Australian automotive brand increases site traffic and drives engagement

Company Overview
AKQA Media Agency (formerly IKON) is a digital design and communications agency owned by WPP.
AKQA Media Agency approached Quantcast to help them increase site traffic, engagement, and drive action for one of Australia’s largest automotive brands. They were eager to test the new Quantcast Platform to help deliver against their goals.

**CHALLENGE**
AKQA discovered the ease-of-use of the Quantcast Platform. In just 45 minutes in the platform, they were able to efficiently build custom audiences, check daily performance, and do post-campaign analysis. This resulted in vast improvements across their performance metrics, improved efficiency, and great performance results for both prospecting and retargeting strategies for the automotive campaign. AKQA delivered 90% improvement in CPA goals and a 25% reduction in media costs with the Quantcast Platform.

**RESULTS**

**HIGHLIGHTS**

+90% improvement in CPA goal
-25% reduction in media costs

“We have been extremely happy with how easy and user-intuitive the platform has been for our team, creating great efficiencies in implementation. Adding to that it has also generated results beyond what we anticipated which has meant that we are now looking at other client opportunities to use the platform in 2021.”

CHRIS ZOOMERSCHOE
PERFORMANCE DIRECTOR, AKQA