



Hivestack and MiQ announce partnership for programmatic digital out of home (DOOH)

World leading, global data and technology businesses combine forces to drive the future of programmatic DOOH

MONTREAL, CANADA- October 13, 2021 - Hivestack, the world's leading full stack programmatic DOOH platform has announced a partnership with MiQ, the leading global programmatic media partner for marketers and agencies and global experts in data science, analytics and programmatic trading.

Through this partnership, MiQ will use the Hivestack Demand Side Platform (DSP) in addition to omnichannel DSPs integrated with the Hivestack Supply Side Platform (SSP) for programmatic DOOH activation across Canada, as well as the UK. In addition, it includes the ability for Hivestack demand partners to activate DOOH screens based on MiQ audience segments. The partnership represents the joining of forces of two data-agnostic, results-focused global businesses to drive the future of programmatic DOOH together.

As a leading programmatic partner for agencies and brands, MiQ is expanding into the programmatic DOOH space to reinforce their position in the marketplace and continue to offer best in-class data decisioning for marketers. With its market-leading, global SSP, Hivestack will offer MiQ access to access a worldwide network of premium DOOH inventory.

“In what has been a challenging year for most marketers, the out of home (OOH) industry has demonstrated its ability to innovate, while programmatic DOOH is quickly becoming a critical component in a marketers digital strategy,” said Jason Furlano, SVP commercial, MiQ Canada. “With the added benefits of data and technology in OOH, brands and agencies now have unprecedented audience targeting capabilities allowing a more precise and efficient way to reach their customers throughout their OOH journey.”

“The partnership between Hivestack and MiQ is an incredibly exciting development for the programmatic digital out of home landscape globally,” commented Nigel Clarkson,

Global Chief Revenue Officer, Hivestack. “As world leaders in data and technology, MiQ is perfectly positioned to drive programmatic DOOH innovation for brands and agencies by accessing Hivestack’s best in class SSP, opening up the possibility to access the largest network of premium DOOH inventory across the globe.”

About MiQ

We're MiQ, a leading 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 our team of people are 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.

Media Contact:

Jihan Aziz

Marketing Manager, MiQ

jihan.aziz@miqdigital.com

About Hivestack

Hivestack is the global, full stack, marketing technology company that powers the buy and sell-side of programmatic digital out of home (DOOH) advertising. On the buy side, marketers use Hivestack’s Demand-Side Platform to create measurable campaigns that activate DOOH screens in real time based on consumer behaviour and audience movement patterns. On the sell side, DOOH media owners use Hivestack’s Supply-Side Platform & Ad Exchange to attract programmatic revenue. DOOH media owners can also use Hivestack’s Ad Server to power audience-based, directly sold campaigns. Attribution is central to Hivestack’s platform, offering buyers and sellers the ability to measure business outcomes at all stages of the consumer sales funnel.

Hivestack is headquartered in Montreal, Canada, and has global operations in Toronto, Tokyo, London, Spain, Germany, France, Italy, New York, Mexico City, Shanghai, Singapore, Sydney and Guadalajara.

For more information, please visit <https://www.hivestack.com> or follow us on LinkedIn, Twitter and Facebook @hivestack

Media Contact:

Ginny Bourne
Marketing Director, EMEA
ginny@hivestack.com