



Forbes invests in prospective new customers and drives revenue growth

Forbes

Company Overview

Forbes is a global media, branding, and technology company with a focus on news and information about business, investing, technology, entrepreneurship, and more.

“Through Quantcast insights, Forbes is driving real value and performance in new areas and influencing clients’ overall media strategies, ultimately driving new revenue and deeper partnerships for Forbes.”



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CHALLENGE

Forbes had a long-standing, successful partnership with a key investment and money advertiser, who was interested in reaching high-net-worth individuals (HNWIs) keen to invest. The client was only interested in aligning with money and investing content. Forbes wanted to identify what channel would best align with the client’s audience demographic.

SOLUTION

Quantcast data showed the Forbes’ lifestyle channel audience as having an investing mindset: HNWIs were 5x more likely to be a new mortgage customer, 2x more likely to have a household income of \$150k+, and almost 3x more likely to be interested in investing than the average internet user.

RESULTS

Forbes expanded the client’s reach and performance was strong: ads running within the lifestyle channel showed a 50% increase in click-through rate (CTR), a 24% increase in interaction rate, proving the value of lifestyle content for reach against the client’s desired audience. Forbes knew the Lifestyle channel consisted of the proper audience demographic once the Quantcast Platform’s audience insights helped to tell that story. Forbes successfully prospected new customers and exceeded their goals.

HIGHLIGHTS



+50%

increase in CTRs by running in new vertical



+24%

increase in interaction rate within new vertical