

The logo for 'yourtown' is displayed in a lowercase, sans-serif font. The word 'your' is in a dark purple color, and 'town' is in a bright pink color. The logo is centered within a white square that is set against a blue background.

## GroupM Nexus unlocks effective campaign outcomes using brand and performance

### Challenge

With more marketers seeking better performance and more accountability for their media investments today, GroupM Nexus is constantly focused on helping their clients achieve better results. As an outcomes-focused agency set on growth in the near future, GroupM Nexus wanted to re-evaluate their programmatic partners, with the aim of testing and learning new approaches that would yield superior results and continue keeping their clients happy. GroupM Nexus worked with Wavemaker in choosing a client's campaign for the test: yourtown, a not-for-profit services provider for youth at risk in Australia. To run its programmes and initiatives, yourtown is primarily funded by a lottery prize model that offers ticket buyers a chance to win a luxury home. The goal for GroupM Nexus and Wavemaker was twofold: to build brand awareness for yourtown, and deliver net new customers (lottery buyers) at scale in the most cost-efficient way, driving as many lottery ticket sales as possible.

## Solution

Quantcast worked with GroupM through a self-serve model, where GroupM Nexus and Wavemaker devised the media strategy for the campaign. GroupM Nexus then executed on the media buys using the Quantcast Platform. The Quantcast Platform, which allows agency teams to plan, activate, and measure campaigns in one place, enabled GroupM Nexus to dive deep into yourtown's online audiences and set up campaigns within minutes, not hours.

Quantcast's powerful AI and machine learning engine, combined with its unrivalled first-party dataset allowed yourtown to get in front of the right audiences in contextual environments where they spend most of their time. Using a full-funnel strategy (brand and performance advertising), the campaign aimed to:

1. drive consideration of yourtown using Quantcast's Interest Based Audiences tool first,
2. then encourage action from internet users with the highest propensity to convert after they had seen a relevant ad before.

The insights provided through the Quantcast Platform also enabled the campaign to be optimised in real time, ensuring that each creative is seen by the right people at the right stage and time in the path to purchasing a lottery ticket.

## Key results

**39.18%** Increased conversions upon switching to the Quantcast Platform

**3,946%** Return on ad spend

## Results

By exposing the target audience to an brand-led ad creative first, followed by a lower-funnel ad, the campaign drove remarkable results:

- 39.18% increased conversions upon switching to the Quantcast Platform
- 3,946% return on ad Spend

Wavemaker and GroupM Nexus were able to work cohesively to deliver beyond what yourtown challenged them to do. Both agency teams were also able to save time pulling actionable audience insights to inform the media plan and complete the campaign.

Quantcast continues to help Group M Nexus in their endeavours to deliver the best outcomes for their clients.

“We are impressed by how easy it is to use Quantcast. We are able to effectively optimise our campaign strategy and execution thanks to the platform's trader-friendliness and intuitive UI, delivering effective campaign and business outcomes for our client. We also love the level of insights provided by the Quantcast Platform, which help enrich post campaign analysis and expand our future campaign strategies.”

Declan Wang  
Performance Director, GroupM Nexus