

Quantcast

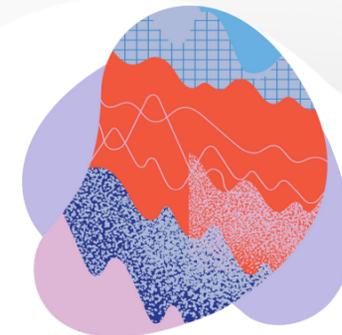
# Advertising All Stars



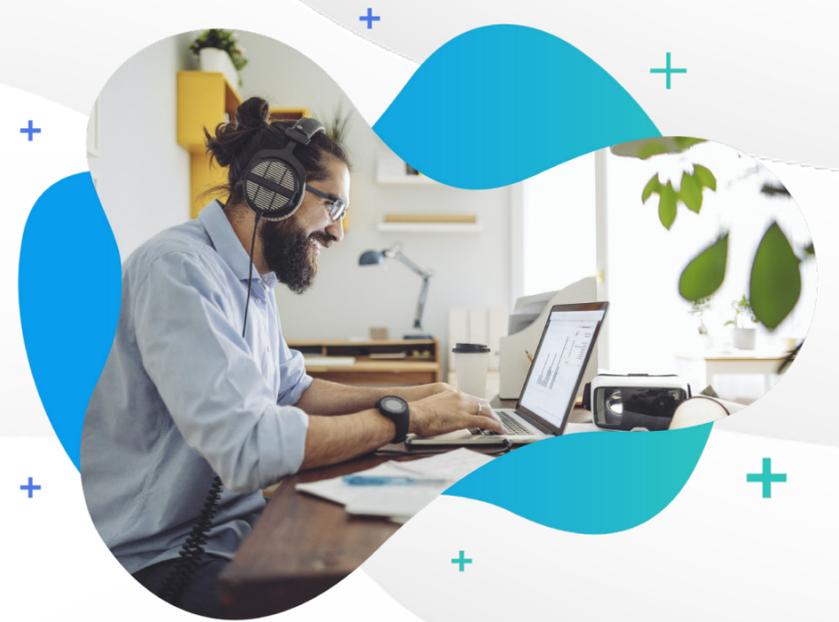
Real-world stories and results from some of the most innovative in their industries

## Quantcast Advertising All Stars

The Quantcast Platform empowers brands, agencies, and publishers to know and grow their audiences on the open internet. Whether you want to run your own advertising campaigns or have them fully managed by our expert account team, we're here to support you. This book presents a series of real-world stories and results from customers who have successfully used Quantcast to power their marketing with real-time audience insights and deliver outstanding business results. Representing a range of industries from retail to finance, these all-star customers have achieved a competitive edge in their markets through working with Quantcast.



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## **Agencies**

Advertisers rely on agencies to provide them with insights into shifting consumer trends. Agencies can leverage live and accurate data to deliver perfectly timed and uniquely relevant advertising to their clients' audiences.

# MEDIACOM



MediaCom is a global media agency that helps people, brands, and businesses unleash their growth potential through media.

## MediaCom mediates dual exposure to brand and trading campaigns and achieves significant uplift

### The Challenge

MediaCom wanted to bridge the gap between brand and trade in the digital advertising space. They felt like they were running two disparate campaigns with a divided focus: well-planned, carefully strategized brand executions that deliver big impact vs. the hard-working activity of nitty-gritty direct response advertising and trading. MediaCom wanted to link these strategies together so that the work done by both sides would complement and help each other in an efficient and cost-effective way.

### The Solution

With Quantcast, MediaCom was able to draw on real-time data from more than 100M online destinations, gaining actionable insights to drive their campaigns. With a breadth of data that surpassed the limitations of the walled gardens, MediaCom leveraged live and accurate data to fuel their planning and activation, making it easier to link it with their trading.

### The Results

By leveraging Quantcast's unique real-time data and machine learning engine, MediaCom solved the problem of delivering performance at scale. They saw significant uplift by dual exposure to their brand and trading campaigns.

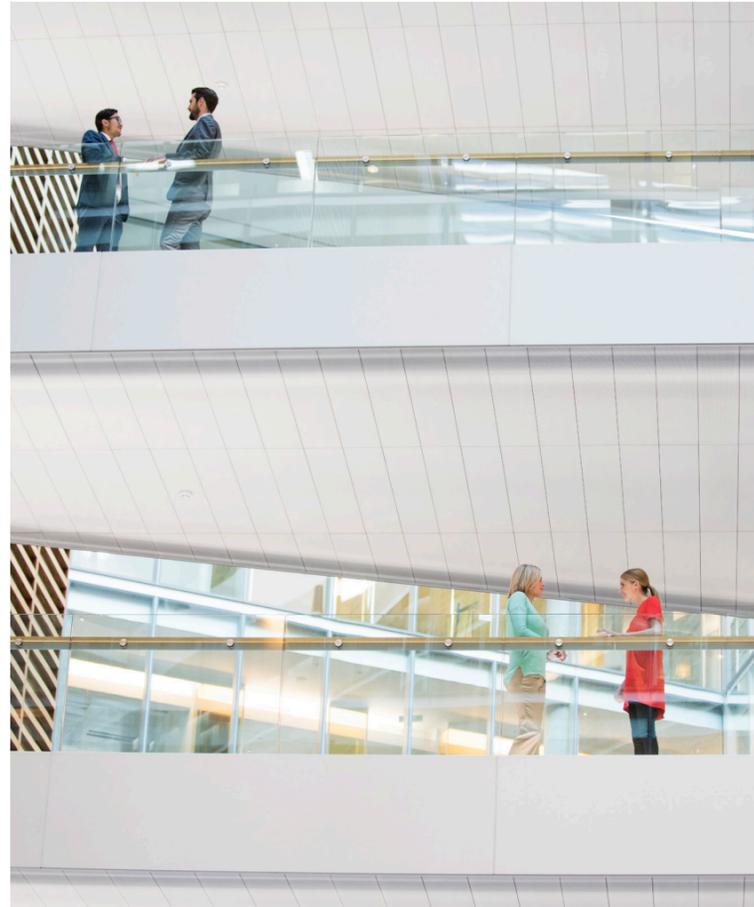


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The relationship with Quantcast has definitely set us off on the journey and shown us what 'through the line' digital advertising can really mean. The results so far have been great. The power of Quantcast algorithms, machine learning, [and] user scoring has driven best-in-class performance at scale for us.”

- Alex Glover, Digital Director, MediaCom

# dentsu



Dentsu is the largest advertising agency and fifth largest agency network in the world.

## Dentsu Media diversifies ad spend to increase audience reach

### The Challenge

Dentsu knows that an ad campaign's success depends on identifying relevant and responsive audiences. Recognizing the importance of diversifying dentsu's ad spend across more channels so they would not be limited to a certain set of data, the agency wanted to go beyond the walled gardens. Dentsu's goal was to expand their audience reach and gain audience insights.

### The Solution

Dentsu focused on establishing a first-party data strategy, drawing on both online and offline data for analysis and actionable insights. Leveraging Quantcast's data and the platform's advanced AI technology, the agency was able to effectively identify predictive audiences who were likely to take the desired campaign action.

### The Results

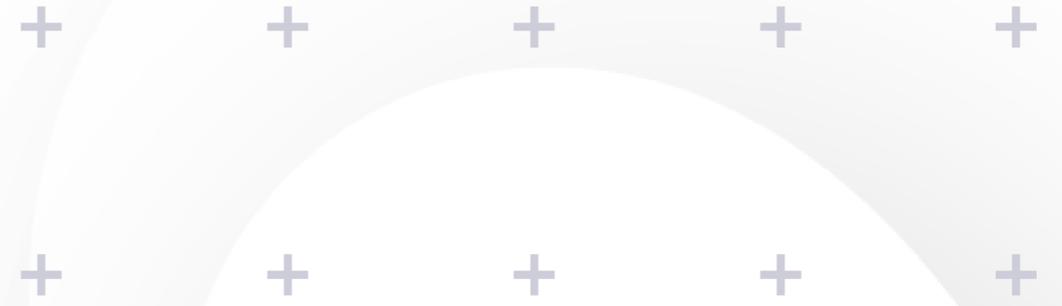
Across many campaigns and client categories, dentsu has successfully identified audiences who are qualified and likely to respond. They drove measurable business outcomes with data insights that also helped them with future planning—whether audience, creative, or reach—and therefore future performance.



“ ”

Our teams find the audience and campaign performance insights provided by Quantcast are invaluable to our clients' success. In an increasingly complicated data and media ecosystem, we look forward to continuing to partner with Quantcast in 2021 and beyond.

- Jason Crawford, Vice President of Display Media, dentsu



## **Entertainment**

The digital transformation of the entertainment industry is rapidly accelerating. A successful company in this highly competitive space develops smarter ways to acquire new customers, retain existing customers, and monetize traffic.



IMVU, the world's largest avatar-based messaging platform, provides a virtual reality social experience for online users interested in gaming and 3D chat rooms.

# IMVU boosts player conversion rates for their avatar-based social platform

## The Challenge

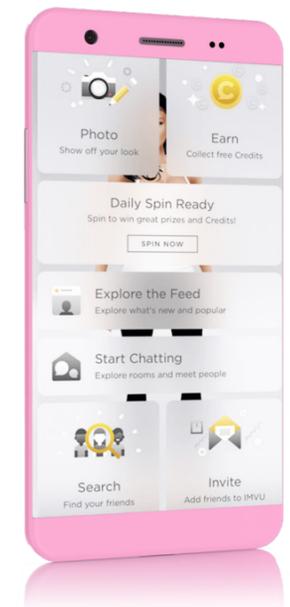
IMVU needed to protect their share of voice and users against an increasingly competitive entertainment landscape. They were looking for better and smarter ways to acquire new customers, retain existing customers, and monetize them. They also wanted to expand their advertising campaigns beyond the US.

## The Solution

IMVU was happy with the performance they were seeing in driving user sign-ups, but they had multiple partners on the plan and wanted to have a better understanding of the incrementality of Quantcast campaigns. They partnered with Quantcast to run a series of incrementality tests. As they increased their budget, they were able to prove their campaign's impact, confirming the continued acquisition of new customers as well as their retention.

## The Results

Working closely over four years with Quantcast, IMVU has achieved their marketing objectives. Their campaigns have beaten CPA goals and boosted the player conversion rate. The social networking site has seen significant growth in their number of users; they also gained good quality users, getting a lifetime value out of them. As they expand globally, running recent campaigns in France and Germany, IMVU has been able to confirm that these campaigns are achieving the same level of success as previous campaigns in the US.



Any partner that's really proactive about coming up with new ideas, new concepts, it makes our job a lot easier, and we've found that working with Quantcast, where teams are just as much invested into our business as we are.

- Lomit Patel, Vice President Growth, IMVU



### **Financial Services**

The “new normal” operating model for the financial services industry is customer- and context-centered. To stay competitive, financial institutions can increase positive brand association and tailor messaging to both existing and prospective customers.



Westpac Banking Corporation is an Australian bank and financial services provider that is headquartered in Sydney, Australia.

# Westpac drives brand preference uplift with creative messaging

## The Challenge

Westpac, one of Australia's largest banking and financial services providers, was looking to increase brand preference among Australians during a particularly turbulent time with the Banking Royal Commission. This presented Westpac with a broader challenge of increasing brand preference not only against competition, but also within an industry under scrutiny for its practices. They sought to improve trust and consideration among customers and non-customers with "Stay Protected" creative messaging.

## The Solution

Using a combination of Quantcast's unique keyword interest and demographic data reaching banking audiences ages 18-49, they identified the predictive behavioral patterns and intent signals of business owners to reach similar users before they were in-market. To drive optimal brand preference lift, Westpac leveraged Quantcast's unique 'frequency management' solution. Frequency management acts as a critical AI data point, allowing for tailored ad cadence uniquely delivered to each customer.

## The Results

Using Quantcast's keyword interest and demographic audiences, Westpac reached both existing and potential customers with messaging on their ethical business practices, to drive positive brand association. By setting a target frequency at the start of the campaign and reassessing the optimal frequency a week in, they also delivered their trust and safety message to customers when they were most receptive, driving 24% brand preference uplift.



At a trying time for the financial sector, we were thrilled with the results that Quantcast delivered for Westpac. Quantcast's brand solutions have been instrumental in helping us grow brand preference with Australian business owners aged 18-49. The results show that programmatic can really play a role within brand campaigns.

- Carly Boyle, Director of Media Planning, Westpac Group



TD Bank is one of Canada's largest financial institutions and is among the top 10 in North America.

# TD Bank capitalizes on rising demand for investment products

## The Challenge

TD Bank strives to give its customers "the confidence to thrive in a changing world," and the pandemic created a new challenge for achieving that goal. They needed to understand key changes in consumer behavior and anticipate new trends, so they could meet their customers' needs.

## The Solution

In 2020, during the early days of the pandemic, TD Bank saw a heavy rise in investment products. Using the Quantcast Platform, powered by Ara™, our AI and machine learning engine, they were able to understand real-time changes in consumer behavior and get ahead of the trend.

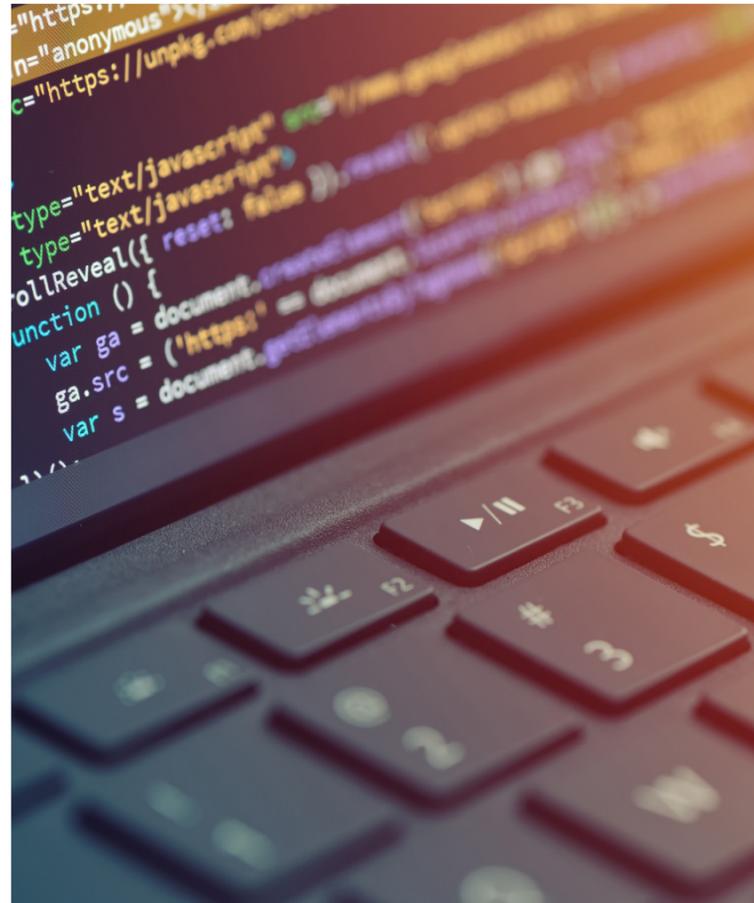
## The Results

By watching for key changes in consumer behavior, TD Bank was able to lean into the increase in usage on their online trading platform to capitalize on the rising demand for investment products. This includes understanding and activating new audiences who were new to investment and open to TD Bank's "confidence" messaging. One year later, they continue to see this growth.



The proof of the pudding is in the eating, and we're always driving performance. We have a joint business objective, and that's what's important in advertising in a platform. Quantcast has helped us in many different ways to address challenges.

- Viviana Machado, AVP, Digital Marketing Capabilities and Innovation, TD Bank



Equifax is a global data, analytics, and technology company, and one of the three largest consumer credit reporting agencies.

# Equifax counters attribution blindspots as third-party cookies go away

## The Challenge

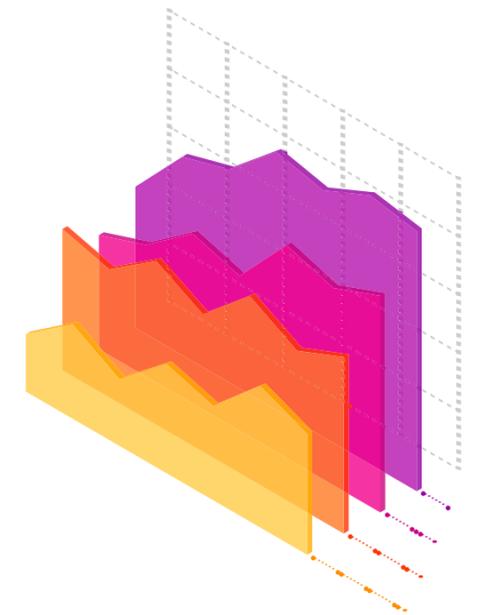
If you don't know what's driving your sales, how can you best invest your marketing dollars? Equifax tackled this issue, when they discovered that up to 40% of their sales were not attributable. Declining numbers of third-party cookies—and the associated loss of cross-site consumer data—meant it was nearly impossible to understand the customer journey for almost half of their sales. To future-proof the business, Equifax needed to take action and identify the channel or source of their sales.

## The Solution

In response to the declining levels of attribution data, Equifax began a strategy of “knocking on doors.” Each month, they carved out a percentage of their budget to put against experimenting with new audiences to drive results.

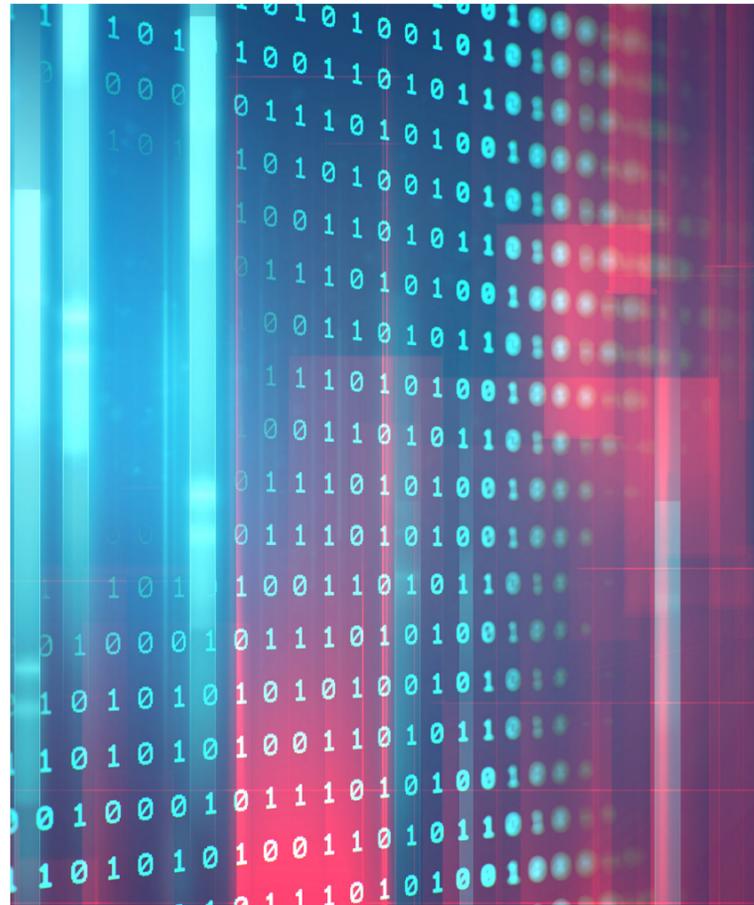
## The Results

In only two weeks time, Equifax's campaigns hit optimal efficiency. Return on ad spend (ROAS) continues to grow, and they have attracted more high lifetime-value customers. In a pandemic year that disrupted a wide range of industries, Equifax grew by double digits in 2020, which is remarkable growth for an established business.



Quantcast has been a valuable partner of Equifax in recent years, consistently delivering great results for our campaigns. With their unique data and modeling, they've earned the spot as the top performing partner for us.

- Joella Duncan, Director of Media Strategy, Equifax Global Consumer Solutions



CMC Markets is a leading global financial services company that offers online trading in shares, spread betting, and contracts for difference and foreign exchange.

# CMC Markets navigates online trading fluctuations to attain high-value audiences

## The Challenge

As a business with over 30 years of experience, CMC Markets is used to managing risk in fast-moving, volatile markets. But when the stock market experiences dramatic swings in activity and price fluctuations, it can also affect their customer demographics. CMC Markets wanted to find new ways to engage with new audiences as well as leverage audience insights and machine learning data.

## The Solution

With Quantcast's live data and audience behavior insights, CMC Markets identified their audience demographics as they changed in real time and engaged with them in effective ways.

## The Results

CMC Markets navigated through market changes to achieve high-value audiences and deliver new opportunities for their business. They accomplished their set goals around customer acquisition.



We choose to work with Quantcast, one for the technology, and secondly, for the people. My extended support team at Quantcast has been great. We tend to forget that this is based on human relationship building, and they really bring that back in. They're very open, they're proactive, and they're keen to understand our business and the industry.

- Sophia Jung, Digital Marketing Executive, CMC Markets



### **Fitness**

The COVID-19 pandemic impacted many industries, and perhaps none more so than the fitness industry. To thrive, a fitness company can tap into underserved markets and health-conscious audiences to increase membership.

# Australian Life Tech



Australian Life Tech (ALT) is a technology-led health, fitness, and nutrition company. One of its primary brands is 28 by Sam Wood, a home and fitness nutrition program designed by the Australian Bachelor.

## Australian Life Tech wins over new health-conscious customers in competitive fitness arena

### The Challenge

When COVID-19 hit, the highly competitive arena of health and fitness got even more fierce. With consumers turning to online workouts to replace gym sessions and to healthy food prep and deliveries to replace dining out habits, Australian Life Tech (ALT) wanted to ensure that Sam Wood maintained its leadership positioning in the market to attract new customer sign-ups for the program.

### The Solution

ALT partnered with Quantcast to segment their health-conscious audience and maximize engagement to drive conversions. Quantcast identified key site pages and helped implement an optimal tagging strategy to deliver robust audience insights. Using these insights along with Quantcast's custom modeling, they were able to find and reach new users, growing their customer base.

### The Results

With greater traffic volume and deeper knowledge of user behavior, ALT was able to build a very specific audience pool and reduce CPA by 35%.



We get approached a lot by marketing providers and digital marketing companies, promising that they can transform our company and help us grow, but more often than not, there's a level of over-promise and under-delivery. [We] really had quite the opposite experience with Quantcast. It's a wonderful dynamic we have with Quantcast, when month-on-month, we're increasing our spend, and our customer acquisition costs are either maintaining or sitting well below what our KPIs are.

- David Jackson, CEO, Australian Life Tech



### **Nonprofits**

In this period of physical distancing, nonprofit leaders adapt their fundraising strategies to the times—and their unique donors. A nonprofit organization can gain a better understanding of who its donors are, what they're doing, and how to leverage those insights to craft more relevant and authentic messaging.



SickKids Foundation is the fundraising arm of the Hospital for Sick Children (SickKids), one of the world's foremost pediatric healthcare institutions and Canada's leading center dedicated to advancing children's health through the integration of patient care, research, and education.

# Digital advertising makes impact beyond the pavement for SickKids Foundation's 'Million Reasons Run'

## The Challenge

SickKids Foundation and digital media agency Aber Group set out to recruit participants and encourage them to fundraise for the 'Million Reasons Run' campaign. Their focus was on reaching runners, parents with children, and supporters of the 13 participating children's hospitals. The campaign had the unique challenge of needing to drive awareness as well as recruit virtual community participation during the COVID-19 pandemic. Since this was the inaugural year for the 'Million Reasons Run,' there wasn't any pre-existing data to pull from.

## The Solution

Quantcast's solution was twofold: audiences and insights. Leveraging Quantcast's live view into consumer behavior, they built a highly niche audience based on running keyword interest to drive consideration and intent. They also placed a pixel on the 'Million Reasons Run' homepage, allowing them to collect new data on run registration, ultimately allowing them to grow their donor pool and drive conversions.

## The Results

The SickKids Foundation created a successful digital advertising campaign that raised awareness, increased donations, and fueled event participation. Over 7,000 home page site visits occurred in the first two weeks with over 600 donation conversions. The run registrations exceeded over 400, and 8,000 people participated in the challenge in May. The campaign raised over \$2.2 million in donations overall (129% of goal).

This performance was largely driven by Quantcast's unique and actionable insights, enabling the team to optimize the campaign and tap into net-new participants across Canada. They discovered that people converting were browsing topics that included family and parenthood, hobbies and interests, and mountain biking. They also learned that conversions increased on Wednesday and Thursday and were especially higher during the second half of the day.



We truly appreciate Quantcast's commitment to the 'Million Reasons Run.' Quantcast really stepped up as the event's digital media sponsor, and its high-quality media and targeting were instrumental in driving sign-ups and making this first-time event a huge success. Thank you, Quantcast!

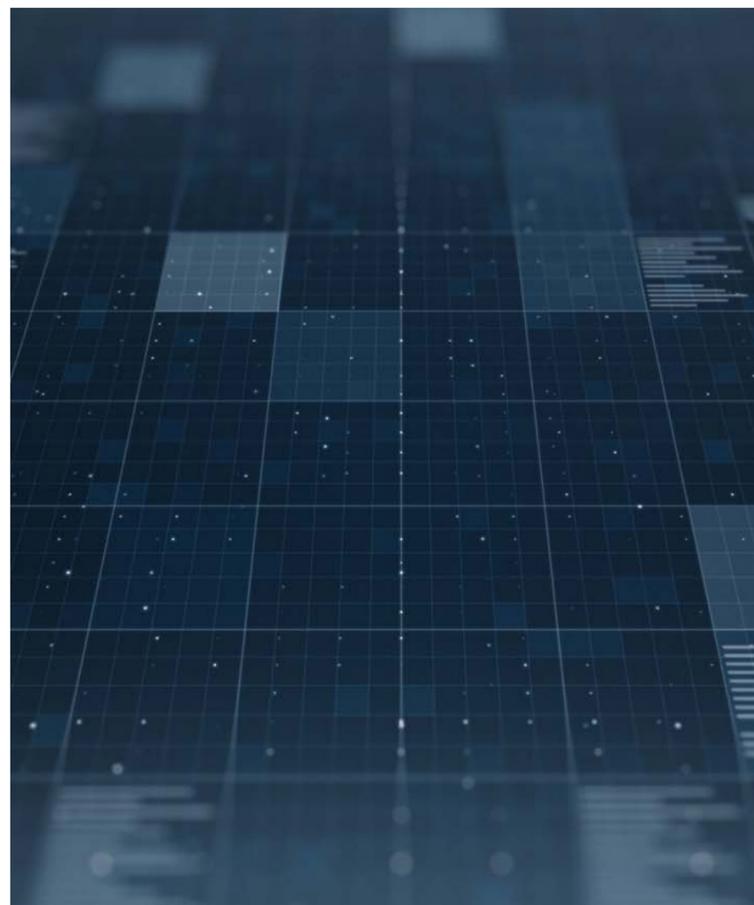
- Jay Aber, President and Founder, The Aber Group



### **Publishers**

Publishers recognize the need to build more meaningful relationships with their users by creating engaging content experiences that benefit both consumers and advertisers. In doing so, they can drive customer acquisition and retention, while expanding campaign reach for their advertising clients.

# BDG



BDG is one of the fastest-growing global publishers in modern media, home to brands including Bustle, Elite Daily, Input, Inverse, Mic, NYLON, Romper, the Zoe Report, and W Media.

## Bustle Digital Group (BDG) benefits with an audience-first, personalized approach

### The Challenge

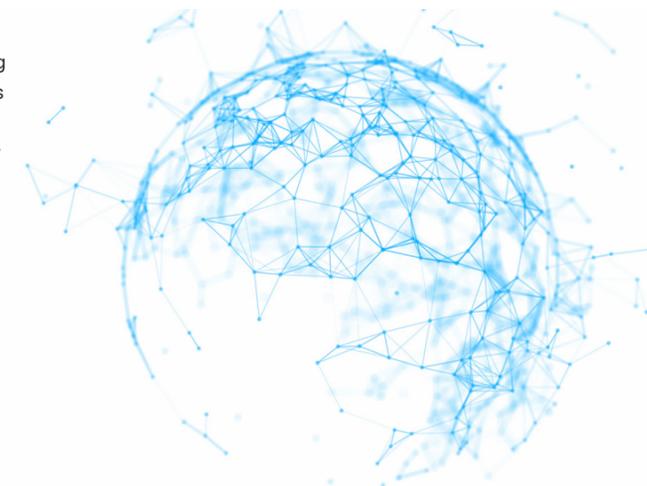
BDG's varied publications enable it to provide a range of content, but the challenge is determining what content connects with its audiences. To reach and engage its audiences, BDG needed to understand that audience, what is on their minds, and what is driving their consumption behavior.

### The Solution

Working with Quantcast, BDG was able to gain audience insights about how its content is resonating and being engaged with, by which audiences, across all of its sites. The tools that Quantcast provides allowed BDG's editors and writers to think differently about future content that they would produce, based on how audiences respond to them. With these audience and content insights, BDG identified "Five Rules of Engagement" that have become the backbone of all their work: (1) Know your story; (2) Inspire instead of aspire; (3) Provide them with a service; (4) Show, don't tell; and (5) Always let insights lead the way.

### The Results

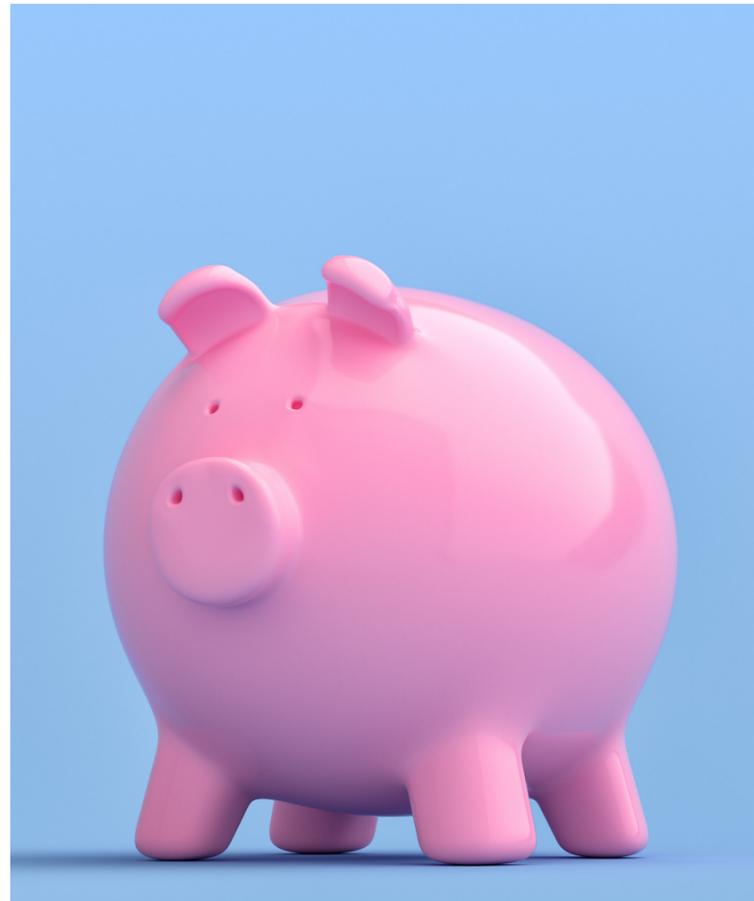
When BDG focuses on what their audience wants, the agency sees rates of engagement that are three to four times higher than when it does not. As a result, BDG has achieved the largest reach and engagement of any Millennial and Gen Z-focused publisher. And, using the Quantcast Platform, BDG has been able to validate and verify that it delivered upon the KPIs that advertisers set out for the agency with any campaign.



We love you guys at Quantcast. You've made us so much smarter about how we operate internally and with the products that we're able to take to market. I don't know how we could operate, frankly, our business right now, as successfully as we are in a very challenging time, without some of the tools that you guys provide.

- Jason Wagenheim, President and Chief Revenue Officer, BDG

# Forbes



Forbes is a global media, branding, and technology company with a focus on news and information about business, investing, technology, entrepreneurship, and more.

## Forbes invests in prospective new customers and drives revenue growth

### The Challenge

Forbes had a long-standing, successful partnership with a key investment and money advertiser, who was interested in reaching high-net-worth individuals (HNWIs) keen to invest. The client was only interested in aligning with money and investing content. Forbes wanted to identify what channel would best align with the client's audience demographic.

### The Solution

Quantcast data showed the Forbes' 'lifestyle' channel audience as having an investing mindset: HNWIs were 5x more likely to be a new mortgage customer, 2x more likely to have a household income of \$150k+, and almost 3x more likely to be interested in investing than the average internet user.

### The Results

Forbes expanded the client's reach and performance was strong: ads running within the new target showed a 50% increase in click-through rate (CTR), a 24% increase in interaction rate, proving the value of lifestyle content for reach against the client's desired audience. Forbes knew the Lifestyle channel consisted of the proper audience demographic once the Quantcast Platform's audience insights helped to tell that story. Forbes successfully prospected new customers and exceeded their goals.

**50%**

increase in Forbes/  
customer CTRs by  
running in new verticals

**24%**

increase in interaction  
rate within new vertical



Through Quantcast insights, Forbes is driving real value and performance in new areas and influencing clients' overall media strategies, ultimately driving new revenue and deeper partnerships for Forbes.

- Alyson Williams, VP Digital Business Strategy and Operations, Forbes



### **Quick Serve Restaurants (QSR)**

To prosper in a COVID-19 world, a QSR company turned to sophisticated ad tech solutions to gain audience insights that helped drive market share, customer acquisition, and sales.



Domino's Pizza is an American multinational restaurant chain that delivers more than 1.5 million made-to-order pizzas each day.

# Domino's improves customer experience and delivers growth

## The Challenge

Since launching in Singapore in 2009, Domino's has successfully grown year-over-year. However, with fierce competition entering the food delivery market in recent years, Domino's wanted to stay ahead and maintain market share. Their goal was to increase order volume via their direct website, building stronger customer relationships and increasing stickiness.

## The Solution

Domino's leveraged Quantcast's performance solutions to find online audiences likely to convert on their website (i.e., order pizza) and reach them with engaging, lead-focused display advertising to drive web traffic and sales. In addition, Domino's leveraged Quantcast's real-time data to better understand their customers' behavior online and used Quantcast's machine learning algorithms to find and engage with potential customers, who were browsing takeout dining options.

## The Results

Quantcast identified and navigated changing consumer habits when COVID-19 hit, thanks to its AI technology, which recognized real-time shifts in consumer behavior. Knowing that people were being forced to stay home and tighten their purse strings, Quantcast's technology adapted the audience, to reach those looking for value food delivery services as well as the heads of households purchasing value meals for their families. This capability during the pandemic further improved the campaign results for Domino's, demonstrating the power that performance advertising can deliver during difficult periods with the right technology in place. Quantcast successfully delivered against Domino's objectives and achieved a 10% lower CPA than set goal within the first month of the campaign and consistently throughout.

**22x**

better than the ROAS goal (January-October 2020)

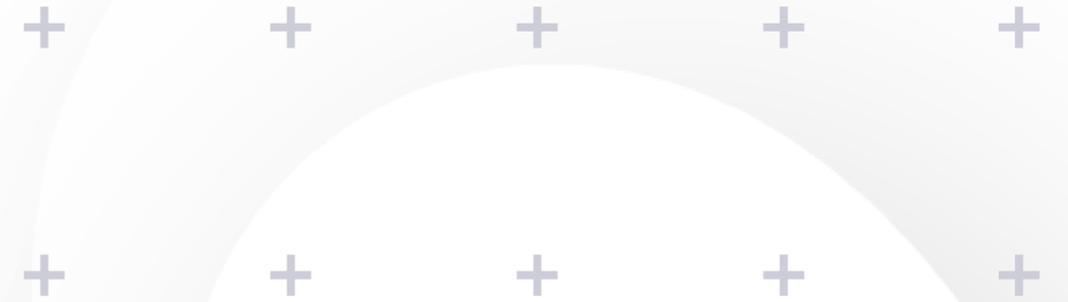
**38x**

better than the ROAS goal delivered



From day one, Quantcast has proven to be a valuable partner. Time and time again delivering on their promise with personalized support, advice, and insights tailored to our industry and specifically our organization. Their technology has supported our growth and proven to be a reliable and integral part of our marketing mix.

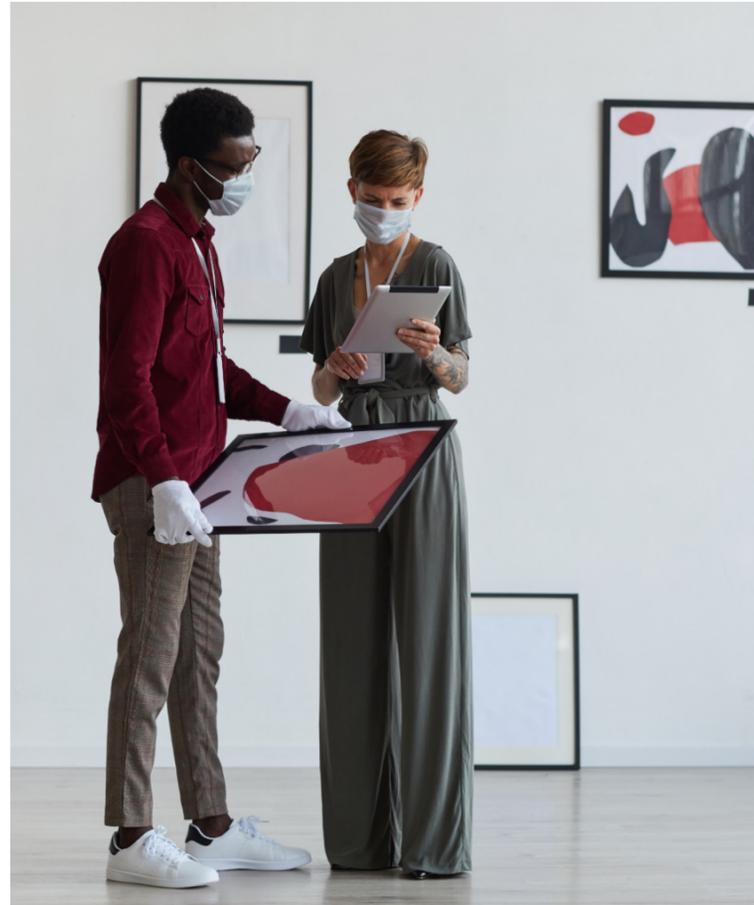
- Adam Yeoh, Senior Manager, Digital Marketing  
Domino's Pizza Malaysia and Singapore



## **Retail**

More than ever, retailers need to understand and quickly adapt to evolving shifts in consumer shopping behavior. With scaling and automation, machine learning and AI, segmentation, and personalization, retailers find new and innovative ways to increase brand awareness, change perception, improve web traffic, and grow revenue.

# CHRISTIE'S



Christie's is a world-leading art and luxury business. The British auction house is renowned for its expert live and online auctions as well as its private sales.

## Christie's transforms its 255-year-brand with machine learning and AI

### The Challenge

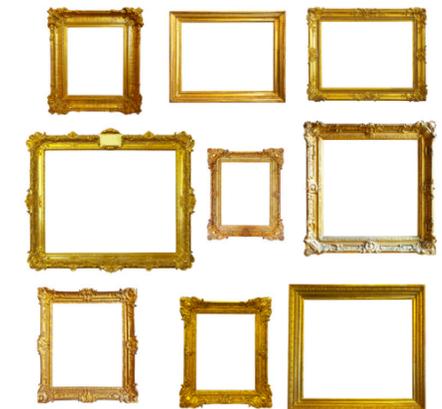
With a very small, international, and high-net worth client base, Christie's wanted to use first-party data strategically to connect with potential customers in a safe and respectful way. Because they never sell the same item twice and don't know what their top-lot or next auction is going to be, they need to be agile and flexible to reach customers at the right time with the right auction item that will appeal to them. And, above all, they want their customers to trust them.

### The Solution

Christie's partnered with Quantcast to develop a privacy-first approach. Although Christie's has access to first-party data, provided by customers when they sign into their site and share their interests, they wanted to use that data thoughtfully, respectfully, and strategically. By leveraging the power of the Quantcast Platform, powered by Ara™, our AI and machine learning engine, they were able to uncover detailed insights into their web traffic that allowed them to choose the right partners to approach selectively and strategically.

### The Results

Christie's used real-time data and algorithms to find a niche audience that was currently in-market. They successfully reached the right customers for their auction items, providing a good client experience and a worthwhile incentive for the exchange of data. They were also able to provide these new insights to their social media campaigns.



I've always appreciated that I continue to learn new things from the Quantcast team. I can really trust their expertise and have an honest and transparent conversation about the challenges that we're dealing with and what the best way to tackle them will be. I can ask them all of the technical, in the weeds questions that I have, and if they don't have an answer on the spot, they'll get one and be able to explain it to me and to our business, [providing] a clear way [of] understanding that audience.

- Samantha Margolis, Vice President, Digital Marketing Director, Christie's

# G-STAR RAW



G-Star RAW, a Dutch clothing company with global flagship stores, is known for its raw, untreated denim that pushes the boundaries of design.

## G-Star RAW drives innovation in denim—and scaling and automation

### The Challenge

G-Star RAW's biggest challenges are scaling and automation. As a global business with local markets, they wanted to understand the nuances of their consumer by market, especially diving into changing consumer behavior to better segment their core audiences and deliver them personalized ad experiences.

### The Solution

Quantcast's integration with numerous providers to onboard and action on first-party data allowed G-Star RAW to harness its power. This data was amplified through Quantcast's bespoke dynamic modeling and real-time scoring, providing G-Star RAW access to relevant data sets that they automatically mold to each locality. These actionable insights included data on new product launches, defining discount vs. full-price buyers, and US state-level geographic changes based on seasonal differences. G-Star RAW was able to understand not only their existing consumers but also their future loyal consumers, which was important to them.

### The Results

G-Star RAW used nuanced and nearly instantaneous insights from Quantcast to reach consumers, tapping into data on ever-changing behavioral trends, so they could take action at the right moment. Having access to Quantcast's expertise in the fields of segmentation, personalization, testing, and innovation and to our real-time data helped G-Star RAW achieve their objectives.



“ ”

I've worked with Quantcast for many, many years on many great campaigns [with] loads of innovations. When you grow as a global partner, relationships tend to become more vanilla, and you become more removed from the team. That's not the case with Quantcast. They have it all. So whatever you need as a business, you're likely to be able to leverage [it] from them. They'll have the data, and they'll understand your consumer before you. Working with them [is] fantastic.”

- Denise Fender, Digital Director, G-Star RAW



Lancôme, part of the L'Oréal Luxury Products division, is a beauty brand that offers luxury skincare, makeup, and fragrance.

# Lancôme brings offline brand online with programmatic advertising



## The Challenge

As a luxury skincare brand, Lancôme frequently hosts physical interactive events to engage their consumers and raise awareness of its iconic skincare products. With COVID-19 hitting the market hard in 2020, and government restrictions in place around crowd control in event spaces, Lancôme decided to launch its first-ever virtual flagship event, the Advanced Génifique Virtual Flagship, to engage consumers online. With a plethora of virtual events popping up as COVID-19 drove more brands to divert their investments and activities online, Lancôme had to cut through the noise and drive awareness of this novel flagship store. Their goal was to drive the desired audience to the website and have them engage with site content through sample sign-ups, in-site viewing of celebrity live streams, and online purchases.

## The Results

Despite the challenges in launching what is traditionally an offline brand online, the Quantcast-Lancôme campaign drove outstanding results with a 6.2% uplift in brand and product awareness, especially considering market conditions and intense competition from competing beauty brands that were aggressively advertising during the same campaign period. Lancôme successfully built affinity with the right audiences and saw a phenomenal engagement rate of 11.3% with ad creative rich media executions. They achieved over 9,600 visits to the virtual event at a cost-effective cost-per-visit that was 21% below Lancôme's goal.

## The Solution

As a trusted partner, Quantcast was appointed the lead programmatic solution for this campaign to drive awareness of this virtual event and traffic to the event website. The newly-created microsite that the flagship event was hosted on did not have pre-existing site traffic, and so it was imperative that Lancôme first build awareness (and anticipation) around the launch of the event in a pre-launch phase. They achieved this goal through a dual-pronged strategy: targeting new users interested in beauty and skincare products and retargeting existing Lancôme brand site visitors.

**6.2%**

uplift in brand and product awareness

**11.3%**

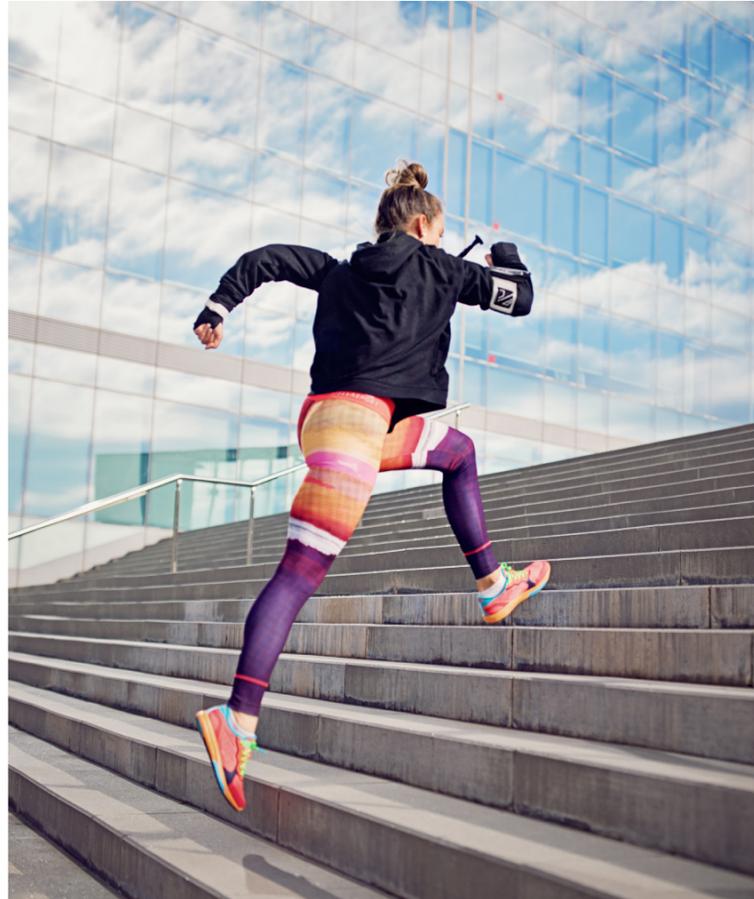
engagement rate



Having worked with Quantcast previously, we were confident in their ability to deliver against our media objectives, and they didn't disappoint. We were thrilled with the results that Quantcast delivered for Lancôme. Their brand solution was instrumental in engaging customers and prospects and driving awareness with different user groups. The results that they drove surpassed our targets and expectations, and demonstrated that programmatic advertising can really play a role within brand campaigns.

- Yeo Yin Hong, Senior Product Manager, Lancôme

# Reitmans



Reitmans is a Canadian legacy in retail fashion, specializing in women's clothing, with three premium brands: Reitmans, Penningtons, and RW&CO.

## Reitmans runs a rich media campaign for athleisure wear

### The Challenge

With many retailers adjusting to the new shopping habits of their customers due to COVID-19, and more and more people looking for athleisure and activewear, Reitmans wanted to drive awareness amongst their desired demographic with low frequency but maximum reach. In addition, Reitmans wanted to highlight and launch their technical activewear line, Hyba, and were looking for a solution that would highlight the different product styles.

### The Solution

Reitmans worked with Quantcast and the agency Adviso to execute their creative work in an impactful way. They leveraged Quantcast's lightbox solution as an engaging way to reach their desired demographic. This solution allowed customers to interact through the advertisement without having to click through to the website. With a vast majority of programmatic media running with standard, non-expandable IAB sizes, Quantcast was the optimal partner to help drive this unique, expandable solution.

### The Results

Reitmans successfully drove awareness of their technical athleisure wear amongst their desired demographic, hitting above all their set benchmarks. They achieved an engagement rate of 0.25%, which was 139% to benchmark goal, and engaged click-through rate (CTR) of 37%, which was 7x higher than their benchmark goal. Their interaction rate was 7.6%, significantly higher than their industry benchmark goal of 3%, and their dwell time of 17s was also significantly higher than their industry benchmark of 9s.

**.25%**

engagement rate  
(139% to benchmark goal)

**7.6%**

interaction rate  
(industry benchmark goal 3%)

“ ”

Having the ability to showcase all the potential of Hyba clothing in a rich format banner was a great opportunity for Reitmans. We found in Quantcast the right partner to execute and deliver outstanding results.

- Sebastian Yaher, E-Commerce and Digital Strategy Director, Reitmans

# EVERLANE



Everlane is a US fashion brand that sells modern essential clothing made in ethical factories.

## Everlane steps up their digital strategy to launch new sneaker line

### The Challenge

Looking to accelerate growth and reinforce brand value, Everlane and Sender Agency partnered with Quantcast to successfully launch their new sneaker line, Tread. They wanted to leverage a digital strategy that included a mix of engaging video formats and action-driven creative to help guide potential customers from brand awareness to purchase.

### The Solution

To achieve their goals, they focused on the core KPIs of awareness and return on ad spend (ROAS). Quantcast insights identified three key psychographic demographics for Everlane: "Young Urbans," likely to change brands for variety and novelty; "Fashionistas," who love to be on the cutting edge of new products; and consumers who are interested in similar or sustainable brands. Everlane was able to reach these potential customers with dynamic ads tailored to their interests.

### The Results

Quantcast's unique ability to identify custom audiences allowed Everlane to achieve scaled reach, getting its new line of sneakers in front of more than 26 million relevant prospects. In addition, the campaign successfully influenced the 'path to purchase,' leading to strong conversion rates and proving the impact of scalable yet highly targeted display advertising. The return on ad spend was 9x better than expected, and the cost per ad decreased by 41%.



Quantcast helped Everlane identify their core audiences and effectively target them. It had a remarkable impact, successfully achieving all objectives and proving the value of the media investment.

- Richard Tubman, Co-Founder, Sender Agency



IKEA, a multinational conglomerate, designs and sells ready-to-assemble furniture, appliances, and home necessities.

# IKEA builds custom audiences to design room-specific messaging and match furniture needs

## The Challenge

IKEA challenged Quantcast to drive growth in both new customers and online revenue. Knowing that their consumer was more likely to be receptive to messaging specific to their furniture needs, their core challenge was to identify and reach audiences in-market for a particular room and message them accordingly.

## The Solution

IKEA used Quantcast custom audiences to build and curate distinct audiences focused on a specific room and/or promotion. This included building audiences interested in kitchens and reaching them with household goods versus audiences interested in redesigning their living room with couch and table options. Automated campaign delivery and optimization ensured the right ads influenced the most relevant audiences, resulting in highly effective prospecting and a significant increase in online sales.

## The Results

Quantcast expanded IKEA's conversion pool by effectively touching net-new prospects who were 16x more likely to make a purchase. This helped IKEA double the efficiency of customer acquisition.

**2x**

Better than IKEA's performance benchmark

**16x**

More likely to buy (Quantcast prospects vs. IKEA site average)



Quantcast's precise audience selection proved to be highly efficient at turning prospects into shoppers. It quickly met and exceeded our objectives.

- Santiago Arbelaez, Integrated Media Manager, IKEA Canada



With its range of design-led and scientifically engineered compression socks, Sockwell's products help people feel more comfortable when on their feet for long periods of time.

# Sockwell jumped into digital sales with both feet—and it paid off

## The Challenge

As the full impact of the COVID-19 pandemic began to materialize, Sockwell's leadership team understood the challenges that lay ahead for their business. Brick-and-mortar retailers had represented a major sales channel for the business and, as stores closed and people stayed home, this small US-based manufacturer saw orders drop rapidly. As temporary store closures looked to become permanent, the Sockwell team knew that they would be more reliant on their fledgling online business than they ever could have predicted.

But along with the challenge of shifting from offline to online, there was also a huge opportunity for growth with a new consumer segment. As 2020 saw many healthcare workers in the US and worldwide putting in extra shifts to deal with the pandemic and fitness fans turning to running in the absence of gyms, Sockwell recognized greater potential demand for their product. As a manufacturer of scientifically designed compression socks that help people stay on their feet and feel better after long days, Sockwell turned to Quantcast to take advantage of the market opportunity by identifying new audiences and reaching them online.

## The Solution

Leveraging Quantcast's unique real-time data drawn from more than 100M online destinations, Sockwell was able to navigate the complex and fast-changing world of online consumer behavior to identify ways to reach younger consumers and identify yet-untapped opportunities. Key to this was repositioning compression socks in people's minds, turning them from a drab medical necessity into a colorful and desirable product that can help support a wide variety of active lifestyles.

## The Results

Quantcast tapped into two unique new audience groups: medical professionals and pregnant women. For the first audience group, by reaching out to healthcare workers during Nurses Week 2021 and launching an "Honor Our Heroes" campaign, the company achieved 4x gross revenues compared to the same period in 2020. Sockwell also identified pregnant women as an entirely new and underserved US audience and reached them with benefits messaging that aligned with their unique needs and mindset. By discovering and nurturing these audiences, Quantcast drove qualified consumers to their site at only \$3 per lead, translating to a weekly online sales increase of 75% with a 3.5x return on ad spend (ROAS). The company is consistently engaging a new, younger 30-35 year old age group and is on track to double online sales this year.



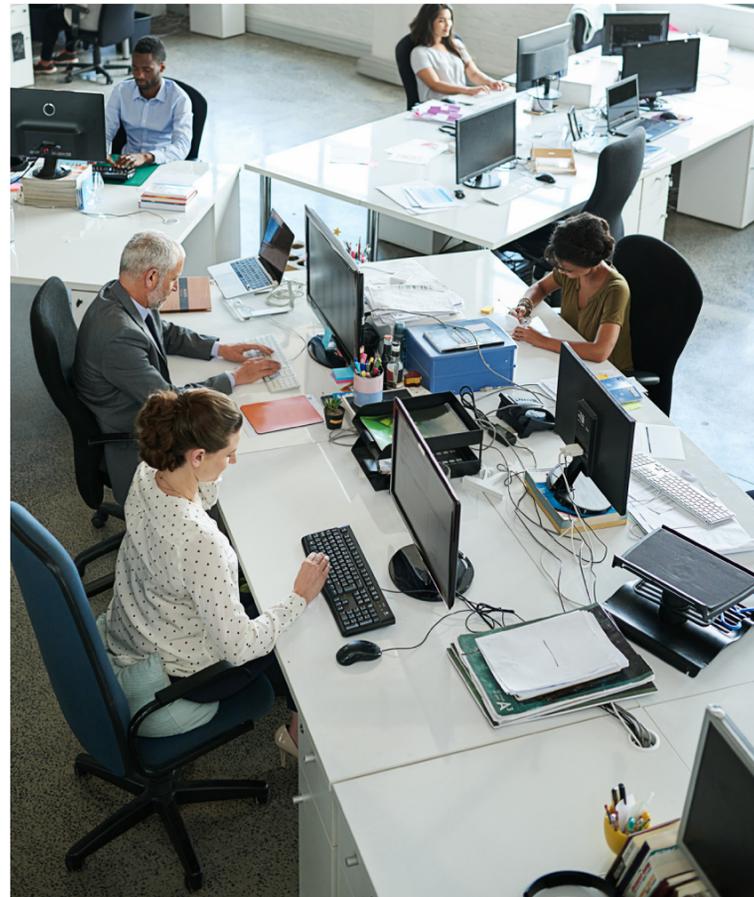
Quantcast consistently beats every other channel when it comes to driving online sales for Sockwell. We're very happy with not just the quantity but also the quality of the audience they deliver for us.

- John Faircloth, Digital Marketing Strategist, Sockwell



### **Technology**

Marketers in the tech space must contend with rapidly changing technology as well as continuous changes in consumer behavior. To build effective digital marketing campaigns while closely monitoring ad spend, tech companies ingest and process web signals, build sophisticated consumer targeting, and react quickly to both changing consumer behavior and media costs.



Microsoft is an American multinational technology company that develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and cloud computing services.

# Microsoft maximizes growth in the cloud-computing market

## The Challenge

As the company synonymous with spreadsheets, Microsoft keeps a close eye on every dollar of ad spend and so wanted to know the return on investment (ROI) it generates for the business. But since that ROI is constantly changing in real-time, Microsoft's goal was to raise the bar for fluidity and speed. Driven by changes in customer behavior and media costs in the marketplace, they wanted to be able to jump on opportunities as they surfaced and divest out of tactics as soon as their performance declines.

## The Solution

Using Quantcast's AI and machine learning engine, Ara™, Microsoft was able to ingest and process web signals, build sophisticated targeting, and drive progressive improvement on campaigns. They also tapped into the ease and efficiency of the Quantcast Platform in their global campaigns, planning and precisely reaching audiences based on nuances by market.

## The Results

The Microsoft Azure marketing team leveraged real-time data to connect with their global audience to drive measurable ROI. Over the year, they saw a huge growth for the cloud computing market, which contributed to Microsoft's revenue for this part of its business, growing 50% to \$14.6 billion in Q4 2020.



Finding a partner like Quantcast that has consistent, reliable offerings at a global level provides incredible strategic value. Additionally, I see a lot of innovation from Quantcast—from interspace audiences to dynamic CPM pricing, Quantcast is always looking for ways to push the envelope. Ultimately, the people at Quantcast feel like an extension of my team, and it's really great to have that kind of support.

- Mike Ru, Senior Marketing Manager, Microsoft



HP Inc. is an American multinational technology company that develops PCs, printers, and related supplies.

# HP imprints printer benefits messaging with niche business professionals and drives sales

## The Challenge

HP partnered with their agency PHD and Quantcast to launch their new A3 multifunction printer with a focus on increasing awareness in a low-interest category. Their primary challenge was reaching small and medium-sized enterprises (SMEs) and business professionals with product benefits messaging before they considered a purchase. Core to this challenge was that most business decision-makers only invest in a printer when the current one breaks, resulting in a short purchasing window; however, for larger business equipment purchases, if there is a contract involved, the process can take months.

## The Solution

HP tapped into Quantcast's live view of audience behavior based on our direct publisher relationships to reach SMEs and business professionals looking for print solutions across display advertising. Understanding the intent signals of users searching for HP A3 printers, Quantcast identified the predictive behavioral patterns of in-market printer decision-makers to unlock new brand audiences. In addition, HP created informative native articles that ran across local publisher sites to deliver the educational layer of their

multi-dimensional marketing strategy. By leveraging Quantcast's brand solutions, HP accurately reached an engaged audience with their messages and directed them to the HP website to consider pertinent information about their printer range.

## The Results

This advertising partnership yielded strong results in terms of desired audience awareness, reaching over 800K unique users over the campaign period with an average frequency of 3. The campaign resulted in a marked increase in awareness for the printer range. The secondary KPI of high average ad viewability was also achieved, exceeding the viewability goal by 9%. Brand safety being an important factor was maintained by Quantcast's proprietary live global blocklist, excluding over 60,000 sites. In addition, the clients ads were wrapped with Integral Ad Science pre-bid technology for additional brand safety.



Quantcast delivered one of the highest levels of results for HP.

- Jared De Wet, Digital Director, PHD New Zealand



### **Telecommunications**

The telecom industry has benefited from an abundance of new technologies in the past few years—both in terms of innovative IoT and 5G technologies that power the industry as well as new digital methods for communicating with customers. To drive awareness and conversions among their audiences, a telecom company can leverage first-party data and audience insights to drive service and product awareness, customer acquisition, and sales.



StarHub is a leading Singaporean telecommunications company that delivers world-class communications, entertainment, and digital solutions.

# StarHub leverages first-party data to communicate effectively with their telecom audience

## The Challenge

To keep up with intense competition, StarHub was challenged to find net-new customers across its various product lines—mobile, home, and business solutions—while 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 needed a partner who could deliver measurable business outcomes at scale but also granularity and accuracy with it came to audience insights; they needed a partner with internet-scale first-party data and AI capabilities to access unique audience insights, both to plan and activate campaigns—and that's where Quantcast came in.

## The Solution

StarHub's media agency, Carat, worked with Quantcast to tag StarHub's entire website and products with Quantcast pixels, which allowed all stakeholders to better understand behaviors of the different audiences who were visiting and converting on the website. To increase advertising efficiency and drive net-new customers, Quantcast used StarHub's DMP to inform the suppression of ad exposure to existing customers, and instead only reached out to

users who had not been to the website for the past 30 days. Underpinning this first-party data-driven approach to reaching new customers, Quantcast utilized a combination of awareness (video and rich media formats) and performance solutions to engage with StarHub's highly-focused audiences.

## The Results

StarHub accomplished its dual objectives of brand awareness and online conversions at a greatly reduced cost per acquisition (CPA). Within 6 months, they achieved 81% lower CPA across all 'enterprise business group' solutions, 57% lower CPA across all 'entertainment' and 'smart life' solutions, and 38% lower CPA across all mobile solutions. In addition, they gained 21% more net-new customers on average across all lines of business.

**81%**

lower CPA across all 'enterprise business group' solutions

**57%**

lower CPA across all 'entertainment' and 'smart life' solutions



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.

- Evonne Ching, Associate Client Partner, Carat



## Travel

It's no secret that COVID-19 brought the travel industry to a screeching halt. A travel company can analyze customer behavior, optimize media spend, increase brand awareness, and identify new potential customers to be ready to gain market share and enter new markets as the world slowly opens up to new travel opportunities.



TFE Hotels is an international hotel group operating in Australia, New Zealand, Germany, Denmark, and Hungary.

# TFE Hotels books right accommodations for travelers with sophisticated segmented audiences

## The Challenge

TFE Hotels is the only global hotel group to be headquartered in Sydney, with an established portfolio of brands including Adina, Vibe, Travelodge, Rendezvous, and TFE Hotels Collection. TFE Hotels were looking to understand the nuances between their different hotel audiences with the dual aim of reaching audiences more effectively while improving return on ad spend (ROAS).

## The Solution

Quantcast worked with TFE Hotels to build out a sophisticated tagging infrastructure to segment their audience at an incredibly granular level. This allowed the hotel group to understand the nuances between each brand's audience and identify high-value customers for growth opportunities. Using this data, they were able to shift from tactical activity to an always-on approach that supports all brands in market with targeted, relevant, and consistent messaging.

## The Results

By leveraging hyper-segmented audience groups to reach these distinct audiences, TFE Hotels achieved an average 319% ROAS. This far exceeded their goals and justified an always-on approach that continues to grow their hotel booking business.



Quantcast have added real value to TFE Hotels by helping us build brand awareness across all of our brands, and have helped capture new audiences for us through their unique audience profiling. Running always-on digital activity alongside our tactical campaigns has provided an outstanding return on our advertising spend.

- Emily Hoare, Manager of Strategic Partnerships and Brand Activations, TFE Hotels



# Create your own success story with Quantcast

Whether you are a brand, agency, or publisher, these customer success stories illustrate how partnering with Quantcast can help you to unlock new audience growth opportunities and achieve exceptional business results. [The Quantcast Platform](#) enables you to plan, activate, and measure with ease and precision, using AI and machine learning technology to gain real-time audience insights. By leveraging these insights, you can craft your own engaging stories that will resonate with your audience, capturing their attention and securing their business.

Contact us today at [Quantcast.com/contact-us](https://www.quantcast.com/contact-us) to create your own story.



# Quantcast

