

A quick guide to using Quantcast

(For Publishers)

Quantcast has the most advanced technology for understanding and delivering audiences, handling over 300,000 real-time online media events per second and processing over 3 petabytes of data per day. That's powerful stuff if you're trying to better understand your best customers and reach more of them in real time. We can help you in ways others can't.

That takes a little explaining.

Ready? Read on. »



Why Get Quantified™?

First of all, it's free. And it's easy. Publishers who Get Quantified enjoy a variety of benefits:

Understanding your audience

Quantcast Measurement automatically provides free, directly measured traffic and audience composition reports. This includes MRC accredited traffic data, which ensures that your reports are accurate and reliable. View the attributes and demographic composition of your audiences and understand what makes them unique. Easily build and view reports for your domains, subdomains and networks.

Fast performance

The Quantcast asynchronous tag provides superior page loading performance. It minimizes the number of direct calls, improves latency and ensures proper measurement. It has zero impact on load time.

Packaging your audiences for advertisers

Quantcast audience segments allow you to group your audiences any way you like. Use these segments to showcase your audiences to prospective advertisers. This segments feature is unique to Quantcast.

Direct measurement

Unlike traditional panel-based measurement methodologies, Quantcast couples machine learning with directly measured data to deliver detailed audience insights in real-time for all forms of digital media including websites, video, widgets and advertising campaigns. Quantcast also tells you the difference between cookies and people. A single person can be represented by many cookies, home, work, phone, even different browsers. Quantcast shows the relationship between people and cookies.

► More than 25 million web destinations directly measure their properties with Quantcast.



Control of your data

You determine who has access to your audience reports. Share this information with the world to attract advertisers or keep it private.

What publishers are using Quantcast?

Global and local media leaders and web pioneers use Quantcast. Over 25 million web destinations, including MTV Networks, ABC, Pandora, Tumblr, Gawker, Time Inc., NBC Universal, TypePad, WordPress, Demand Media and LinkedIn carry the Quantcast tag

What agencies and marketers buy using Quantcast?

Many of the leading agencies use Quantcast, including Starcom MediaVest, MEC, OMD, Initiative, Carat, Mindshare and more. This means that many of the top marketers are using Quantcast. You can optimize your deal size and increase inventory value by organizing and selling real-time audiences to these marketers once you Get Quantified.

Okay, you get the idea.
But there is much more.



Let's dig a little deeper

The best audience measurement solution. Absolutely free.

Learn about your audience or customers through detailed user demographics, lifestyle/interest affinities and audience insights.

Traffic

Determine how many individuals have visited a property and the frequency of their visits. Stats also include cookies, impressions, page views and more. Show advertisers which days your site delivers the most traffic.

Demographics

Learn the gender, age, children per household, education status, income levels and other characteristics of audiences. Demonstrate that you can deliver the exact audience an advertiser wants.

Affinities

Understand your audience by seeing what other web properties they are likely to engage with in the US. Determine whether your audience delivers a higher-than-average concentration of the segment a marketer wants to buy.

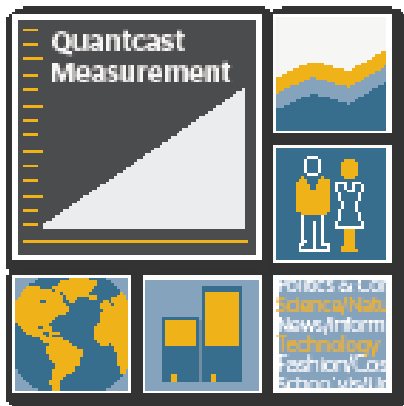
Find out more at
quantcast.com/measurement

Geographic

See where audiences are by country, city or town. Show that your properties deliver across locations.

Business

Determine whether audiences are at home or the office, the size of their business organizations and even business names. Pitch to B2B and service provider advertisers focused on the market you're in.



Quantcast delivers audience insights localized for every country around the globe.

Quantcast Audience for publishers and platforms.

Quantcast Audience allows you to better segment, target and sell audiences to advertisers in real time. Use Quantcast throughout your sales process to help you win, execute and renew deals, increasing yield for your pages. Quantcast Audience is available to publishers, platforms, exchanges, DSPs, DMPs and more.

YOUR PLANNING STRATEGY AND QUANTCAST

Our measurement solution enables you to quantify and explain your audience to advertisers and monetize audiences that are traditionally difficult to deliver. Use Quantcast's unique audience segments to custom package and define the audiences advertisers want.



► Target audiences which were previously challenging to deliver.

SOLUTIONS

Quantcast Demographics

Segment out specific audiences you want to sell across your content. Adjust the composition of your audiences to index higher. Target audiences which were previously challenging to deliver.

Quantcast Lookalikes

These are statistical models of an advertiser's best customers, as derived from their proprietary data. They allow you to match your audiences to the exact customer an advertiser wants to reach. They also allow you to deliver against Quantcast advertising partners.

Controls and protection

You've worked hard to build your audience. We respect this and take consumer choice and protection of your data very seriously. We never build or sell in-market segments, and we never allow anyone to retarget your audience or customers.

Find out more at quantcast.com/audience/reach-audience-for-media-sellers

Showcase your audience segments.

Quantcast audience segments give you a simple means to understand, define and package audiences any way you want. Audience segments allow Quantified publishers to understand and showcase any specific audience group for free. Create them across sites and subdomains, assign various content to multiple segments, you name it!

Audience segments are extremely powerful and easy to set up via labels.

Unique to Quantcast, labels let you create segments by any audience: sites, subdomains, individual web pages, video, widgets, blogs and other assets. You can determine which content's audience will contribute to any given segment, and any piece of content can contribute to as many segments as you choose. You can assign every page view or video play to multiple independent segments. You can also create hierarchical audience segments that display rollups of your network and properties. Design your audience segments with any combination you wish.

Find out more at quantcast.com/audience/showcase-your-audience-segments

► Each audience segment gets its own report.



Labeled
content

News.com

News section

news

Super Bowl Story

football.sports.news

.news

.sports

.football

**Super Bowl story
contributes to all three
segments because of
its label.**



How to get started directly measuring your web properties.

Tagging your web properties with our asynchronous tag is very straightforward.

Implementing Quantcast tags

1. Simply sign up for a Quantcast account at www.quantcast.com/user/signup
2. Click the 'Generate Tag' in the 'Home' area of your account.
3. In the HTML code of your pages, place the Quantcast tag just before the `</body>` tag and any other measurement tags.

Superior page loading performance

This tag has zero impact on page performance. The Quantcast asynchronous tag ensures that the `quant.js` file (a core component of Quantcast Measurement) loads in the background. Furthermore, this file loads just once, on the first pageview per session. Upon subsequent pageviews, the Quantcast tag pushes notification of the pageview via the `_qevents` array. All of this is done in the background, which minimizes the number of direct calls, improves latency and ensures proper measurement. The result is that you continue to get Quantcast Measurement reporting with minimal impact on the end-user experience.

► The Quantcast tag has no impact on page performance.

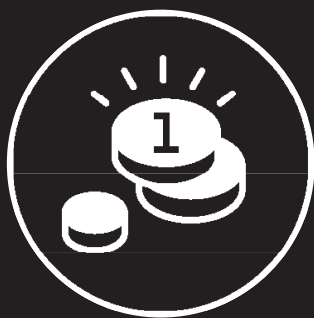


Did you really read all that text?
Congratulations.

Now, time for some pictures. »

Demonstrate that you can deliver the exact audience an advertiser wants.





Quantcast delivers audience insights localized
for every country around the globe.





The number of web destinations that carry the Quantcast tag.



25M



Global, and local, media leaders
and web pioneers use Quantcast.





Time Inc.

Linked in

THE
HUFFINGTON
POST

TypePad[®]
Inform. Influence. Inspire.

WordPress

People

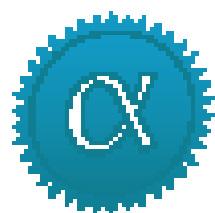
CNNMoney.com

AUTHOR DRIVEN
FEDERATED MEDIA
PUBLISHING



Create audience segments any way you want.

Build them across sites and subdomains, assign various content to multiple segments, you name it!



OK great, where do I start?

Sign up for a free account and follow our instructions for tagging your site: www.quantcast.com/user/signup

Ready to begin or learn more?

Contact us today to learn about the first steps.

We will be happy to answer any questions you have.

 quantcast.com/contact

