

causal iQ

2022 Media Kit

digital advertising solutions for the modern marketer

Take a peek inside to learn more about solutions designed just for you



every conversion happens for a reason

Hello

Causal IQ is a programmatic solutions provider stacked with digital marketing experts that don't leave anything to chance.

We create strategies that align with your vertical, target audience, and campaign goals to keep customers moving through the purchase funnel.

Vertical Expertise



We're the team that's going to make your life easier – way easier. Our seasoned delivery and optimizations team not only knows the ins and outs of efficient media buying, but each vertical is managed by domain-specific experts. From auto to retail, entertainment to travel, and beyond, we've got you covered.

Audience Modeling Mavens



With 2B+ global audience profiles, the inclusion of social graphing data and cross-device matching, we know your consumers.

Causal IQ takes an algorithmic approach, leveraging data for authentic relationships while considering the impact of everyday influencers on brand engagement and recognition.

Data That Delivers



Everyone's got data, but not everyone knows how to use it. Our team of data scientists evaluate an array of data points to develop an extensive list of predictive attributes. We use these predictive attributes to determine when and where each consumer in your target audience is likely to take action.

Our extensive data asset enables:

- Unmatched audience knowledge
- Supreme predictive modeling capabilities
- Artful real-time campaign optimization
- Timely actionable insights

Make Good Choices



... and make them often. Our account managers continuously optimize campaign performance in real time to build your brand and drive consumers to conversion.

We Prove Our Worth



Brand lift, online and offline sales, audience insights and cross-device performance – you name it, we measure it – and provide you with custom reporting tied to your KPIs.

We offer brands the ability to learn from interactions with individuals across channels, promoting brand loyalty and high lifetime-value.

Full-Funnel



A full-funnel strategy brings branding and direct response tactics together to enhance your overall strategy, driving stronger ROI.

With full-funnel visibility we can help dig into the impact branding has on your consumers average order value or frequency of repeat purchase.

stand out solutions

Causal IQ Master Profile ID

What's the difference between our cross-device graph and the competition?

Our graph consists of 2B+ global profiles with an average of 3.4 devices associated with each, giving us consistently accurate associations.

We market to individuals, not segments. There must be a minimum of 100 attributes associated with a Profile ID in order to be targeted. Being able to correctly identify customers across devices and efficiently deliver the right message to them – or suppress the people who do not need an additional ad – reduces ad waste, and more importantly, delivers a better brand experience.

Brands are looking to influencers, advocates, and new prospecting solutions to help win new customers.¹

RYPL

76% Marketers say they need new solutions to support prospecting strategies

98% Marketers see value in influencer marketing

78% Marketers say turning customers into brand advocates has become priority

Friends, family and coworkers influence the everyday decisions of your target audience. We're taking a new approach to prospecting by considering the effects "everyday influencers" have on the consumer's path to purchase.

RYPL integrates household, workplace, and social data, in addition to standard audience data, to create an audience graph that generates a viral impact, or shall we say a ripple effect, that gets people talking about your brand. Think of it as digital word-of-mouth within key audience circles.


Multivariate Optimization

Does your advertising truly deliver?

Rather than target single dimensions of data, Causal IQ employs multivariate optimization to weigh all attributes within a user's profile, including negative predictors.

This unique approach enables us to accurately determine the probability of each user to engage or convert with your brand.

This predictive analytic approach doesn't just tell us that a user will engage after seeing an ad, it tells us why.



2.5x
lift in performance

Causal IQ's multivariate audience modeling drives performance lift up to 2.5x

How RYPL Works



Analyze retail data



Identify prospective consumers



Identify everyday influencers of these prospects



Deliver messages to prospects + their influencers



People start talking about your brand



Conversion is made more efficiently

endless channels, endless possibilities

Dive in

Each of our product offerings is designed to help you effectively reach your ideal target audience across screens.

Hit your KPIs with a master mix of messaging across OTT & CTV, audio, high impact, native, and more.

Audio



Consumers are tuned into audio now more than ever. Reach highly engaged listeners across scalable, quality inventory with deep audience insights.

Cross Device



Why use just one channel when you can leverage them all? Reach consumers at the right place, the right time, and on the right device for optimal campaign performance.

1. A commissioned study conducted by Forrester Consulting on behalf of Causal IQ, July, 2018

2. What We Can Learn from Omnichannel Statistics for 2020, 2020 <https://www.omnisend.com/blog/omnichannel-statistics/>

DOOH



Causal IQ's digital-out-of-home advertising solution brings together the powerful performance of programmatic with high-impact ads in the physical world. Tap into impactful out-of-home placements to get your brand noticed and follow up with cross-screen media to move prospects through the purchase funnel.

High Impact



Put a modern twist on a classic approach to advertising – splashy custom ad formats provide new digital experiences to engage your consumers across all digital platforms.

Native



Make your message stick. Offer consumers an experience they won't forget by providing relevant messaging alongside content they care about.

OTT & CTV



We're your remote control for driving brand awareness and future conversions with a targeted TV audience. Causal IQ ensures optimal reach, frequency, and scale, verified by reporting.

Video



Video is where it's at for brands that want to tell their story quickly and effectively. Utilize your best sight and sound assets to increase brand awareness.

Marketers using three or more channels in any one campaign earned a

287%

higher purchase rate than those using a single-channel campaign.²

We're ready to get started, are you?

Email hello@causaliq.com to get the conversation going.