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

Company Overview

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

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

JARED DE WET
DIGITAL DIRECTOR, PHD NEW ZEALAND

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.

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 client's ads were wrapped with Integral Ad Science pre-bid technology for additional brand safety.

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.

HIGHLIGHTS

+9%
Exceeded viewability goal

800K
unique users

6.9x
higher rate than average site traffic