



ARB attracts 4WD adventurers to drive high-quality website traffic



Company Overview

ARB is Australia's largest manufacturer and distributor of 4x4 accessories. The globally renowned brand is known for well-engineered, durable equipment that meets the vigorous demands of 4WD owners.

“ARB as a brand is very conscious of reaching the right people and bringing quality traffic to their website. The Quantcast traffic showed an uplift in engagement on the website compared to Google Display Ads, and with Quantcast’s account managers’ help, we managed to prove that we saw an overall assisting conversion uplift on other marketing channels as well.”



ANDREAS KARLSSON
PERFORMANCE MANAGER, G SQUARED

CHALLENGE

Struggling to drive results through other advertising partners, ARB tasked Quantcast to help them increase awareness of their products and drive high-quality website traffic. With a solid retail footprint, ARB wanted to expand their reach among this audience online and connect with those who have buying power.

SOLUTION

Quantcast’s first-party data offered unique insights into the behaviours of four-wheel drive (4WD) adventurers, ARB’s desired audience for this campaign. A custom audience model was built using Quantcast’s proprietary ‘search powered audiences’ to reach the 4WD adventurer audience with display ads.

RESULTS

When partnered with Quantcast’s audience reach solution, ARB were able to provide on-going messaging to these potential customers, drive high-quality website traffic, and in turn, increase site engagement.

HIGHLIGHTS



3,305%

conversions driven for direct response media



9.41%

increase in website conversions