Company Overview
Kellogg Company is the world’s leading producer of cereal and a leading producer of convenience foods.
Kellogg's wanted to optimise to 3 primary KPIs, ensuring one would not compromise the other. Their goals were to achieve a demographic target index of 135 (validated by comScore vCE), deliver to a desired viewable CPM (cost per thousand), and maintain control frequency of 6x overall.

**CHALLENGE**

Kellogg's worked closely with Quantcast to develop a market-first solution for Kellogg's, balancing all 3 KPIs and delivering scale and accuracy. This involved Amplifi clearly defining the KPIs as well as understanding the most effective audience to enable Kellogg's to reach their desired objectives. The solution was to build a unique algorithm for Kellogg's, allowing the campaign to be optimized to all 3 KPIs as primary. This effectively meant that Quantcast developed a new bidder, which enabled Kellogg’s to buy the right demographic audience at scale and ensured that all ads delivered were viewable. This was only made possible by the close working relationship between Quantcast and Amplifi.

**RESULTS**

Kellogg’s successfully achieved their goals. They exceeded their demographic target average frequency index score goal by 81% with a 6x average frequency.

**SOLUTION**

Amplifi worked closely with Quantcast to develop a market-first solution for Kellogg’s, balancing all 3 KPIs and delivering scale and accuracy. This involved Amplifi clearly defining the KPIs as well as understanding the most effective audience to enable Kellogg’s to reach their desired objectives. The solution was to build a unique algorithm for Kellogg’s, allowing the campaign to be optimized to all 3 KPIs as primary. This effectively meant that Quantcast developed a new bidder, which enabled Kellogg’s to buy the right demographic audience at scale and ensured that all ads delivered were viewable. This was only made possible by the close working relationship between Quantcast and Amplifi.

**HIGHLIGHTS**

- **+81%**
  over the demographic target average frequency index score goal
- **6x**
  average frequency