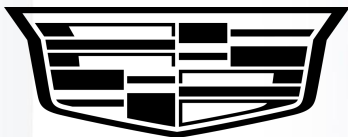




Cadillac revs up awareness and consideration among key audiences



Company Overview

Cadillac, a subsidiary of General Motors, is one of the world's most reputed luxury automobile brands. From inventing the electric starter to reinventing how we drive today, Cadillac prides itself on bold innovation.



“Quantcast gave us the ability to learn about what is important to our audiences. Those insights not only helped us sharpen our consumer strategy, but they also played a major role in informing the campaign creative and content.”

LIRON GLICK
SENIOR ACCOUNT MANAGER,
MERKLE | DWA

CHALLENGE

DWA | Merkle sought to raise the profile of the Cadillac XT4 SUV in Germany, a market teeming with well-known competitors. Their goal was to capture market share and enhance appreciation among prospective and aspiring luxury car buyers by highlighting Cadillac’s premium features. While they had rich brand personas, they struggled to activate them consistently to reach their desired audience.

SOLUTION

DWA | Merkle leveraged the power of the [Quantcast Platform](#) to plan, activate, and optimize towards Cadillac’s affluent consumer personas. Starting with [Audience Planner](#), Merkle partnered with Quantcast to design a custom audience of males, ages 35-50, with a high household income and an interest in Cadillac and competitive models such as Mercedes GLA, Volvo XC40, Audi Q3, and Range Rover Evoque. With access to massive, live first-party data, Quantcast’s machine learning engine, [Ara](#)TM, dynamically evaluated advertising opportunities, refining the custom audience to unlock automotive buyers most receptive to the Cadillac XT4 SUV.

RESULTS

Quantcast’s real-time technology quickly honed in on the ideal audience : 79% male, with an average age of 43, and interest in business, real estate, careers, and personal finance. A brand lift study asking respondents “If buying an SUV, which brand would you consider?” found that the Quantcast campaign created an incredible 69% increase in positive brand perception. When planning, activation and measurement are tightly integrated, amazing things become possible.

HIGHLIGHTS



+69%

brand lift