

Quantcast Solutions Guide



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**Audiences
are
everything**



Audiences are everything

Our Story

Audiences are at the heart of the trillion-dollar ad tech industry. That is where we started in 2006 with **Quantcast Measure**, a free audience insights tool that provides publishers with real-time insights about their audience to help them monetize inventory on their site.

Quantcast Measure has become one of the leading audience intelligence solutions for the open internet.* Today, 100M+ web and mobile destinations leverage **Measure** to understand their audiences, providing Quantcast with a rich source of unique real-time data.

A Free and Open Internet

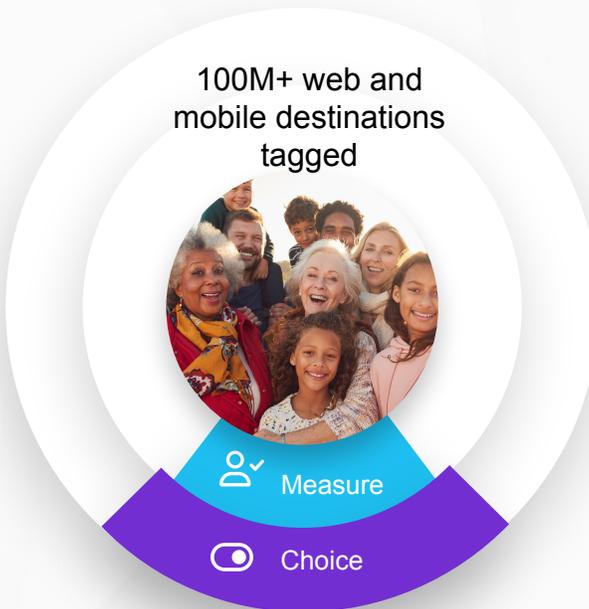
Unlike stale third-party data loosely classified into packaged segments, the **Measure** live data set gives marketers a real-time view of evolving online consumer behavior, putting us in a great position to help marketers such as you deliver perfectly timed, uniquely relevant advertising.

We have privacy and compliance at the core of everything we do. We've added **Quantcast Choice** privacy solutions to the platform, helping businesses thrive in a privacy-first world without third-party cookies. Our vision is to **champion a free and open internet** through our platform. We help both sides of the ad tech industry—publishers and marketers—to know and grow their audiences while focusing on consent and privacy.

Publishers



Marketers



Let's talk about data

**Your audience is constantly evolving.
So should your advertising.**

Live data gives you real-time insight into consumer behavior, interests, and intent so you can adapt your advertising and marketing strategy to ever-changing consumer behavior and drive business growth.



100M+

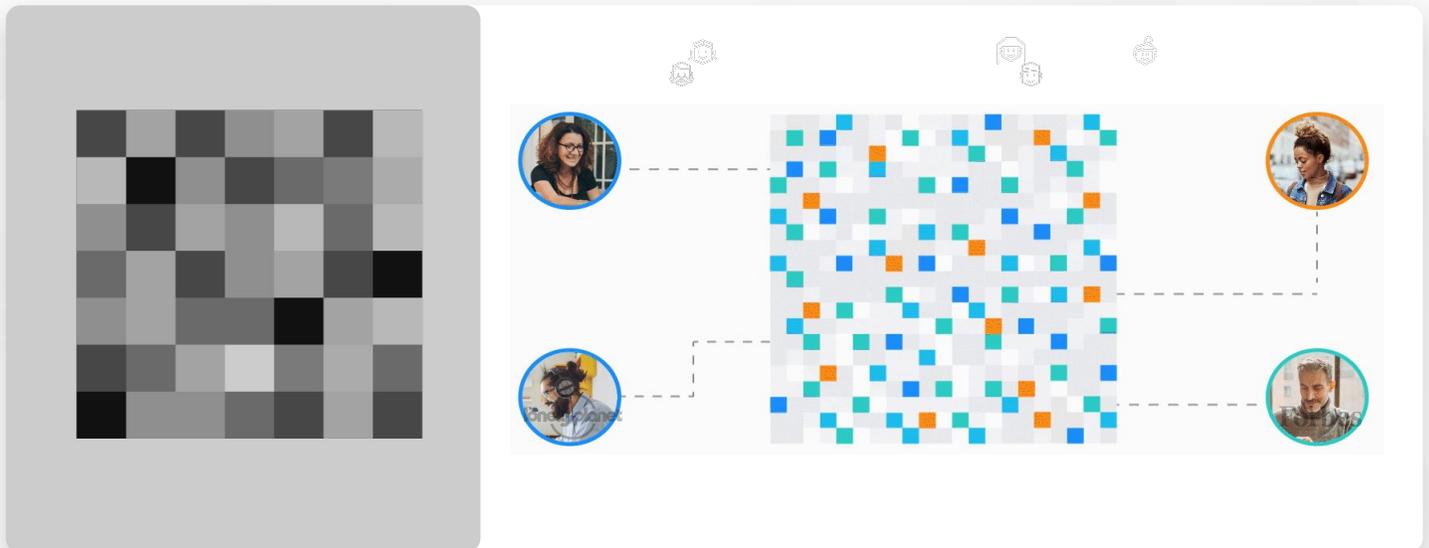
Web and mobile destinations tagged

15

Years building our data footprint

20+

Petabytes of data processed per day



- ❌ Stale, not unique, not diverse data
- ❌ Loosely classified third-party data segments
- ❌ Reliant on third-party cookies

- ✅ Real-time signals capture constantly evolving consumer behavior
- ✅ Data is processed by AI and machine learning to enable user-defined custom segments
- ✅ Future-proofed data set, uses first-party tags

AI and machine learning



It's math. Not magic.

Ara - Our AI and Machine Learning Engine

Ara™ powers our unique capabilities by making sense of massive data on the open internet; it translates data into behavioral patterns and makes predictions about consumer behavior.



Patents

We are innovators and technologists that are constantly striving to invent and push the envelope on what is possible.

100 patents and counting

Variables

Ara automatically adjusts ten thousand variables every minute to optimize the best outcome for every ad.

10,000 variables updated every minute

Scores

Ara builds custom predictive models for every campaign and scores them a million times per second to determine relevance and optimal price of an impression.

1,000,000 scores generated every second

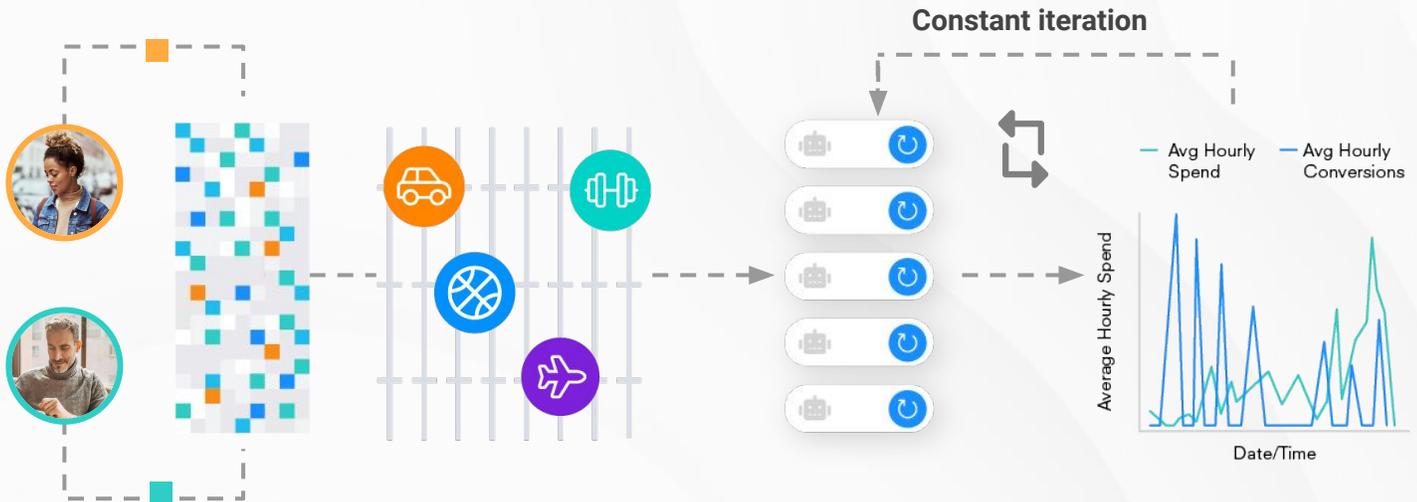
Signals

Ara queries a database of a trillion online signals in under a hundred milliseconds to provide interactive, granular insights.

1,000,000,000,000 online signals

Under the hood

How Ara works



Real-time data captures evolving consumer intent and interests.

Impression scoring translates to a **bespoke model** for each campaign.

Autonomously adjusts **bidding strategy** based on **real-time scores**.

Monitors **live campaign results** and iterates in a tight feedback loop.

Patterns, preferences, and predictions

Ara uses the following design principles to rapidly learn and adapt to the most relevant events observed across the internet:

- **Customized bespoke models:** Ara customizes a model for each campaign. This level of granularity allows a large degree of model expressiveness with a low degree of model complexity.
- **Uses the freshest data:** Ara retrains every model, every day, using the most recent campaign data.
- **Low latency:** To succeed in the real-time bidding environment, Ara's inference engine is built to support low latency. It can score every model in microsecond timescales, allowing for optimal bidding while ensuring the opportunity is not lost.

Superior results at scale

Ara is outcome-focused and not input-driven. Here is why Ara delivers better ROI:

- **Scores impressions based on real-time intent signals:** Each bespoke model captures real-time interests and intent.
- **Monitors live campaigns:** Ara assesses if past ad-impression value and pricing was optimal and learns from it.
- **Iterates continuously to enable a tight feedback loop:** 10,000 variables are autonomously tuned every minute, along with actual campaign performance, to optimize campaign KPIs and maximize the chance of winning the best opportunities.

What makes Ara unique?

The Quantcast Platform combines unique, real-time data with **Ara** to deliver compelling results in a privacy-first world.

Challenges Today

The Ara Approach and Why It Matters

Live intent is hard to capture with stale data

Loosely classified data segments widely available in the market are based on weeks-old stale data. This kind of backward-looking data doesn't capture live consumer intent.

Real-time predictive modeling

Ara uses machine learning to transform unique, real-time signals from over 100M+ online destinations into behavioral patterns. Our predictive models react to the most recent events across the internet and are scored a million times per second to maintain an up-to-the-second understanding of audience behavior.

Deliver perfectly timed and uniquely relevant advertising to the right audience.

Daily manual adjustment of bid levers is limiting

The value of every ad impression is constantly in flux due to evolving online behaviors. Using a finite set of levers, adjusted a few times a day to determine relevance and price, is ineffective.

Autonomous campaign execution

Ara analyzes real-time audience behaviors as well as live campaign performance, factors in campaign objectives, and autonomously tunes 10,000 variables every minute to uniquely evaluate and optimally bid on each impression.

Free up your time to focus on experimentation and beat your campaign goals by 120% on average.

Data manipulation to hunt for insights is inefficient

Crafting compelling audience stories requires granular insights. Finding these insights involves tedious data manipulation that can take hours.

Advanced audience analytics

Ara uses custom-built data analytics technology that turns huge amounts of data into an insights playground. It queries a database of over a trillion online signals in under 100 milliseconds to provide an interactive and instantaneous experience.

Get fast access to detailed audience and campaign insights to fuel your experimentation and innovation.

**Thrive in
a privacy-
first world**



Building for a cookieless future

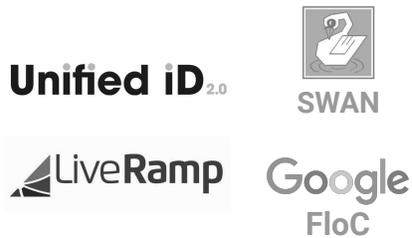
Quantcast's approach to the demise of third-party cookies is grounded in three pillars: industry standards, interoperability, and innovation—all in service of a free and open internet.

Industry Standards



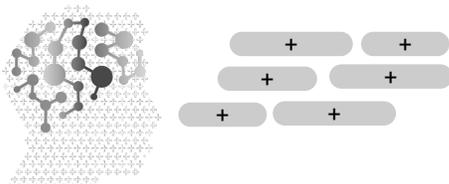
The ad tech community needs to unite to define the framework for viable long-term solutions as a way to validate and hold ourselves accountable. With that in mind, Quantcast has been working with **IAB Tech Lab's Project Rearc, Prebid, and the W3C** and will continue collaborating with others from across our industry.

Interoperability



The Quantcast Platform was built to intake and parse a complex set of signals, making it well equipped to integrate with emerging identity solutions including **UID 2.0, LiveRamp, SWAN, and Google FLoC**. Quantcast will partner with all new approaches and make any necessary adaptations as they evolve.

Innovation



Our approach has been and will continue to be grounded in **natural language processing, consent, a system to combine identifier signals coherently, and machine learning** technology that can take in multiple signals, combining them with statistical methods.

Making sense of the signals



Multi-signal approach for accuracy and scale

At Quantcast, we have built a platform that takes a multi-signal approach and applies advanced AI and machine learning techniques. This approach is not only robust, but also flexible and scalable if one of those signals become unavailable or a new type of signal is introduced. We are confident that by building on our three pillars of innovation, industry standards, and interoperability, we will successfully champion a free and open internet in a privacy-first world.

With over 100+ patents, Ara,[™] our unique AI and machine learning engine, makes sense of complex, multiple signal sets to understand behavioral patterns.

- + **Contextual Signals.** We use natural language processing overlaid with machine learning, allowing us to not only understand the content being viewed but also analyze it in a complex, high-dimensional space. This translates to a much higher fidelity than the predefined contextual tags and to a truer representation of the actual content.
- + **First-Party Signals.** Quantcast has been working with top publishers such as BuzzFeed, Bustle, Condé Nast, and Forbes for over a decade, which affords us privileged access to first-party signals via Quantcast tags deployed across 100M+ web and mobile destinations.
- + **Cohort and Identifier Signals.** We have architected the Quantcast Platform to ingest cohort-based signals and emerging identifiers.
- + **Consent Signals.** Quantcast Choice is one of the leading consent management platforms in Europe, implemented across 3M+ domains.
- + **Other Signals.** We also incorporate signals such as geolocation, device, time, and language.

Future-proofed identity

Cookie conundrum or competitive advantage?

Using multiple signals, including consent, first-party, contextual, and cohorts, and website signals such as time, language, and geolocation, we believe that we are uniquely positioned for success in a post-third-party cookie world.



Why Quantcast?

Unique access to first-party signals

We are not reliant on third-party data. Through our privileged relationships with publishers and Quantcast Measure deployed across 100M+ web and mobile destinations, we have direct access to real-time, first-party signals that drive efficiency and scale.

Expertise in AI and machine learning

AraTM makes sense of a massive set of signals on the open internet, building a sophisticated contextual understanding of the internet. We have tested our thinking and technology in Safari environments—a good indicator of what the future will look like—and have seen positive results with our alpha capabilities.

Pioneers of consent in ad-tech

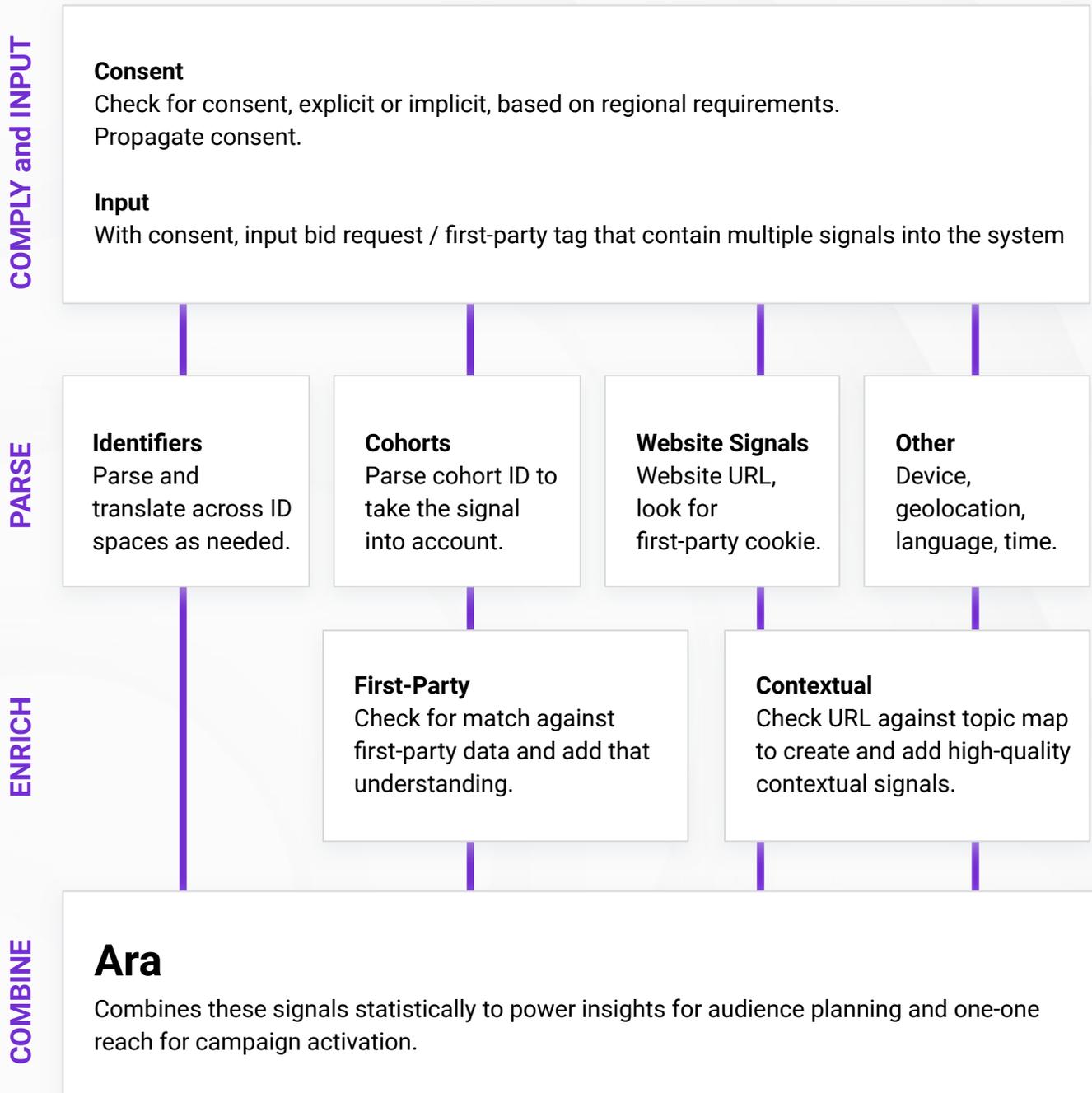
We are leaders in Europe with **Quantcast Choice**, our consent management solution. Having worked with the IAB to build the Transparency and Consent Framework (TCF), we are ready for a consumer-consent-first world.

Built with interoperability and industry standards in mind

We have built the platform to interoperate and ingest external identifier signals, such as UID 2.0, LiveRamp, SWAN, and Google FLoC. Quantcast will partner with all new approaches and make any necessary adaptations as they evolve.

Approach to a cookieless world

How this multi-signal process works in the Quantcast Platform



**Know and
grow your
audiences**



Quantcast Advertise

Advertising Services

Quantcast Platform

Self-Serve

Know and grow your audiences

The Quantcast Platform and technology is powered by unique real-time data and Ara, our AI and machine learning engine, providing brands, agencies, and publishers seamless campaign planning, activation, measurement, and innovation—ultimately maximizing outcomes and increasing revenues across the advertising ecosystem.

Quantcast has two ways to partner with us: use our managed services or our self-service platform.

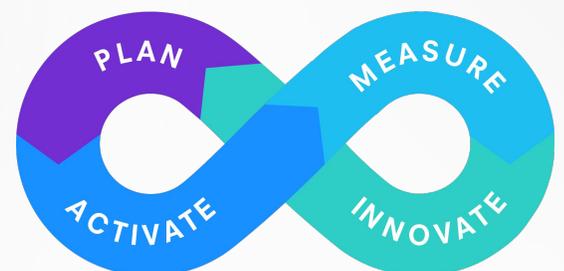
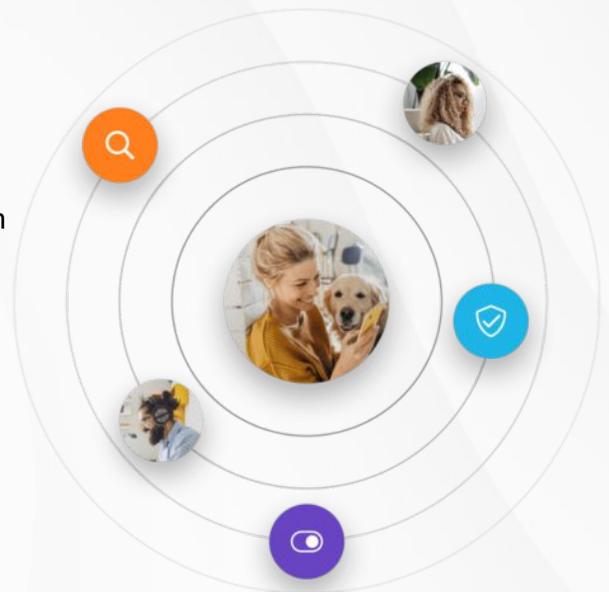
1. Quantcast Advertise

This managed-service side of our business combines our technology with technical and advertising expertise to provide marketers with brand and direct response solutions across a variety of engaging formats. Our expert account management and client services team are there to help you through campaign planning, activation and measurement.

2. Quantcast Platform

In March 2021, we announced the self-service **Quantcast Platform**, an intelligent audience platform with unified planning, activation, and measurement. With its transformative UI, it is easy to use and provides intuitive and interactive insights that marketers and publishers can use to drive innovation.

Quantcast



ADVERTISE

Brand Solutions



Find new customers

Quantcast combines accurate demographics with behavioral data to influence consumers. We amplify the effectiveness of your campaign with Quantcast Frequency Management, a proprietary tool that drives optimal ad exposure and maximizes lift on essential brand metrics.

“This unique programmatic solution enabled us to find our audience in the digital universe, address branding challenges and execute on our brand awareness strategy.”

Agathe Viaud,
Digital Section Manager,
Nissan



Objectives

Brand Lift
Audience Validation
Reach and Frequency
Viewability
Video Completion
Site Visits
Drive In-Store Traffic

Quantcast Solutions

Custom Keyword Audiences
Demographic Audiences
Data Partner Audiences (DPA)

Measurement Available

Brand Uplift Study
Viewability Reporting
Video Completion Reporting
In-Target Audience Validation
Foot Traffic Measurement

Measurement Partners



ADVERTISE

DR Solutions



Superior results to prospect and convert new customers

Quantcast amplifies customers' audience data to drive optimal business outcomes. Our powerful algorithms find consumers across the entire connected universe whose online behavior is most similar to your existing customers. Working across real-time ad platforms, we get your brand in front of prospects you didn't know were there, delivering truly relevant customers.

"By challenging the norm, we found an effective way to integrate our partners: reducing wastage and improving efficiency."

Ryan Miles
Vice-Director of Marketing  **Microsoft**
Microsoft

Objectives

CPA
ROAS
CTR
Site / Page Visits

Quantcast Solutions

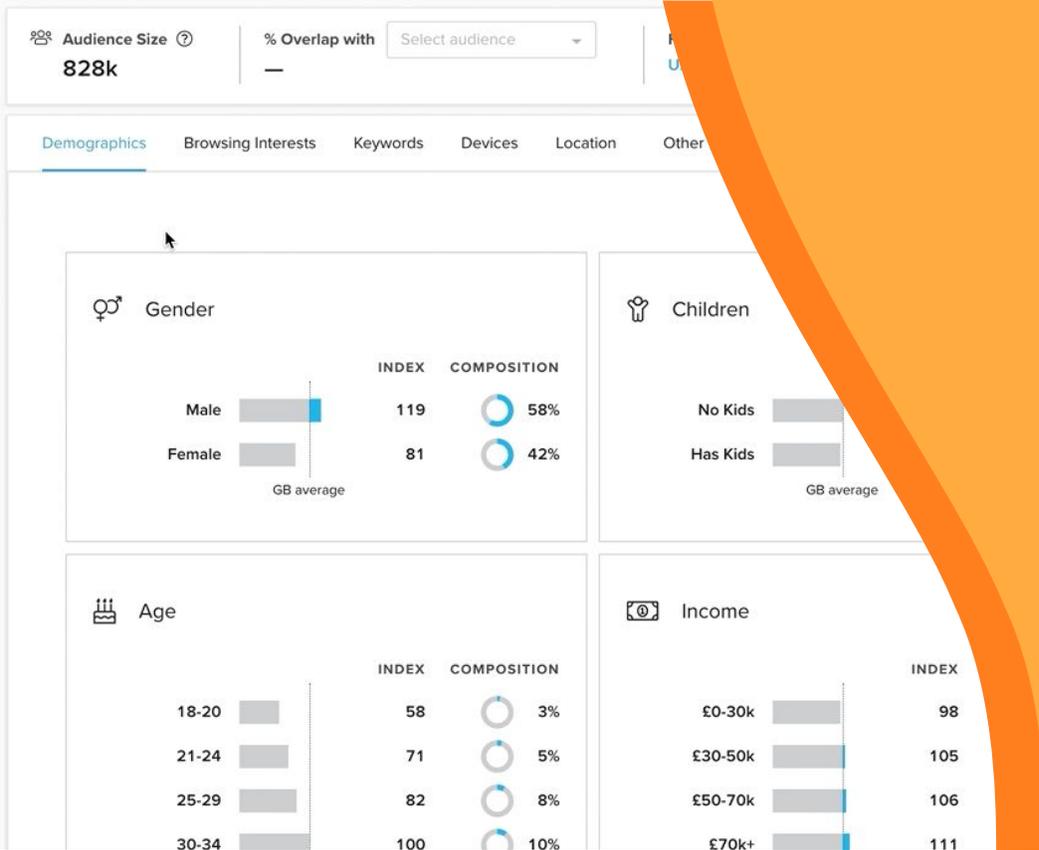
Prospecting
Performance Targeting
Retargeting

Measurement Available

Performance
Prospecting Insights
Delivery Reports

Put us to the test

- + Quantcast is confident in our product and we want to prove it!
- + Support in setting up for success



QUANTCAST PLATFORM Plan

Craft rich stories with in-depth audience insights

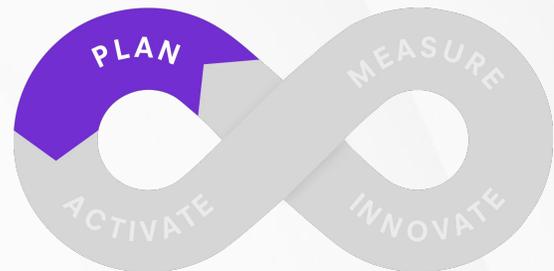
To deliver an effective customer experience, marketers must first understand their audiences.

Audience Planner helps marketers discover valuable audience insights to craft rich customer stories and elevate marketing strategy.

Quantcast's unique data and advanced machine learning algorithms give advertisers in-depth audience insights into browsing interests, attitudinal, and psychographic data.

"We can use this platform for multi-channel planning. The insights were spot on and can be leveraged in the planning process for future campaigns."

Nadia Forster
Account Manager



Benefits:

- + Get interactive audience insights in seconds, not hours. Experiment, learn, and develop smarter media strategies.
- + Plan, activate, and measure within a single platform. Easily turn audience targets into campaign targets.
- + Explore browsing interests, purchase behavior, publisher affinity, and more for current customers or new audiences.
- + Compare up to four audiences side-by-side and easily forecast reach. Understand changing behaviors of your audience across different time periods.

Pet Lover

OBJECTIVE: Conversions
CONVERSION EVENT: event.Default
FOCUS ON: Conversions (CPA)

New Ad Set

Targeting

TARGETING STRATEGY

Full Performance
(Recommended)

Prospecting
Find lookalikes only

Retargeting
Target your site visitors

AUDIENCE

Create a new audience [Attach an audience](#)

[Attach Audience](#) Select a pre-built audience to target in this campaign

Budget & Schedule

BUDGET

Daily Budget should be between \$20 and \$250,000

SCHEDULE

Run my audience continuously

Set a start and end date

START

Feb 23, 2021

QUANTCAST PLATFORM

Activate

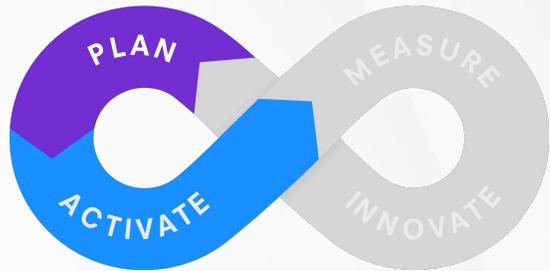
Fill the funnel from awareness to consideration to conversion

Quantcast has been helping advertisers and publishers with high-performing advertising for years, and now with the Quantcast Platform, we're putting it into their hands, making it available as an easy-to-use, self-serve solution.

Leverage the power of AI to fill the entire marketing funnel and beat your marketing KPIs, ultimately growing your business.

"You're outperforming managed service and other vendors by 300%."

Adam Ansoff, Account Manager **Add3**

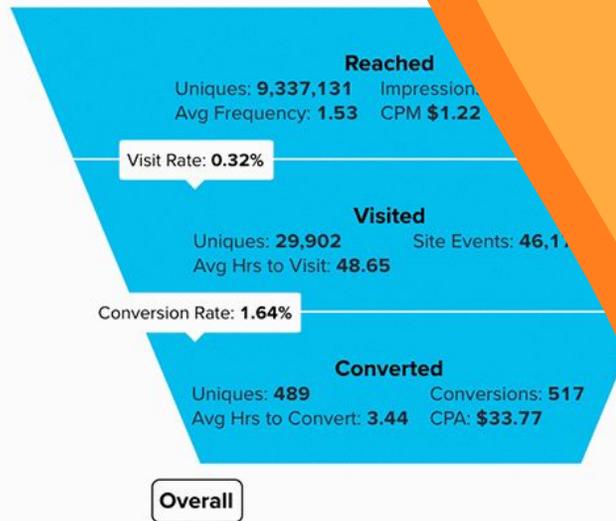


Benefits:

- + **Reach custom audiences.** Create customer cohorts based on their interests, passions, and intent—all inferred by analyzing their online content consumption. Estimate potential audience size to maximize scale.
- + **Go beyond a frequency cap and set a frequency target.** Set a desired frequency amount to reach your audience the right number of times and minimize wasted spend.
- + **Deliver the optimal mix of prospecting and retargeting.** Leverage our full performance capability, which dynamically allocates impressions between new and returning customers to drive higher ROAS.

This report shows data aggregated between 2020-08-10 and 2020-08-10

Totals Device Gender Age Income Education Children



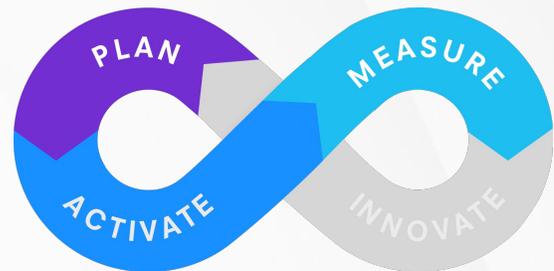
QUANTCAST PLATFORM Measure

Get actionable campaign insights without having to manipulate data

- + **Funnel Visualizer.** Explore a campaign audience journey and how delivery and conversion metrics vary across different demographics.
- + **Audience Overlap.** Campaign-level insights to show unique customers reached and overlap with other ad sets.
- + **Weekly Conversion Change Summary.** See changes in weekly conversions by domains, demographics, and geolocations.
- + **Prospecting / Retargeting Breakdown.** Breakdown of KPIs across full performance campaigns.

“Insights Lab is highly intuitive and visually appealing. It is easy to understand campaign performance and get interesting insights in a digestible manner without spending hours in understanding long reports.”

James Roddan, Sr. Account Executive 



Benefits:

Insights are the first step to innovation. Access granular and interactive campaign insights through **Insights Lab**.

- + **Get the full picture of the audience journey.** Build a story using real-time data and execute it immediately. Uncover stories behind the campaign metrics.
- + **Innovate and act quickly** on campaign insights as you do not have to spend hours analyzing long reports.

Create Experiment: Auto Insurance signups

Set up the initial budget for the experiment here. After this step, find your experiment in the campaign list. The experiment will be inactive. You can adjust the budget anytime before you activate the test.

DATES Feb 16, 2021 - Mar 18, 2021



BUDGET(USD)

Daily

\$1,000.00

AD SET NAME

DAILY BUDGET (USD)

Ad Set 1

Experimental Ad Set A

\$500.00

Ad Set 2

Experimental Ad Set B

\$500.00

Back

Create Experiment

QUANTCAST PLATFORM

Innovate

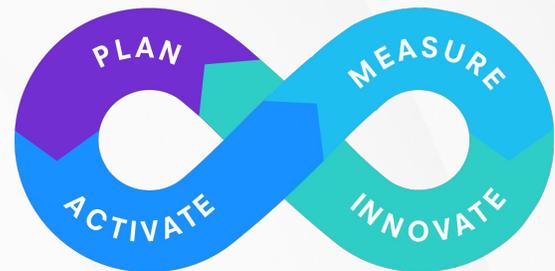
Experiment easily and limitlessly to improve your marketing

As marketers, we've got more data than ever available to us. From real-time customer engagement to interactions on our websites, data is retrievable from virtually every source of marketing that we do. So the question is: how do we get more intelligence and use it to drive actions that deliver results?

The **Quantcast Platform** provides marketers with planning and measurement tools that allow for a test-and-learn approach. By analyzing data around demographics, web browsing behaviors, and past purchases, marketers can detect common attributes and identify new growth opportunities.

"The insights tool was great for providing a thorough breakdown of performance, which made the optimization process seamless."

Elizabeth Anastassiadi, Sr. Programmatic Trader



Benefits:

- + **A/B test** new audiences, creatives, messaging, and other campaign strategies instantaneously with an easy-to-use experimentation tool.
- + **Create an ongoing feedback loop** to drive marketing innovation. Use insights from Planner, Insights Lab, and Report Builder to inform planning and activation.
- + **Analyze trends** over time to understand how your audience behaviors and interests have evolved. Use insights to inspire hypotheses.
- + **Pioneer new strategies** that influence your cross-channel marketing plan.

Engaging formats





Native

Native ads adapt to the look and feel of the content and create a seamless experience for users.

Quantcast combines native formats with:

- + **Real-Time Data.** Provides up-to-the-second insights you can't get anywhere else.
- + **Custom Live Audiences.** Reach unique prospects and in-market customers, based on 50,000 distinct features.
- + **Optimize to Any Outcome.** The Quantcast Platform tunes over 10,000 variables every minute to determine the optimal bid for each impression.

We connect to the top native inventory sources:

triplelift *Teads*  **NATIVO**

Use native at any stage of the customer journey:

- + **Maximize Conversions.** Prime in-market audiences by communicating the value of your product or service, and drive prospects further down the path to conversion.
- + **Drive Site Visits and Engagement.** Native formats act as a content preview, compelling users to want to learn more. This makes native uniquely suited for driving traffic and engagement with your content.
- + **Increase Brand Awareness.** Place your brand seamlessly within publisher content for greater visibility and to create a positive brand experience.



Rich Media

* Currently available only on Quantcast Advertise.

Beautiful large format creatives that maximize user engagement

6% interaction rate*
15s dwell time
1.4% ctr

Impactful Formats

Drive interaction and engagement with high-quality, custom rich media.

Delivered to the Right Audience

Reach the audiences that matter most using Quantcast's real-time data and machine learning.

For Better Brand Results

Create richer, interactive experiences that drive brand outcomes.

Formats include...

The expanding **Lightbox** launches into the center of the screen and lets audiences interact directly with elements of your brand.

The **Parascroll** parallaxes as the user scrolls, creating an eye-catching movement.

The **3D Prism** displays videos and images that appear to rotate on the page, allowing you to show multiple faces of content.

The **Interactive+ Banner** lets you include customizable interactive elements like video and 360° product views.

*Note: CPM upcharges apply.
 Minimum of 2M impressions per unit.*



Smartphone and Tablet

Quantcast automatically blends mobile into your campaigns

Mobile for Branding. With product research often occurring on mobile and tablet, it's important that your brand is front and center when consumers are in the consideration phase.

Mobile for Performance. We recommend a blended set-up to improve performance, nurturing your audience from consideration to purchase.



Benefits:

Tap into the cross-platform usage behaviors of consumers:

- + **Right Place.** With time spent on mobile devices now outstripping desktop, mobile has become a key touchpoint in the conversion funnel.
- + **Right Time.** Increase the number of opportunities available to you to communicate with consumers browsing the mobile web who are in market and receptive to your brand or message.
- + **Right Audience.** The breadth of behaviors on mobile devices creates a compelling way to reach your customers from multiple angles.

Video



Unparalleled video outcomes

Using the video views objective, optimize towards **viewable and completed views**.

Quantcast Expanded Video Viewability optimizes brand video campaigns for stricter **viewability** standards in a brand-safe environment.

Access an Extensive Video Marketplace:



Quantcast

69%

Video completion rate higher than MOAT benchmark

65%

Viewability higher than MOAT benchmark

Cross-Platform Video Formats:

- + Delivery on desktop, smartphone, and tablet
- + Flexibility in video length with :06, :08, :15 and :30 second assets
- + Run pre-roll and outstream video formats

Source: *Aggregated global Quantcast campaign data for January 2019 vs. Moat global benchmarks for programmatic desktop video.

The future of advertising is here. Now.

We are taking an entirely new approach to advertising on the open internet.

Real-time, first-party signals for up-to-the-second understanding of consumer behavior

Audiences are everything. Say goodbye to stale third-party segments and hello to real-time signals. With our first-party footprint across 100M+ web and mobile destinations, stay on the pulse of ever-changing consumer behavior.

AI and machine learning for actionable insights & results at scale

Ara,[™] our **AI and machine learning** engine, operates on live data to learn real-time audience behavior patterns. Ara pairs these patterns with real-time campaign monitoring to surface actionable insights and optimize towards the best outcome for every single ad.

Consumer consent is the foundation of our platform for a privacy-first world

Thrive in a privacy-first world. Consumer privacy, transparency, and trust are built into the very foundation of our platform, allowing you to thrive in a world without third-party cookies.

Integrated platform to plan, activate, and measure with ease and efficiency

The Quantcast Platform provides ease of use and time savings, empowering brands, agencies, and publishers to **know and grow your audiences**. Overlay **engaging formats** to unlock creativity on the open internet.

But don't take our word...



"We leverage Quantcast's live first-party data to understand granular insights about our audiences. These insights are based on real-time content consumption trends, and you can activate these audiences in just a few clicks. You're not building a story if you can't activate it right away."

Alex Glover, Digital Director **MEDIACOM**

"Since going live with Quantcast, we have seen our performance improve 32% using the full-funnel approach."

Matt Valentine, Digital Account Manager **m/SIX**



"We now optimize towards an event and let the algorithm do its thing. This allows us to focus more of our time on creative messaging strategy as well as partner development."

Sagar Budhrani, Senior Marketing Acquisition Manager **STASH**

"The level of automation allows me to spend more time understanding audience insights and building holistic marketing strategies around these audiences."

Mike Kocher, President, NW Media Partners





Interested in learning more?

About Quantcast

- Quantcast is an advertising technology company and the creator of an innovative intelligent audience platform that empowers brands, agencies, and publishers to know and grow their audiences online.
- The Quantcast Platform, powered by Ara,[™] a patented AI and machine learning engine, delivers automated insights, marketing performance, and results at scale to drive business growth.
- Our solutions are leveling the playing field for our customers when it comes to effectively reaching audiences online and helping them power a thriving free and open internet for everyone.
- Headquartered in San Francisco, Quantcast has been serving customers around the world since 2006.