The Quantcast Platform helps Manettas Seafood realise growth plans with deep audience understanding and first-party data strategies.

Company Overview
Manettas is an online fish market that brings together the best fishmongers in the industry onto one platform, allowing Australians to access the freshness and variety of the seafood market without leaving home.
The Challenge
With lockdowns coming into play during the COVID-19 pandemic, Manettas observed a surge of Australians placing more of their seafood orders online.

Already well placed to meet the changing needs of its customers, Manettas wanted to reach more of their ideal customers; affluent families, and people who demonstrated a higher likelihood to make multiple purchases. To seize the opportunity at hand, Manettas challenged its agency G Squared to increase online sales by reaching the most relevant audiences possible.

Previously, Manettas built their target audience pool predominantly using third-party data. But with the online seafood retail space changing daily, G Squared saw the chance to make a real impact to the campaign using real-time data strategies.

The Solution
G Squared approached its programmatic partner Quantcast to execute the media strategy using its AI-powered platform. With its first-party data capabilities, Quantcast allowed Manettas to target people based on their interests in real-time, not just based on historical internet behaviour.

Quantcast used lookalike audiences created from a combination of converting visitors and homepage visitors to inform programmatic display targeting. This tactic, along with activity to boost website traffic across their emerging markets, helped to drive efficient conversions and a higher return-on-ad-spend (ROAS).

For best performance, Quantcast also ran top-of-funnel advertising activity to drive brand awareness, alongside lower-funnel ads to promote conversions.

The Results
One year after the campaign launched, G Squared helped Manettas to achieve phenomenal results against the goals they had set, including:

- **490% overall increase in Return on ad spend (ROAS)**
- **4.74 million potential customers reached**
- **$1.2 million (+600%) revenue increase through programmatic**
- **Achieved an average customer’s basket size of $165**
- **+3.58% uplift in site visitation**

These great results helped to highlight the impact that programmatic advertising has on Manettas’ business, and elevate G Squared’s role in its partnership with the brand.

Because the campaign increased the lifetime value (LTV) of Manettas’s customers, the seafood brand has also been able to increase its media investment and grow the business in Australia.

Using Quantcast has also helped to elevate G Squared’s partnership with Manettas, enabling the agency to continue delivering higher ad efficiencies than ever, while improving other ad campaigns.

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“Quantcast has allowed us to target people in higher income thresholds, which has spearheaded the growth of Manettas Seafood. The lifetime value (LTV) for each customer has increased, which allowed Manettas Seafood to increase their overall marketing budgets. Quantcast has also become a valuable channel for Manettas Seafood by achieving a high return-on-ad-spend (ROAS) upon a customers’ first purchase as well.”

- Andreas Karlsson,
  Head of Digital, G Squared