



Crisis's cross-channel campaign drives site visits and conversions



Company Overview

Crisis is the UK's national charity for people experiencing homelessness. It offers year-round education, employment, housing, and well-being services.

“Quantcast's access to live data and their ability to connect upper- and lower-funnel activity played a crucial role in the success of our CTV and display campaign. Their approach and ability to optimise the campaign in real time resulted in a higher level of consumer connectivity than ever before, driving conversions and site visits. We couldn't be happier with the results.”



BEN FOSTER
MANAGING PARTNER AND BOARD MEMBER, THE KITE FACTORY

CHALLENGE

Crisis and their agency, The Kite Factory, wanted to integrate the power of CTV with a performance display campaign to raise awareness and generate charitable contributions for homelessness around the holidays. By combining their powerful ‘Crisis at Christmas’ creative with cutting-edge technology, the campaign sought to educate and inspire viewers to take action and make a positive impact by driving donations through the display campaign to Crisis.

RESULTS

Not only was Quantcast able to connect Crisis advertising to consumers wherever they were consuming content, ensuring maximum reach and engagement, they did so at a lower cost:

- CTV campaign: 11% more cost-efficient dCPM
- Display campaign: 47% lower CPA than benchmark

Crisis was able to track a strong site visitation rate off the back of their CTV campaign, which increased even further to 11% upon exposure to both CTV and display ads, leading to a 21% increased conversion rate.

SOLUTION

With Quantcast’s unparalleled access to real-time data, Crisis and The Kite Factory gained a holistic view of consumer behaviour that allowed them to connect upper-funnel activity with lower-funnel outcomes. Crisis utilised conversion pixels on their website's donation page and keywords related to homelessness and charities to achieve their CTV campaign goals. Their display campaign involved prospecting using the conversion pixel and retargeting visitors who were off-site. They were able to find and reach their ideal audience of females, aged 35-64, with a household income of +£70k and a strong interest in relationships as well as food and drink.

HIGHLIGHTS



11%

increased site
visitor rate



21%

increased
conversion rate