



StarHub leverages first-party data to connect with their telecom audience



Company Overview

Starhub is a leading Singapore company that delivers world-class communications, entertainment, and digital solutions.

“Quantcast has by far been one of the best performing platforms in driving conversions across the B2C and B2B sectors for StarHub.”



RAN TOO
SENIOR MANAGER, BRAND AND MARKETING COMMUNICATIONS, STARHUB

CHALLENGE

To keep up with intense competition, StarHub was challenged to find net-new customers across its various product lines—mobile, home, and business solutions—while also driving better media efficiencies and effectiveness. With each product having its own nuances in audience, set KPIs, and business goals, StarHub needed to approach its marketing and advertising strategies in a holistic way, yet treat each product as its own business. StarHub needed a partner who could deliver measurable business outcomes at scale but also granularity and accuracy with it came to audience insights; they needed a partner with internet-scale first-party data and AI capabilities to access unique audience insights, both to plan and activate campaigns—and that’s where Quantcast came in.

RESULTS

StarHub accomplished its dual objectives of brand awareness and online conversions at a greatly reduced cost per acquisition (CPA). Within 6 months, they achieved 81% lower CPA across all ‘enterprise business group’ solutions, 57% lower CPA across all ‘entertainment’ and ‘smart life’ solutions, and 38% lower CPA across all mobile solutions. In addition, they gained 21% more net-new customers on average across all lines of business.

SOLUTION

StarHub’s media agency, Carat, worked with Quantcast to tag StarHub’s entire website and products with Quantcast pixels, which allowed all stakeholders to better understand behaviors of the different audiences who were visiting and converting on the website. To increase advertising efficiency and drive net-new customers, Quantcast used StarHub’s DMP to inform the suppression of ad exposure to existing customers, and instead only reached out to users who had not been to the website for the past 30 days. Underpinning this first-party data-driven approach to reaching new customers, Quantcast utilized a combination of awareness (video and rich media formats) and performance solutions to engage with StarHub’s highly-focused audiences.

HIGHLIGHTS



81%

lower CPA across all ‘enterprise business group’ solutions



21%

New customers on average across all lines of business