



ARB

Quantcast drives over 3K conversions for ARB, increases website engagement by almost 10% and assists conversion uplift across additional marketing channels.



4X4 ACCESSORIES

Company Overview

ARB is Australia's largest manufacturer and distributor of 4x4 accessories. The globally renowned brand is known for well engineered, durable equipment that meets the vigorous demands of 4WD owners.

The Challenge

Struggling to drive results through other advertising partners, ARB tasked Quantcast to help them increase awareness of their products and drive high-quality website traffic. With a solid retail footprint, ARB wanted to expand their reach among this audience online and target those with buying power.

The Solution

Quantcast's first party data offered unique insights into the behaviours of four-wheel drive (4WD) adventurers, ARB's target audience for this campaign.

A custom audience model was built using Quantcast's proprietary targeting strategy **Search Powered Audiences (SPA)** to reach the 4WD adventurer audience with Display Ads.

When partnered with Quantcast's **Complete Targeting** solution, ARB were able to provide on-going messaging to these potential customers, drive high-quality website traffic and in turn, increase site engagement.

Results

Quantcast implemented pixels across key conversion pages - including the car configuration tool page. In using this pixel-based solution paired with Display advertising, Quantcast delivered true real-time advertising for ARB that drove results.

Finding the 'sweet spot'... ARB found that by exposing prospective customers to the Quantcast Display Ad three

times across a 10-day period delivered the highest results. Furthermore, by adding Quantcast into their digital advertising mix, ARB saw an uplift in their overall digital advertising results, demonstrating the incremental impact Quantcast can have. When paired with other advertising solutions, Quantcast assisted overall performance by:

+3,305

Conversions Driven

29.76%

Decrease in Bounce Rate

31.00%

Increase in Pages per Session

+9.41%

Increase in Website Engagement

48.27%

Increase in Conversion Rate

14.30%

Increase in Conversions

Quantcast was able to help ARB find and target the 'right people' and as a result helped them improve their overall digital advertising results.

"ARB as a brand is very conscious of reaching the right people and bringing quality traffic to their website. The Quantcast traffic showed an uplift in engagement on the website compared to Google Display Ads and with Quantcast's Account Managers help we managed to prove that we saw an overall assisting conversion uplift on other marketing channels as well"

Andreas Karlsson
Performance Manager, G Squared

"Digital advertising has proven time and time again a very measurable and targeted medium for brand and product awareness campaigns. Display advertising however often comes with its own set of complications, with some programmatic offerings limiting control of placements and making it difficult to tune the spend to an appropriate audience. Quantcast allowed us to refine our targeting while showcasing our brand across websites that were more in line with our brand and a more reputable and engaged audience, driving better traffic, proven by online conversion statistics."

Mark Berger
Brand Marketing Manager, ARB