CMC Markets navigates online trading fluctuations to attain high-value audiences

Company Overview
CMC Markets is a leading global financial services company that offers online trading in shares, spread betting, and contracts for difference and foreign exchange.
As a business with over 30 years of experience, CMC Markets is used to managing risk in fast-moving, volatile markets. But when the stock market experiences dramatic swings in activity and price fluctuations, it can also affect their customer demographics. CMC Markets wanted to find new ways to engage with new audiences as well as leverage audience insights and machine learning data.

CHALLENGE

As a business with over 30 years of experience, CMC Markets is used to managing risk in fast-moving, volatile markets. But when the stock market experiences dramatic swings in activity and price fluctuations, it can also affect their customer demographics. CMC Markets wanted to find new ways to engage with new audiences as well as leverage audience insights and machine learning data.

SOLUTION

With Quantcast’s live data and audience behavior insights, CMC Markets identified their audience demographics as they changed in real time and engaged with them in effective ways.

RESULTS

CMC Markets navigated through market changes to achieve high-value audiences and deliver new opportunities for their business. They accomplished their set goals around customer acquisition.

“We choose to work with Quantcast, one, for the technology, and secondly, for the people. My extended support team at Quantcast has been great. We tend to forget that this is based on human relationship building, and they really bring that back in. They’re very open, they’re proactive, and they’re keen to understand our business and the industry.”

SOPHIA JUNG
DIGITAL MARKETING EXECUTIVE, CMC MARKETS