



## Australian automotive brand increases site traffic and drives engagement

AKQA

### Company Overview

AKQA Media Agency (formerly IKON) is a digital design and communications agency owned by WPP.

“We have been extremely happy with how easy and user-intuitive the platform has been for our team, creating great efficiencies in implementation. Adding to that it has also generated results beyond what we anticipated which has meant that we are now looking at other client opportunities to use the platform in 2021.”



**CHRIS ZOOMERSCHOE**  
PERFORMANCE DIRECTOR, AKQA

## CHALLENGE

AKQA Media Agency approached Quantcast to help them increase site traffic, engagement, and drive action for one of Australia’s largest automotive brands. They were eager to test the new Quantcast Platform to help deliver against their goals.

## SOLUTION

Using a combination of Quantcast prospecting and retargeting solutions helped AKQA deliver against their client’s campaign goals: prospecting enabled AKQA to build a highly relevant in-market audience pool for the automotive brand, tailored to the engagement points across their website; retargeting then helped to re-engage those who’d previously visited the website and were still showing in-market signals for the brand.

## RESULTS

AKQA discovered the ease-of-use of the Quantcast Platform. In just 45 minutes in the platform, they were able to efficiently build custom audiences, check daily performance, and do post-campaign analysis. This resulted in vast improvements across their performance metrics, improved efficiency, and great performance results for both prospecting and retargeting strategies for the automotive campaign. AKQA delivered 90% improvement in CPA goals and a 25% reduction in media costs with the Quantcast Platform.

## HIGHLIGHTS



**+90%**

improvement in CPA goal



**-25%**

reduction in media costs