

Quantcast



STARHUB

More than just a campaign

A true partnership that delivers results that matter

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In a fiercely competitive market, StarHub pivots their digital strategy and leverages first-party data to get closer to their audience

The Challenge

StarHub is a leading Singapore company that delivers world-class communications, entertainment, and digital solutions. To keep up with intense competition, StarHub was challenged to find new customers across its various product lines—mobile, home, and business solutions—whilst also driving better media efficiencies and effectiveness.

With each product having its own nuances in audience, set KPIs, and business goals, StarHub needed to approach its marketing and advertising strategies in a holistic way, yet treat each product as its own business.

StarHub was looking for a partner that could deliver measurable business outcomes at scale but also granularity and accuracy when it came to audience insights. To deliver results, StarHub needed a partner with internet-scale first-party data and AI capabilities to access unique audience insights, both to plan and activate media campaigns—and that's where Quantcast came in.

The Objectives

The focus of the partnership between StarHub, their media agency Carat, and Quantcast worked to achieve several goals:

- Deliver greater efficiency across StarHub's entire media planning and activation model by moving away from third-party data, using first-party data instead to accurately segment audiences.
- Help StarHub find high-value prospects and drive new customer sign-ups through the use of first-party data and AI technology to connect media planning and activation.
- Improve customer acquisition efficiency across all lines of StarHub's business by creating custom algorithms for each product and campaign.

The Solution

Using AI and machine learning technology to bring in more net-new customers

In transforming their approach to campaign planning and activation, Carat had to make several changes internally, including upskilling their teams to become more technical and interwoven into StarHub's business units, individually and as a whole.

The Carat team worked with Quantcast and StarHub to tag StarHub's entire website and products were tagged with Quantcast pixels, which allowed all stakeholders to better understand behaviours of the different audiences who were visiting and converting on the StarHub website.

Delivering true prospects and covering the entire marketing funnel

To increase advertising efficiency and drive new customers for StarHub, Quantcast used StarHub's DMP to inform the suppression of ad exposure to existing customers, and instead only engaged users who had not been to the StarHub website for the past 30 days.

Underpinning this first-party data-driven approach to reaching new customers, Quantcast utilised a combination of awareness (video and rich media formats) and performance solutions to engage with StarHub's highly-focused audiences. This allowed StarHub to achieve its dual objectives of brand awareness and online conversions at a greatly reduced cost per acquisition (CPA).

The Results

Within 6 months, StarHub achieved...

81% lower CPA

across all 'enterprise business group' solutions

57% lower CPA

across all 'entertainment' and 'smart life' solutions

38% lower CPA

across all 'mobile' solutions

21% new customers

on average across all lines of business

**All reported results above are provided by StarHub*



More than *just* a media partner

01 Preparing for the cookieless future

In leveraging Quantcast, the StarHub marketing team can now exclusively use their own first-party data to reach and engage their desired audiences.

02 A focus on longer-term brand building

Informed by actionable takeaways that Carat regularly puts together using the Quantcast Platform's audience planner tool, StarHub has also successfully shifted their focus to creating longer-term brand and performance targeting strategies, resulting in better brand perception and overall conversions.

03 The power of customer insights

Having access to live, first-party data insights about StarHub's audience through the Quantcast Platform allows the Carat team to keep the client informed and educated around key media buying cycles, and tailor strategies based on changing goals and customer behaviour.



Evonne Ching
Associate Client Partner



“Carat has a strong partnership with Quantcast and continues to leverage its technology to deliver effective performance strategies across StarHub’s digital campaigns. This includes leveraging the audience and campaign insights that are unique to the Quantcast Platform.

The strong collaboration between both teams has led to significant growth in ramping up acquisitions, which in turn has contributed to positive growth for the StarHub business.”

Quantcast



Ran Too
Senior Manager, Brand and
Marketing Communications



Quantcast

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“Our goal was to reduce the cost of acquiring new customers and Quantcast has by far been one of the best performing platforms in driving conversions across the B2C and B2B sectors for StarHub. Quantcast have constantly delivered against our campaign goals, with the cost per acquisition (CPA) delivering 2x more effective results when compared to other ad tech providers.

Working with Carat and Quantcast changed the way we approach digital advertising in our business, helping us to become more efficient with our strategies and drive actual results that matter.”