# American Express credits Quantcast with reaching quality consumers at a lower cost

## Challenge

With credit card adoption at only 37% and debit cards far more popular in the Dutch market, significantly lower than the rest of EMEA, American Express faced a big challenge to find and reach the right audiences across the Netherlands. Their agency, Matterkind, set out to prove that Quantcast's real-time data and industry-leading technology could identify the most elusive of consumers at a cost-effective CPA.

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## Solution

Matterkind leveraged the Quantcast Platform to gain an in-depth view of potential American Express customers based on current applicants, demographics, and interests. With these real-time audience insights, they activated a performance campaign (a blend of prospecting and retargeting) to increase applications. Leveraging Quantcast's powerful AI and machine learning, within days the campaign was not only reaching the customers most likely to convert, it was outperforming the legacy DSP.

## Results

American Express successfully discovered new in-market customers at a lower CPM and CPA, while also increasing the overall size of the campaign – proving Quantcast's ability to reach high-quality audiences at a massive scale.

## Key results

# 57%
More efficient delivery

# 12%
Lower CPA than nearest competitor

"I'm really enjoying working with Quantcast. Their DSP is user-friendly and the results on the performance level are impressive. We've seen big improvements on the CPA since Quantcast was implemented on the account. The support we've received from the Quantcast team has also been fantastic."

Bianca Jabur
Addressable Specialist
Matterkind

**Quantcast**