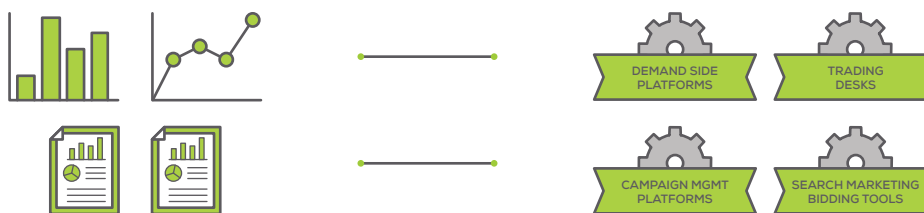




IQ DEPLOY®

Execute Your Media Automatically



Using your TrueMetrics™ from IQ Envoy®, or
optimal media plan from IQ Sage®

IQ Deploy pushes data into
buying platforms

If marketing is an art and a science, the power of IQ Deploy frees you to focus on the art. IQ Deploy takes your daily TrueMetrics produced by IQ Envoy, or your optimal media plan created by IQ Sage, and automatically sends those insights to your media buying platforms to fuel attribution-informed buying decisions. Instead of spending time and brainpower manually pulling optimization levers in your media buying platforms every day, refocus your precious time on more strategic and creative marketing tasks.

Features

- Bi-directional integration with media buying platforms:
 - Demand Side Platforms
 - Trading Desks
 - Search Marketing Bidding Tools
 - Campaign Management Platforms
- Pre-built templates & feeds certified by execution partners
- Attribution-informed TrueMetrics fed directly into platforms
- TrueMetrics are refreshed & transmitted daily
- Flexible integration with any platform that accepts a feed

Benefits

- Retain your current media buying process & workflow using TrueMetrics
- Replace flawed “last click” optimization with attribution-informed optimization
- Leverage cross channel & cross tactic influence/synergy
- Accelerate optimized media buying time-to-market
- Increase number of execute-measure-optimize cycles
- Streamline manual entry of media buys using optimized media plans
- Increase engagement score & engagement rate while decreasing CPE
- Increase conversions, revenue & ROI while decreasing CPA
- Free up time to devote to more strategic tasks

Sending your attributed TrueMetrics data to your media buying platforms for more effective optimization.

