



Royal Mail delivers ads to previously unaddressable consumers in cookieless environments

Challenge

Royal Mail, a British postal service, wanted to connect with relevant audiences to drive stamp purchases with optimal CPA efficiency.

Solution

Their agency the7stars partnered with Quantcast for a full performance campaign in cookie and cookieless environments to expand reach by delivering ads to previously unaddressable audiences. They used Quantcast's lookalike modelling off of site pixels to find consumers similar to previous stamp converters and retargeted site visitors.

Results

The results exceeded expectations with above average revenue and 314% return on ad spend (ROAS). The campaign was set up to optimise CPA efficiency, surpassing the goal by 80%. The dCPM also proved cost-efficient, getting more impressions for the invested amount.

Key results

80%

More cost-efficient CPA

314%

ROAS

“Quantcast enabled us to drive exceptional performance outcomes for Royal Mail, even in cookieless environments, with their easy-to-use platform.”

Harry Fogelman
Programmatic Specialist, the7stars