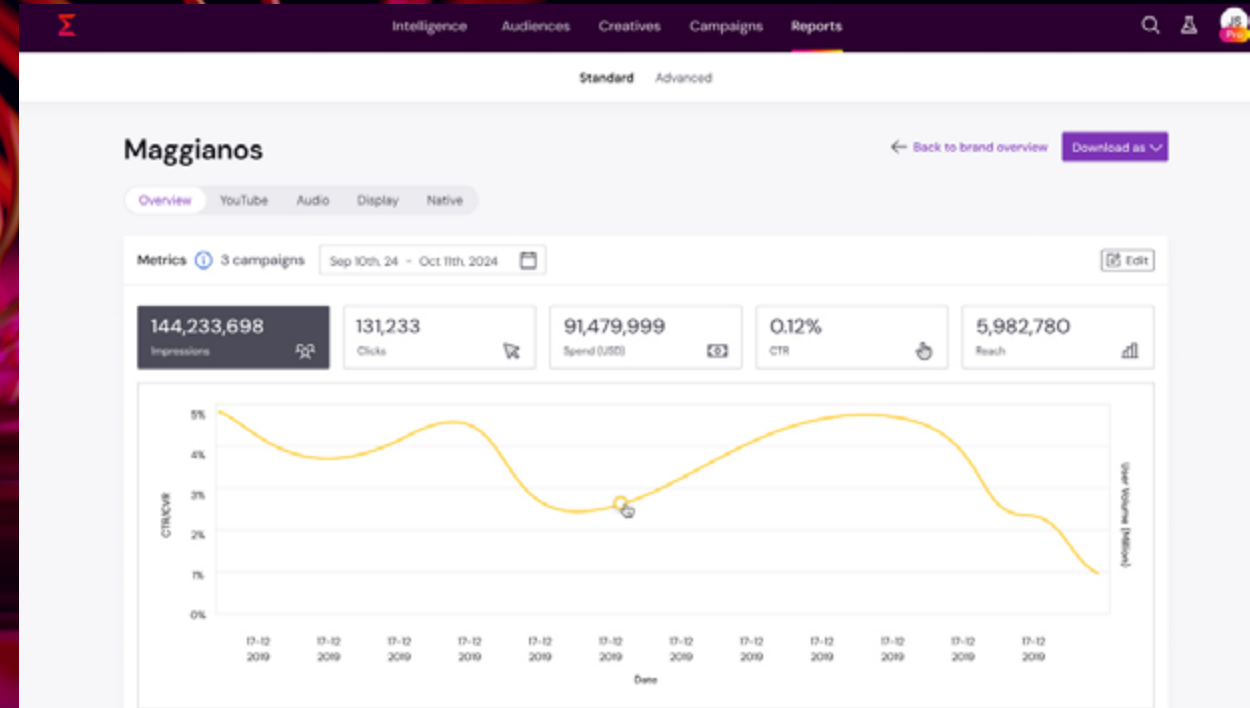98.2K (Potential Household)   101.4K (Potential Household)

Cancel   Add to strategy card

POWERFUL REPORTING

With instant access to real-time metrics on your advertising campaigns, you can achieve maximum ROI in minimum time.

THE BENEFITS OF SIGMA

Sigma is already proven to achieve outcomes that are off the charts. Initial tests show that Sigma enables up to:

Sigma gives you a single place to plan, activate and measure your programmatic media.

You'll benefit from:

- Scale from the most diverse and quality data sources, offering visibility into the signals driving topline reach.

- Control over platforms and solutions that can be combined in almost limitless ways.

- Speed, confidence and automation that reduces setup time, drives unbiased decisions and partners AI with human intelligence for gamechanging results.

132% better conversion rate

57% lower CPA

0:30 data analysis, reduced from 6 hours to 30 seconds

And this is just the beginning.