



Quantcast Successfully Drove Efficiencies in Lowering CPA by 54%



Company Overview

Australia's #1 home fitness and nutrition program designed by the Australian Bachelor, Sam Wood. His online program has already helped over 400,000 people live healthier lives.

The Challenge

When COVID-19 hit, the highly competitive arena of health and fitness got even more fierce. With consumers turning to online workouts to replace gym sessions and healthy food prep and deliveries to replace dining out habits, the team behind Sam Wood wanted to ensure it maintained its leadership positioning in the market and be front of mind to attract new customer sign-ups for the program.

The Objective

This was a pivotal campaign for 28 by Sam Wood with intense competition in the market for health and fitness offerings, it was imperative that they chose a partner with internet scale first party data and true AI capabilities to deliver on their business objectives. Quantcast were tasked to reduce the cost-per-acquisition (CPA) for this campaign to drive efficient conversions for the 28-day program.

Results

Throughout the entire campaign Quantcast successfully drove efficiencies in lowering the CPA for 28 by Sam Wood therefore achieving the set objective.

35%

Reduction in CPA average

54%

Reduction; lowest CPA driven within the campaign

The Solution

28 by Sam Wood initially reached out to Quantcast for a trial campaign, with some hesitancy in using programmatic based on past experience with other partners, Quantcast had to prove its value in being able to understand this health-conscious audience and be able to successfully engage with them to drive conversions.

It all starts with audience understanding

Using pixel-based technology - whereby pixels/tags were placed across the 28 by Sam Wood website including the conversion page (program sign up) - Quantcast was able to understand the online behaviour patterns and traits (e.g. pre-search behaviour, demographics and past purchases) of those interested in the program. The site pixels provide a direct, live feed of cookie data which in turn delivered robust audience insights that helped the team at 28 by Sam Wood to better understand this audience and be able to engage with them in a meaningful way.

And then engaging in a meaningful way

Using Quantcast's pixel-based technology and custom modelling, 28 by Sam Wood were able to find and target net new users with display advertising through Quantcast's Performance Targeting solution (Complete Targeting). With greater traffic volume and deeper knowledge on user behaviour, Quantcast were able to build a highly targeted audience pool and bring down CPA more effectively.



"From day one Quantcast has proven to be a valuable partner. Time and time again delivering on their promise with personalised support, advice and insights tailored to our industry and specifically our organisation. Their technology has supported our growth and proven to be a reliable and integral part of our marketing mix."

Christian Osorio,
Digital Lead, Australian Life Tech