

Forbes Media is a global media, branding and technology company, with a focus on news and information about business, investing, technology, entrepreneurship, and more.

Forbes Leveraged Q for Publishers to Drive Incremental Revenue



The Challenge

Forbes has a longstanding, successful partnership with a key Investment & Money advertiser interested in reaching HHI, high net worth individuals keen to invest. The client continuously returned to Forbes, but was only interested in aligning with Money & Investing content.

Forbes knew the Lifestyle channel consisted of the proper audience demographic once Q for Publishers audience insights helped to tell that story.

Driving incremental revenue to non-endemic verticals

Increase in Forbes' Customer CTRs by running in new verticals

57%

Increase in interaction rate within new vertical

24%



“Through Quantcast insights, Forbes is driving real value and performance in new areas and influencing client’s overall media strategies, ultimately driving new revenue and deeper partnerships for Forbes.”

ALYSON WILLIAMS – VP DIGITAL BUSINESS STRATEGY & OPERATIONS, FORBES



The Solution

Quantcast data showed the Forbes' Lifestyle channel audience as having an investing mindset: High Net Worth investors 5x more likely to be a new mortgage customer, 2x more likely to have HHI \$150k+ and almost 3x more likely to be interested in investing than the average internet user.

Forbes expanded the clients' reach & performance was strong – ads running within the new target showed a 50% increase in CTR, a 24% increase in interaction rate, proving the value of lifestyle content for reach against the client's desired audience.