



Beiersdorf taps into Quantcast's creative solutions for more effective video advertising

Beiersdorf

Company Overview

Beiersdorf is an international skincare company with globally leading brands such as NIVEA, NIVEA MEN, Eucerin, La Prairie, and more.

Quantcast's tech allows us to connect with multiple skincare audiences with interests specific to their skincare needs. This empowers us to reach the right audience with relevant creative and, in turn, drive brand lift across Beiersdorf.”



JOE GANNON
ASSOCIATE DIGITAL DIRECTOR,
CARAT

CHALLENGE

With its portfolio of household names, Beiersdorf turned to Quantcast to run a variety of campaigns for its different brands throughout 2021. When it comes to programmatic, Beiersdorf’s overarching goal is to continuously optimize ad completion rates. It set a 70% ad completion rate and 70% viewability rate as main goals, in addition to brand uplift and optimal frequency rates.

RESULTS

Quantcast’s creative solutions and ability to reach in-market customers proved to be a winning combination as the 73% ad completion rate and 78% viewability rate both exceeded the goals defined by the client. An independent Nielsen study also found that the campaigns achieved an average brand uplift of 15.3%, reflecting enhanced consumer sentiment towards Beiersdorf’s family of brands.

SOLUTION

Beiersdorf was particularly intrigued by Quantcast’s creative solutions, most notably the ability to envelope video ads with a static wrap. This means that the brand logo, product name, and campaign CTA remain front-and-center during the entire duration of the video running next to it.

Given its wide-ranging brands, it was also important for Beiersdorf to be able to reach diverse and specific consumer segments. For example, one of NIVEA’s audience subsets were females between the ages of 25-44 with an interest in skin pigmentation solutions. By using the Audience Planner tool and keyword analysis, the Quantcast team helped Beiersdorf identify different types of potential customers and implement a tailored campaign strategy so as to more effectively reach them.

HIGHLIGHTS



+73%

ad completion rate,
exceeding the 65%
industry benchmark



+78%

viewability, exceeding the
70% industry benchmark