

MiQ leverages Bombora data to fuel double digit results for clients

How Intent-driven audiences and campaign measurement led to stronger client outcomes

Meeting the moment: MiQ leads with innovation and Intent

MiQ is a global media partner known for helping brands achieve their goals through data-driven advertising. With deep expertise in programmatic strategy, they've built a reputation for smart, performance-focused execution. As they began to expand their B2B portfolio, they saw an opportunity to rethink how smarter audience strategies could drive better business outcomes for their clients.

They weren't just chasing performance lifts. They were helping B2B clients adopt more modern, accountable media practices that reflect how today's buyers behave and how marketers expect to measure success.

With Bombora MiQ set out to connect real-time buyer signals with omnichannel execution and powerful measurement. The result was a scalable framework that delivered not just better targeting, but better client outcomes across the board.

Challenge: outdated audiences and limited visibility

MiQ knew their clients deserved more than basic B2B targeting. Too often, they were given outdated, stale account lists with broad audience criteria that lacked insight into real-time buyer behavior. And once campaigns launched, there was little clarity around how media actually contributed to outcomes like engagement, pipeline progression, or closed-won revenue.

To raise the bar for their clients, MiQ needed:

- **Fresh, in-market audience signals** that go beyond static or outdated account lists
- **Flexible, omnichannel activation** to meet the same buyers in a consistent way across platforms and channels
- **Deeper visibility into performance** to prove how media spend influenced the full buyer journey

“Every B2B client has limited funds. They often come to us with outdated target accounts lists and static approaches that are far too broad, resulting in wasted ad dollars, low performance and ineffective use of investment. Through our partnership with Bombora, we've been able to identify opportunities, and help our clients prioritize their media dollars in more effective ways depending on campaign objectives.”

Piper Person, Sales Director

MiQ

They weren't just refining tactics. They were building a smarter, more sophisticated model for B2B targeting and measurement.

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Opportunity: MiQ bets on Intent to win in B2B

MiQ knew that getting in front of the right buyers at the right time was the key to better results. With Bombora's Company Surge® Intent data, MiQ built dynamic audience segments for their clients based on real-time research behavior, helping them reach in-market accounts when it mattered most. These unified, Intent-based audiences were activated across CTV, programmatic, display, and social, ensuring consistent targeting and messaging at every touchpoint.

Why MiQ chose Bombora over other audience providers

"Data source, methodology, and privacy are crucial—and Bombora stood out on all counts. The team is flexible, hands-on, and wonderful to work with." — Sara Sowsian, Director, US Partnerships

MiQ chose Bombora because they needed more than just audiences. They needed data they could trust, strategies they could scale, and insights they could act on.



Best-in-class Intent data: real-time signals from Bombora's exclusive Data Co-op provides MiQ verified B2B research insights and the confidence to focus campaigns on accounts actively showing interest.



Omnichannel activation: Bombora audiences are easily deployed from their existing DSP across CTV, programmatic, display, and social, helping MiQ build cohesive, impactful omnichannel strategies.



Actionable measurement: with Bombora's B2Beacon™ measurement solution (formerly intelligent ABM, or iABM), MiQ has visibility into how their campaigns influenced full account progression and business outcomes.



B2B audience expertise: Bombora's hands-on team brings over 10 years of expertise to help MiQ add value for clients at every step.

Results: 28% higher conversion rates with Intent-driven targeting

Bombora's data didn't just help MiQ reach the right accounts. It helped them deliver stronger performance for the B2B clients they serve.

With a global portfolio of more than 2,500 advertisers and agencies, MiQ supports many brands looking to bring more precision and accountability to their B2B campaigns. Across multiple client programs Bombora-powered strategies consistently outperformed legacy tactics.

Key results included:

28%

average lift in click-through rate driven by more precise audience targeting message alignment

40%

average increase in site visit rate powered by timely, relevant advertising to in-market buyers

28%

higher on average closed-won rate for onsite leads, driven by Bombora-powered campaigns and verified through MiQ's closed-loop measurement framework

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How MiQ uses Intent data to unlock CTV performance

MiQ made CTV a key part of its B2B strategy because of its ability to engage decision-makers in a high-impact environment. But to drive real outcomes, they needed targeting and measurement that could match the format's potential.

Bombora's proprietary identity graph maps a wide range of anonymous digital identifiers, making it possible to activate high-quality Intent audiences across all channels, including CTV, which doesn't rely on cookies. This gave MiQ the ability to run unified campaigns across CTV, display, and social from a single audience strategy.

Using Company Surge® data, MiQ identified in-market accounts based on verified B2B research behavior, then refined those audiences with demographic and firmographic filters.

This Intent-powered approach delivered meaningful results:

CTV-exposed traffic spent

1.6x more time on site

CTV-exposed visitors converted at a

3.2x higher rate than unexposed users

One SaaS client saw a

3x increase in qualified site visits using this strategy

From smarter targeting to undeniable proof with B2Beacon™

Traditional attribution tools focus on last-touch or click-based metrics, leaving gaps in visibility, especially in high-impact, low-click environments like CTV.

To fill those gaps and deliver more meaningful insights, MiQ adopted Bombora's B2Beacon™ measurement solution (formerly iABM).

***"We needed metrics that spanned the full buyer's journey, especially the mid and lower funnel. B2Beacon™ solved that for us, connecting exposure to account-level engagement and pipeline influence, solving the 'last-mile' attribution challenge."** — Sara Sowsian, Director, US Partnerships*

Unlike conventional measurement solutions, B2Beacon™ gives MiQ a full picture of account-level behavior and influence. It also allowed MiQ to make in-flight adjustments based on live account engagement, helping optimize reach, frequency, and budget efficiency in real time.

It enables them to:

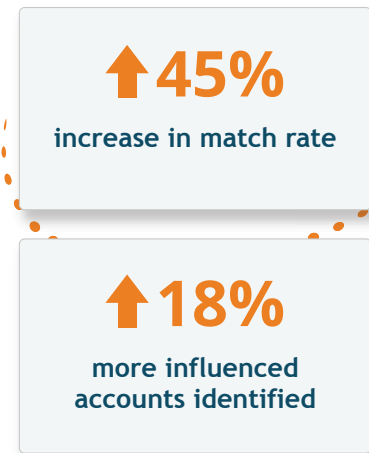
- Apply account-level frequency capping and adjust campaigns mid-flight based on real-time signals
- Track how exposure translates into account engagement, even when users don't click
- Connect media performance to pipeline movement and CRM outcomes
- Measure engagement in CTV and other channels where traditional attribution falls short

***"What really wins for us is that B2Beacon™ detects Intent surges from non-clickers too, which is so useful when working with CTV or other upper-level tactics."** — Sara Sowsian*

With B2Beacon™ in place, MiQ delivered sharper insights and better results for their clients.

For one SaaS client:

- Match rates increased by 45% compared to pixel-only methods, allowing MiQ to tie more impressions back to known accounts and capture a more complete picture of media performance
- 18% more influenced accounts identified compared to CRM reporting alone, enabling attribution to non-traditional channels like CTV that are often overlooked



This greater visibility gave sales and media teams the confidence to adjust their strategies in real time, improving outbound prioritization, budget efficiency, and campaign focus.

“The response has been overwhelmingly positive. One client called it ‘the missing link between awareness and pipeline.’” – Piper Person, Senior Sales Director

Turning strategy into tangible results

With real-time Intent signals, omnichannel activation, and account-level measurement, MiQ turned strategy into results, including a 28% boost in win rates.

For advertisers looking to improve how they target B2B buyers and prove the impact of their campaigns, [connect with a Bombora expert](#) to find out what’s possible.