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.

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.

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.

HIGHLIGHTS
-71%
lower CPA than the performance goal

-72 min
on platform