



Structube

Quantcast exceeds return on ad spend goals by 4x.

Challenge

Structube wanted to increase online revenue during the key Q4 period, especially around major shopping days. While Quantcast was successfully driving acquisitions through direct response media, it was essential to expand activity to the consideration phase and in-market audiences without compromising performance.

Solution

Structube's investment in a more holistic online strategy through Quantcast's Search Powered Audiences, as well as heavy-ups and holiday messaging around Black Friday, Cyber Monday and Boxing Day, were able to bolster site visits and increase revenue without losing any efficiency during peak season.

A New Q4 Strategy

In order to achieve Structube's goal and to drive users down the purchasing funnel online, a strategy with three key pillars was developed:



Reach prospects early in their research phase with Search Powered Audiences to bring Structube top-of-mind for when these customers are in-market.



Add an additional focused campaign from October to December, which is used to deliver relevant holiday messaging around sale dates.



Increase the intensity of the always-on campaign to capture the stronger demand of the busy Q4 period.

Search Powered Audiences was a new element introduced to Structube's strategy, to drive brand awareness. Using this targeting solution, users were exposed to Structube's messaging early in their consideration phase, before they develop an affinity for a specific brand.

The heavy-up holiday campaign was added as a lower funnel activity, to meet the increase of in-market customers through Black Friday, Cyber Monday and Boxing Day. Campaign bursts were centered around these dates to communicate sale messages alongside their always-on campaign.

4x

ROAS vs. goal for
Direct Response media

65%

Lift in site visits due to
Brand + DR investment

"Last year we tested Search Powered Audiences within a 3-tier campaign approach with the objective of driving brand awareness while maintaining performance. It was impressive to see that we surpassed our ROAS goal by 4X. These types of results not only grow our business, but they build trust to continue testing new tactics for upcoming campaigns."

Samuel Flores,
Digital Marketing Manager - Structube

This campaign wouldn't have been possible without a team effort. The key Structube players were: Martin Archambault, Vanessa Landolfi and Sara Dabbagh, Graphic Design. Mary Nashed, eCom Specialist. Melanie Hachey, Marketing Communications Advisor.