

The Tesco logo, featuring the word "TESCO" in red capital letters above three blue diagonal stripes. The logo is centered on a white rectangular background. To the right of the white background are three overlapping, semi-transparent geometric shapes in green, blue, and yellow.

Tesco checks out Quantcast cookieless solutions and gains a 63% increase in conversions

Challenge

Tesco, a leading supermarket in the UK, sought to expand the customer base for their online grocery delivery service. Faced with a diminishing pool of potential customers, Tesco recognized the huge incremental opportunity available if they could reach consumers who are no longer accessible via third-party cookies. They looked for a partner who could increase their reach in cookieless environments to drive new customer sign-ups, as well as justify investment by measuring the current missed opportunity where cookies aren't available.

Quantcast

Solution

With just one click in the Quantcast Platform, Tesco expanded reach to previously unaddressable consumers. To maximize performance in these cookieless environments, Tesco leveraged Ara[®], Quantcast's AI and machine learning engine, to gain access to sophisticated natural language processing and deep learning, unlocking higher fidelity contextual signals better aligned with their customer profile. For comparative analysis, Tesco's agency MediaCom ran an A/B test, using Quantcast's Cookieless Breakdown Report to provide insight into campaign delivery metrics such as spend, impressions, uniques, clicks, and conversions in environments with and without third-party cookies.

Results

By tapping into Quantcast's cookieless prospecting solutions, Tesco saw a 63% increase in grocery delivery sign-ups, highlighting the performance opportunity in cookieless environments today. This performance was largely driven by previously unaddressable Apple users, seeing an 80% increase to all Apple devices. Armed with the knowledge that cookieless provides incremental audiences, Tesco has made integrated cookieless activation standard for all future media campaigns.

Key results

63%

Increase in conversions with cookieless prospecting

106%

Increase in delivery to iOS

80%

Increase in delivery to all Apple devices

“The Quantcast Platform allowed us to expand our reach across Apple devices with amazing results. With a 160% increase in delivery to iOS alone, cookieless prospecting helped us find previously inaccessible audiences to drive incremental growth for our brand.”

Shivam Patel
Senior Associate Director, Programmatic
Mediacom