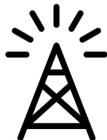


## StarHub

# Drove 15% increase in conversions and improved CPA by 35%



### Company Overview

The leading homegrown Singaporean company that delivers world-class communications, entertainment and digital solutions. Providing mobile and fixed services, premium content and a diverse range of communications solutions to people across Singapore.

### The Challenge

With the advent of Mobile Virtual Network Operator's (MVNO) storming into the market in recent years, a new-generation of mobile consumers has been born. Gone are the days of lock in contracts, this audience are enjoying lower priced, no-contract mobile plans. With MVNOs popularity growing for their flexibility with their no contract SIM Only Plans, traditional telco StarHub were looking to engage with this new-generation of mobile consumers to drive awareness of their newly launched SIM Only 1-Year Plan. StarHub challenged Quantcast to drive awareness with this audience and encourage online purchase.

### The Objective

This was a pivotal campaign for StarHub with intense competition in the market for SIM Only offerings, it was imperative that StarHub choose a partner with internet scale first party data and true AI capabilities to deliver on their business objectives. From the successful test campaign results (that saw more than 50% reduction in CPA), Carat tasked Quantcast to reduce the CPA even further to drive efficient conversions for their SIM Only 1-Year Plan.

## The power of brand + performance

Knowing that brand tactics are critical to driving awareness and growing the in-market pool before guiding customers down the funnel to purchase, Quantcast advised StarHub to run both brand and performance activity. Not only did Quantcast want to help StarHub deliver against short-term goals, they wanted to help the brand grow stronger and help drive longer term sales.

### The Focus:



**Grow the in-market pool**



**Convert higher percentage of in-market pool**



**Increase quality and quantity of conversions**

### The Solution

Connect brand and performance activity to drive customer acquisition at a reduced cost.

### Online video

Was used to engage with this highly-relevant audience and Quantcast optimised towards driving video completion rates to ensure StarHubs message was heard.

### Complimenting brand activity with Quantcast's performance solutions

In building a larger in-market audience for StarHub's SIM Only plan, Quantcast used its **custom modeling technology** with its **Performance Targeting** product using Display ads to convert these high-value users at the bottom of the funnel, driving incremental sign ups for StarHub's SIM Only 1-Year Plan.

## Better understanding the StarHub audience through Quantcast Audience Insights

Using the largest live audience dataset across the open internet, Quantcast was able to deliver robust insights about their customers and identify unique traits that defined StarHub's SIM Only Plan converting consumers and prospects for audiences that demonstrated the same propensity to convert, thus driving incremental sign-ups overall.

### Driving results through Quantcast brand solutions

Quantcast's Search Powered Audience offering leverages the power of search keywords with the ability to reach relevant audiences at scale. As with all Quantcast solutions, Search Powered Audiences is derived from the company's unique live view into the anonymised digital consumer behavior across the open internet. In leveraging Quantcast's audience insights, it was clear the SIM Only customer was all about the data! This audience are heavy data users, they're tech savvy, they love to stream content and are using brands like Grab and Netflix. Search Powered Audiences enabled StarHub to reach this data heavy audience using relevant keyword targeting along with competitor conquesting (influencing those looking at competitor SIM Only plans) to reach the most receptive audience at scale with their brand messaging and more accurately influence consumers, throughout the entire funnel, by using the intent signals inherent in finely honed keyword sets.

### Results

Quantcast's advertising solutions across Display and Video drove new sign-ups for StarHub's SIM Only 1-Year Plan and successfully delivered against their goal of reducing CPA across the campaign.

# 35%

improvement in  
CPA achieved

# 15%

incremental  
conversions driven

### The perfect partnership - driving conversions by partnering brand and performance activity

In looking at a cookie-overlap report (looking at users that saw both the brand and performance ads), those users that were exposed to both the Video and Display ads were

**73x** More Likely

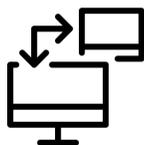
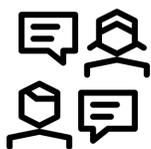
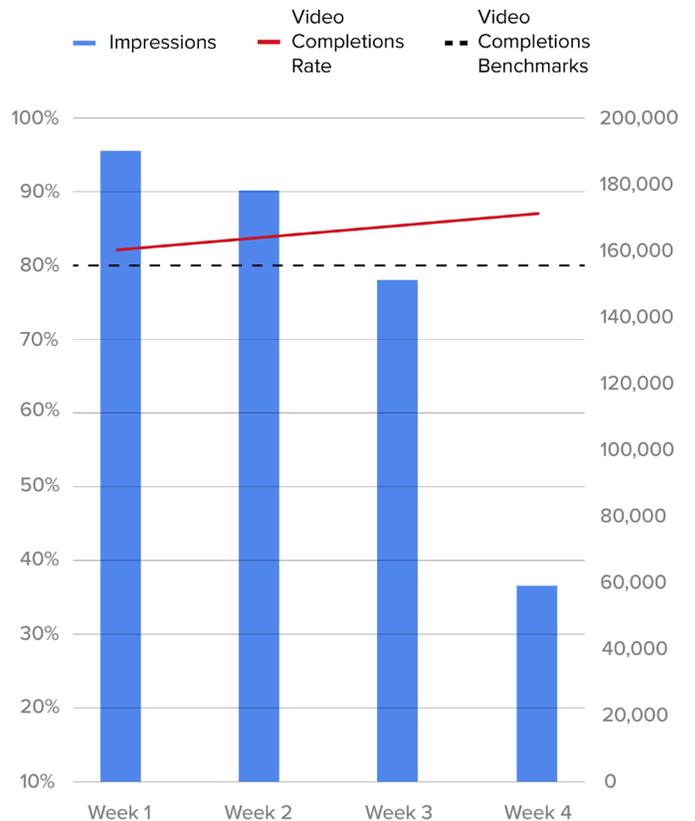
to sign up for StarHub's SIM Only plan compared to those that were only exposed to the Video ads.

This demonstrates the power that Quantcast brand solutions can have in driving conversions when partnered with performance activity. Whilst not a set goal by StarHub, Quantcast over delivered against industry benchmarks in video completion rates.

**83%** Video Completion Rate

13% higher than the industry benchmark and exceeding set goals\*

### Video views



“Carat had worked with Quantcast to develop a holistic strategy to drive awareness and conversions amongst audiences in Singapore for StarHub’s SIM Only product. By tapping into Quantcast’s data, insights and targeting capabilities, positive results were achieved with 35% improvement in CPA for the campaign.”

**Evonne Ching,**  
Account Director at Carat