



Standard Chartered Bank credits Quantcast with delivering 40% more net new customers



standard
chartered

Company Overview

Since opening its first branch in Singapore in 1859, Standard Chartered has become a leading international banking group that now serves clients in over 100 dynamic markets across the globe.

“In a highly competitive financial services marketplace saturated with competing offers, we needed a partner who understands fluctuating consumer behaviour. Quantcast’s real-time data paired with audience intelligence allowed us to tap into these audiences to drive our client’s bottom line.”



dentsu Singapore

CHALLENGE

With consumer spending growing at the end of 2021, Standard Chartered Bank saw an opportunity to expand its customer base while renewing interest with existing loyal consumers. Launching a new credit card offering, they challenged their media agency, dentsu Singapore, to reach the most relevant audiences possible to increase net new digital credit card leads.

SOLUTION

Dentsu harnessed the power of Ara™, Quantcast’s AI and machine learning engine, to reach credit card rewards seekers at scale. Understanding that the Singapore financial services consumer is highly susceptible to attractive sign-up promotions that encourage switching, they employed a full funnel strategy combining display banners and high-impact rich media formats, to push their features and benefits messaging to the forefront. Key to this strategy was Ara’s custom predictive model, providing an up-to-second understanding of changing consumer behavior.

RESULTS

Quantcast digital advertising drove 40% of Standard Chartered Bank credit card leads with incredible efficiency, delivering a 68% lower CPA. This not only maximized their return on investment, but also highlighted the power of Quantcast Ara in unlocking niche performance audiences at scale.

HIGHLIGHTS



65%+

lower CPA



40%

of all newly acquired customers attributed to Quantcast