



Connected Digital drives leads for a leading business school's online courses

Connected

Company Overview

Connected Digital is a full-service media agency focused on providing innovative solutions, fueled by performance, with data at the core.

“With less time spent on manual updates and checking results...we now have added bandwidth to further analyse results and performance, helping us proactively add value for our clients.”



MARK O'ROURKE

HEAD OF PRODUCT & TECHNOLOGY, CONNECTED DIGITAL

CHALLENGE

Connected Digital was challenged to drive leads for a leading educational institute and their suite of Business School courses offered via their website. They constantly benchmark the demand side platforms (DSPs) they use to ensure their clients are getting the best results. Connected Digital wanted to improve performance across their partner's channels and approached Quantcast to help.

RESULTS

Connected Digital was able to produce impressive results for one of their biggest clients. The Quantcast Platform helped improve campaign performance and reduce costs, resulting in a consistently lower cost per lead (CPL) for the client. They hit the target CPL goal, improving it by 80% at the height of the campaign, with an improvement of 67% across the full lifetime of the campaign, which was their strongest result in 4 years of working with this client. Connected Digital also improved their productivity, with less time spent on manual updates and checking results. They had added bandwidth to further analyse results and performance, helping them proactively add value for their client.

SOLUTION

Connected Digital tapped into the power of the Quantcast Platform, noting the superior audience insights compared to other trialed DSPs, allowing them to gain better insights into conversion behaviour. They used retargeting to re-engage those who had previously visited the educational institute's website and showed in-market signals for the courses they offered. Thanks to sophisticated algorithmic buying, optimisation was fast and accurate.

HIGHLIGHTS



#1

performer in 4-year partnership with client



67%

cost per lead improvement