



Three Mobile adds audience insights to multi-channel media planning to gain results



Company Overview

Three is a British telecommunications and internet service provider company.

CHALLENGE

Three wanted to increase sales of handsets and SIMs to their desired audience, which is skewed towards a younger demographic and early adopters of technology. They set an ambitious goal of £38 CPA.

RESULTS

Three obtained actionable insights that allowed them to understand their audiences better, which they applied for multi-channel media planning. They set an ambitious CPA goal and exceeded their expectations, achieving a CPA 71% lower than their performance goal.

SOLUTION

Three only spent 72 minutes on the Quantcast Platform during Q4M: 20% of that time was spent getting it set up and checking daily performance; 80% of the time was focused on a weekly audience deep dive. This ease of use allowed Three to spend the maximum time looking at audience insights that informed their overall future media strategy.

HIGHLIGHTS



-71%

lower CPA than the performance goal



-72 min

on platform