



Kellogg's Special K connects especially well with specific audiences at scale



Company Overview

Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods.

“Making our media more efficient and effective is critical to our overall strategy. Quantcast was able to deliver and exceed the goals that we set on both accuracy and viewability. The results directly impacted our approach to our digital media plan.”



SUSIE O'DONOGHUE
SENIOR EUROPEAN MEDIA STRATEGY & PLANNING, KELLOGG'S

CHALLENGE

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.

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.

RESULTS

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

HIGHLIGHTS



+81%

over the demographic target average frequency index score goal



6x

average frequency