

2022

Quantcast Solutions Guide



Contents

- 01 **Audiences and AI**
- 02 **Demand more from brand**
- 03 **Precision performance at scale**
- 04 **Power of the platform**
- 05 **Thrive in a world without cookies**
- 06 **Captivating creative formats**



Audiences and AI



Audiences are everything

Our story

Audiences are at the heart of the trillion-dollar ad tech industry. That is where we started in 2006 with **Quantcast Measure**, a free audience insights tool that provides publishers with real-time insights about their audience to help them monetize inventory on their site.

Quantcast Measure has become one of the leading audience intelligence solutions for the open internet.* Today, 100M+ web and mobile destinations leverage **Measure** to understand their audiences, providing Quantcast with a rich source of unique real-time data.

A free and open internet

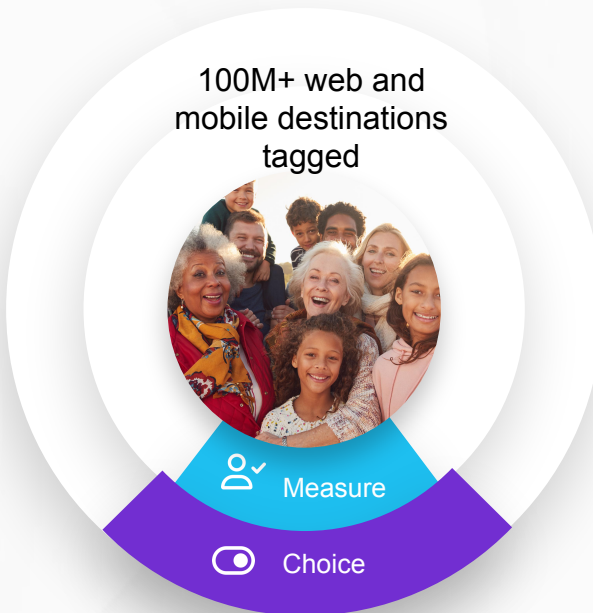
Unlike stale third-party data loosely classified into packaged segments, the **Measure** live data set gives marketers a real-time view of evolving online consumer behavior, putting us in a great position to help marketers such as you deliver perfectly timed, uniquely relevant advertising.

We have privacy and compliance at the core of everything we do. We've added **Quantcast Choice**[®] privacy solutions to the platform, helping businesses thrive in a privacy-first world without third-party cookies. Our vision is to **champion a free and open internet** through our platform.

Publishers



Marketers



Let's talk about data

Your audience is constantly evolving. So should your advertising.

Live data gives you real-time insight into consumer behavior, interests, and intent so you can adapt your advertising and marketing strategy to ever-changing consumer behavior and drive business growth.

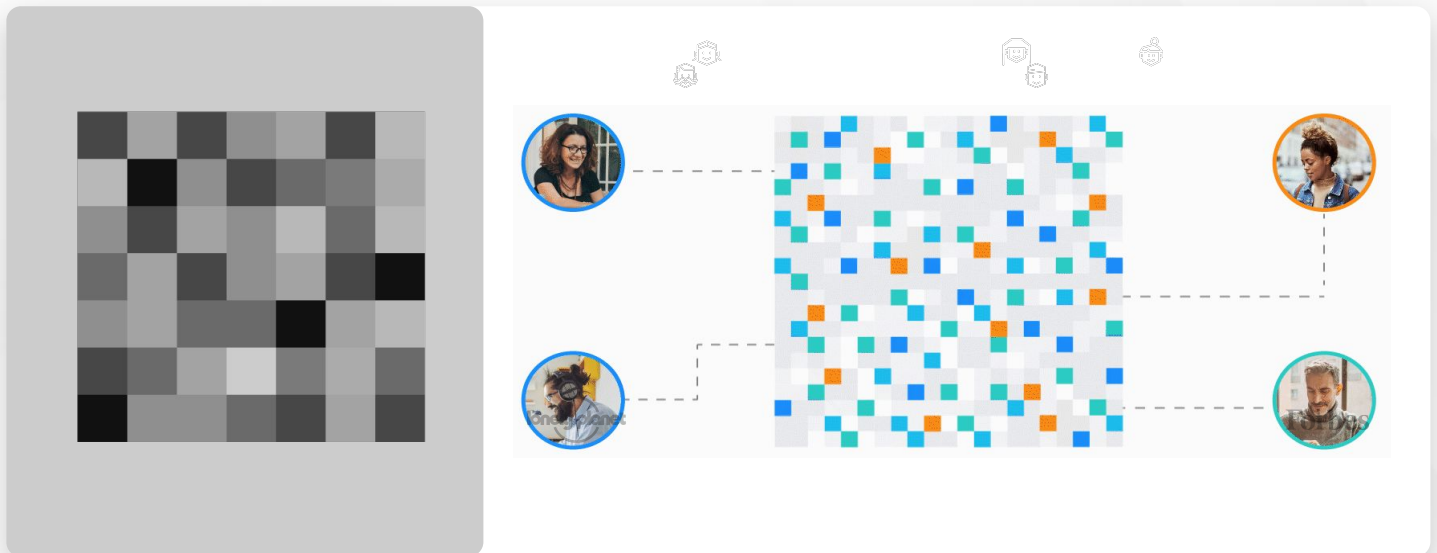


100M+

Web and mobile destinations tagged

15

Years building our data footprint



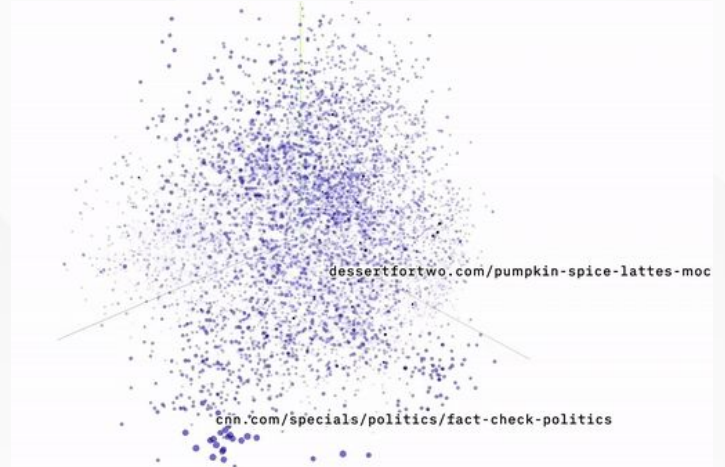
- ❌ Stale, not unique, not diverse data
- ❌ Loosely classified third-party data segments
- ❌ Reliant on third-party cookies

- ✅ Real-time signals capture constantly evolving consumer behavior
- ✅ Data is processed by AI and machine learning to enable user-defined custom segments
- ✅ Future-proofed, directly collected first-party data set

It's math. Not magic.

Ara® - our AI and machine learning engine

Ara™ powers our unique capabilities by making sense of massive data on the open internet; it translates data into behavioral patterns and makes predictions about consumer behavior.



Quantifying Quantcast

Patents

We are innovators and technologists that are constantly striving to invent and push the envelope on what is possible.

125+ patents and counting

Variables

Ara automatically adjusts ten thousand variables every minute to optimize the best outcome for every ad.

10,000 variables updated every minute

Scores

Ara builds custom predictive models for every campaign and scores them a million times per second to determine relevance and optimal price of an impression.

1,000,000 scores generated every second

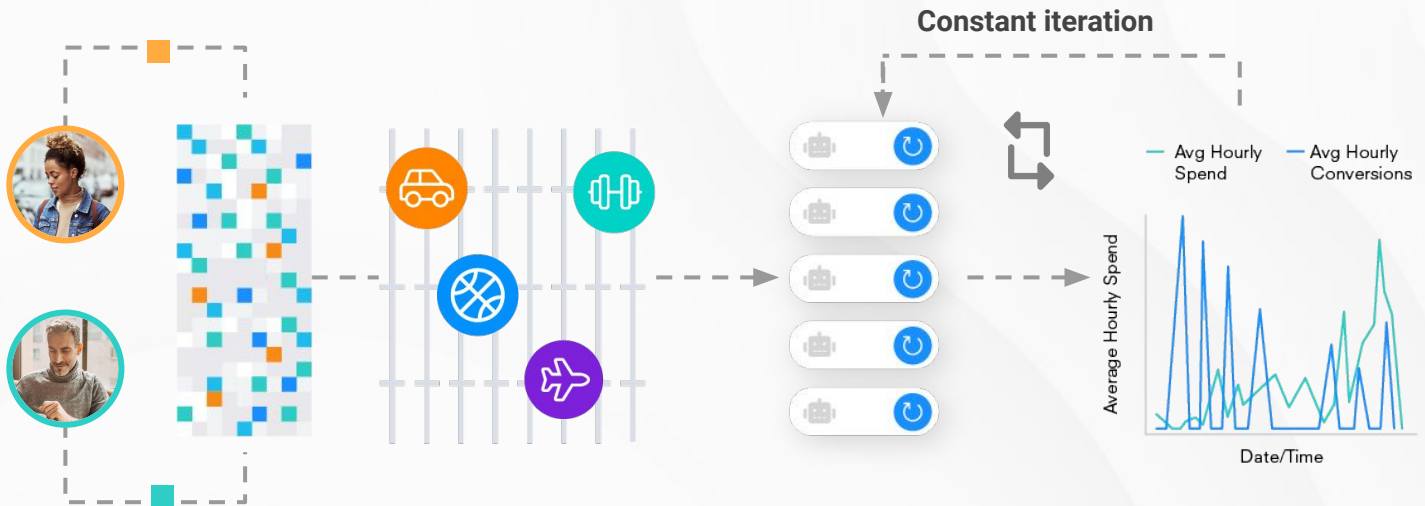
Signals

Ara queries a database of a trillion online signals in under a hundred milliseconds to provide interactive, granular insights.

1,000,000,000,000 online signals

Under the hood

How Ara works



Real-time data captures evolving consumer intent and interests.

Impression scoring translates to a **bespoke model** for each campaign.

Autonomously adjusts **bidding strategy** based on **real-time scores**.

Monitors **live campaign results** and iterates in a tight feedback loop.

Patterns, preferences, and predictions

Ara uses the following design principles to rapidly learn and adapt to the most relevant events observed across the internet:

- **Customized bespoke models:** Ara customizes a model for each campaign. This level of granularity allows a large degree of model expressiveness with a low degree of model complexity.
- **Uses the freshest data:** Ara retrains every model, every day, using the most recent campaign data.
- **Low latency:** To succeed in the real-time bidding environment, Ara's inference engine is built to support low latency. It can score every model in microsecond timescales, allowing for optimal bidding while ensuring the opportunity is not lost.

Superior results at scale

Ara is outcome-focused and not input-driven. Here is why Ara delivers better ROI:

- **Scores impressions based on real-time intent signals:** Each bespoke model captures real-time interests and intent.
- **Monitors live campaigns:** Ara assesses if past ad-impression value and pricing was optimal and learns from it.
- **Iterates continuously to enable a tight feedback loop:** 10,000 variables are autonomously tuned every minute, along with actual campaign performance, to optimize campaign KPIs and maximize the chance of winning the best opportunities.

What makes Ara unique?

The Quantcast Platform combines unique, real-time data with Ara to deliver compelling results in a privacy-first world.



Challenges today

Stale Data

Loosely classified data segments widely available in the market are based on weeks-old stale data. This kind of backward-looking data doesn't capture live consumer intent.

Manual Levers

The value of every ad impression is constantly in flux due to evolving online behaviors. Using a finite set of levers, adjusted a few times a day to determine relevance, is ineffective.

Data Manipulation

Crafting compelling audience stories requires granular insights. Finding these insights involves tedious data manipulation that can take hours.

The Ara approach and why it matters

Real-Time Predictive Modeling

Deliver perfectly timed and uniquely relevant advertising to the right audience.

Ara's predictive models react to the most recent events across the internet and are scored a million times per second to capture live consumer intent.

Autonomous Campaign Execution

Free up your time to focus on experimentation and beat your campaign goals by 120% on average.

Ara analyzes live campaign performance, autonomously tuning 10,000 variables every minute to uniquely evaluate and optimally bid on each impression.

Advanced Audience Analytics

Get fast access to detailed insights to fuel your experimentation and innovation.

Ara queries a database of over a trillion online signals in under 100 milliseconds, turning huge amounts of data into an insights playground.

Know your audiences

Making sense of the vast, diverse, and messy open internet

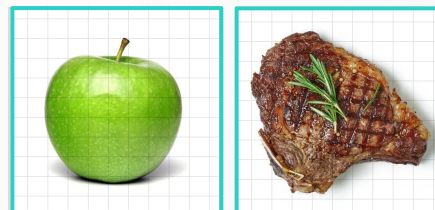
Content is often miscategorized, where metadata and tags don't accurately represent the content on a page. Clickbait titles and SEO tricks often result in the keywords found on pages being inconsistent with the actual content. To solve this problem, Quantcast built the Ara TopicMap to make sense of the open internet and understand what consumers are engaging with and their intent.

With the rising importance of contextual technology in a post-cookie world, Quantcast's ability to gather and analyze content from billions of URLs in real time and build an accurate picture of the open web through natural language processing and machine learning provides marketers with a unique opportunity to reach their audiences in cookieless environments.

Ara starts by understanding the semantics

In order to categorize pages, we don't just do a basic keyword lookup. We use deep-learning-based natural language processing models to understand the semantics of text and quantify them in a different dimension. More simply put, we use context to understand what each word means in a sentence and then group them together, organizing them into dynamic topics.

There are a huge number of dimensions for our models to consider and compare, such as "is it edible," "is it round," "what color is it," and "is it health related?"



edible	1.0	1.0
roundness	0.82	0.35
keto	0.16	0.96

Building contextual Interest Audiences

We then use machine learning to build predefined contextual topics or categories based on these dimensions. This is how we classify pages into browsing interest categories and identify audiences interested in these categories. Moreover, we offer full flexibility to our platform users to define and build their own custom topics using keywords, empowering marketers to access highly-accurate, custom audiences to drive innovative marketing strategies. Interest Audiences are easy to create and easy to activate.

Demand more from brand



Demand more from brand

Maximize the impact of your marketing spend

Quickly and easily set up brand campaigns in the Quantcast Platform and see the real-time impact on your awareness, consideration, and conversion performance metrics.

Real-time results across the entire customer journey

Build better awareness and consideration by planning audiences and inventory more effectively. Activate across channels and gain meaningful measurement both during and after your campaign.

Uncover and understand new audiences

- ✔ **Predefined Interests.** Reach precise audiences at scale. Leverage our unique, real-time view of the open internet to build relevant, scalable audiences by content category and/or keyword.
- ✔ **Custom Interests.** Create unique consumer interest categories. Use a custom list of words or phrases to focus on consumer interest, passions, and intent and build and activate audiences tailored to your needs.

Prove the value of your brand advertising in real time



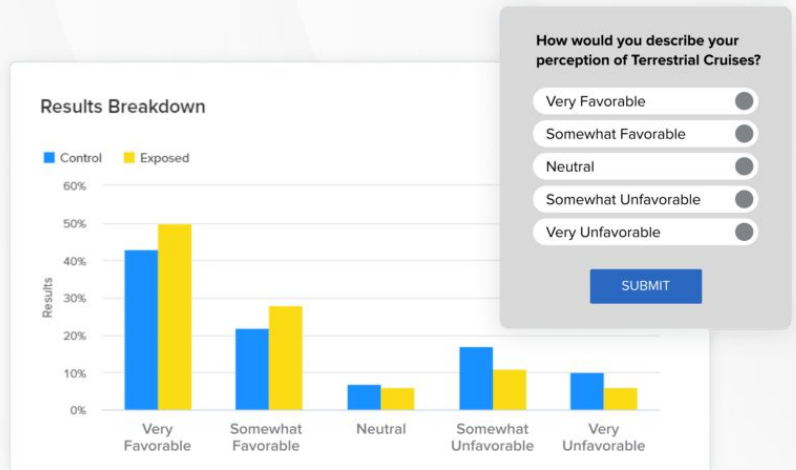
- ✔ **Full-funnel insight**
View the impact of your awareness campaigns on your performance goals such as visitor rate and conversion rate.
- ✔ **Reach the right audience**
Determine which audiences are taking action from your brand campaigns and are converting.
- ✔ **Measure across environments**
Measure brand advertising's impact from CTV and web on your performance metrics.

Brand Lift Live by Quantcast™

Measure the live impact of your brand advertising

Brand Lift Live by Quantcast helps you optimize results throughout your campaigns, driving efficient reach towards those who are considering your brand and away from those who will never consider your brand.

These integrated surveys provide real-time measurement of brand performance metrics. In-depth, real-time insights at your fingertips allow you to optimize towards brand lift, demographics, devices, time, frequency, and creative.



Why use Brand Lift Live?

Make campaign data actionable

No more analyzing results only post-campaign. Optimize your campaigns across frequency, creative, messaging, and audience to maximize brand lift throughout the campaign.

Set up and activate in seconds

Create and launch brand lift surveys quickly and easily, directly with the Quantcast Platform. Save valuable time by eliminating the need to loop in a conventional research partner.

Hone in on your most influenceable audience

Find and amplify customers most receptive to your messaging by viewing granular real-time insights. Make optimizations to avoid wasted spend on users who are likely never going to consider your brand.

Providing clients with real results



“Brand Lift Live helped to take our brand campaign learnings to the next level, by giving us real-world insights that can be implemented quickly and effectively.”

- Grace Bailey, Senior Marketing Manager and Trader 

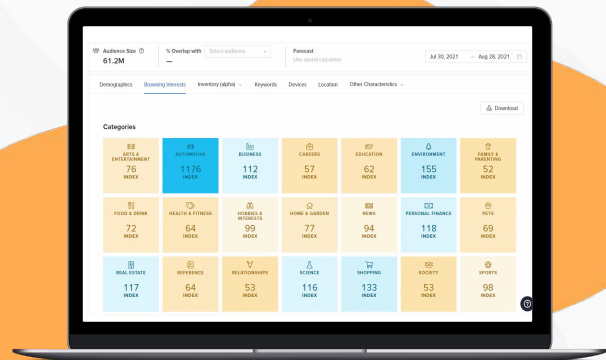
Interest-based Audiences

Easily create custom personas based on keywords

Interest Audiences is our persona and custom keywords option. Choose from predefined interest categories or create your own custom audiences based on keyword interests. These keywords can include branded products or competitive terms.

How it works

Quantcast uses real-time data to find what topics your audience is interested in, what keywords they're consuming, and the premium sites they visit. Reach consumers based on interest categories and branded custom keyword terms.



Interest Audiences for planning and activation

- ✓ **Seamlessly plan and reach:** Create and save audiences based on their interests, then activate on them in minutes using the Quantcast Platform.
- ✓ **Go beyond contextual:** Precisely reach desired audiences based on interest and intent wherever they are on the open web.
- ✓ **Real-time, actionable insights:** Audience demographics, interests, size, and other insights are constantly updated for maximum accuracy. No more stale, third-party data.

Apply custom interest keywords to align with personas

Lifestyle

Leverage interest terms relevant to particular lifestyles such as new moms, gadget geek, eco warrior, etc.

Life Stage

Leverage interest terms that are relevant to certain life stages, such as newlyweds, retirement, moving, etc.

Passion Points

Reach audiences based on their interests, aligning ad creative with passion point messaging.

Precision Performance at Scale



Forrester-named “next-gen DSP”

The Quantcast Platform was named a “**next-generation DSP 2.0**” that halves time spent while delivering top performance in Forrester TEI Study

“The result [of the Platform] is top performance at maximum cost efficiency. Quantcast delivers a strategic edge and preparedness for the future amid changes in the digital marketing space.”

- *Forrester Consulting*



44%

increase in customer conversions



50%

time savings

Key benefits highlighted

Data + Machine Learning

“Delivers performance via an intelligent model informed by AI optimization and a vast, real-time data set that captures live first-party data signals.”

Performance

“Budget dollars stretch further, and key performance indicators such as reach, impressions, and conversions increase substantially.”

Ease-of-Use

“Planning, activation, campaign management, and reporting tasks in half the time.”

Prospecting

Precision performance to influence new customers at scale

Automatically deliver real-time advertising to influence and convert new customer prospects. We provide greater reach at lower cost because we value every impression uniquely across numerous dimensions and in the context of each campaign's multiple, often competing, goals and constraints.



How we do it

- ✓ **STEP 1: Quantcast Measure** powers our real-time first-party data footprint across 100+ web destinations, providing insight into the media consumption habits and interests of the entire web.
- ✓ **STEP 2: Quantcast EasyTag** identifies and understands your converting audience and is aligned with your business objectives and specific customer cohorts, including CRM, DMP, CDP integrations.
- ✓ **STEP 3: Quantcast Ara™** models the unique habits and interests of your desired customers and creates your private custom audience model. Quantcast's technology automatically delivers and optimizes real-time advertising to influence and convert all prospects that actively match your audience model.
- ✓ **STEP 4: Smart Bidding** uniquely scores individual advertising opportunities for appropriateness and effectiveness relative to the campaign objectives, the prospective advertising recipient and the impression context (nature of content, device in use, time, location etc.).
- ✓ **STEP 5: Optimize** according to auction dynamics and predicted consumer behavior, winning effective ad impressions at lower cost and making your budgets work harder.
- ✓ **STEP 5: Quantcast Insights** deliver actionable data on reached audiences, prospects, converters and campaigns; insights can be incorporated for real-time optimization and better planning for subsequent campaigns.

Providing clients with real results



“The relationship with Quantcast has shown us what ‘through the line’ digital advertising can really mean. 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**

Power of the platform



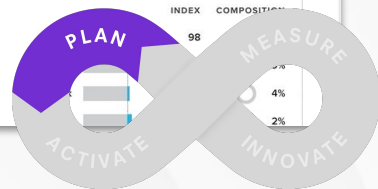
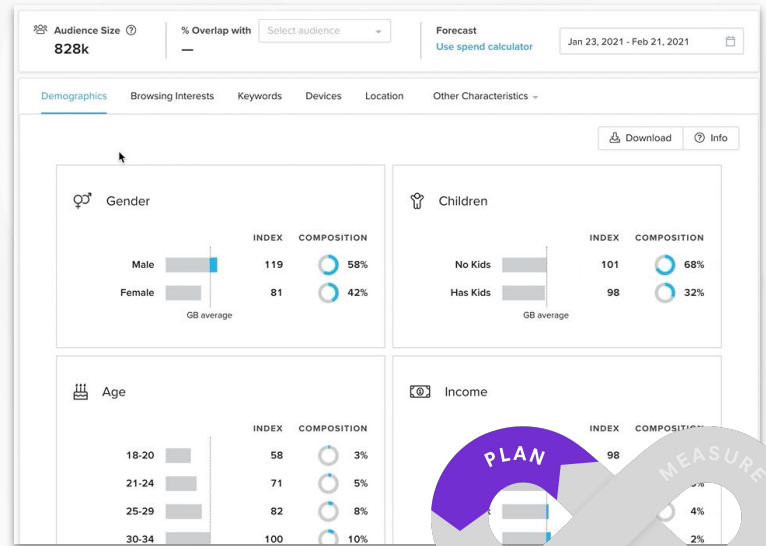
THE PLATFORM

Plan

To deliver an effective customer experience, marketers must first understand their audiences.

Audience Planner helps marketers discover valuable audience insights to craft rich customer stories and elevate marketing strategy.

Quantcast’s unique data and advanced machine learning algorithms give advertisers in-depth audience insights into browsing interests, attitudinal, and psychographic data.



Stay on the pulse of ever-changing consumer behavior

Get interactive audience insights in seconds, not hours. Experiment, research, learn, and develop intelligent media strategies.

Access unique real-time data from 100M+ online destinations. Plan with higher precision and adapt to audience behavior.

Plan, activate, and measure within a single platform. Easily turn audience objectives into campaign objectives.

Craft rich stories with in-depth audience insights

- ✓ Research real-time consumer insights on browsing interests (powered by Ara TopicMap), purchase behaviors, domain affinity, occupations, devices, demographics, and more.
- ✓ Uncover unique details about current customers and discover valuable new audiences, all in one platform.
- ✓ Compare multiple audiences side-by-side, inform cross-channel planning, and tailor creative messaging.

Providing clients with real results



“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

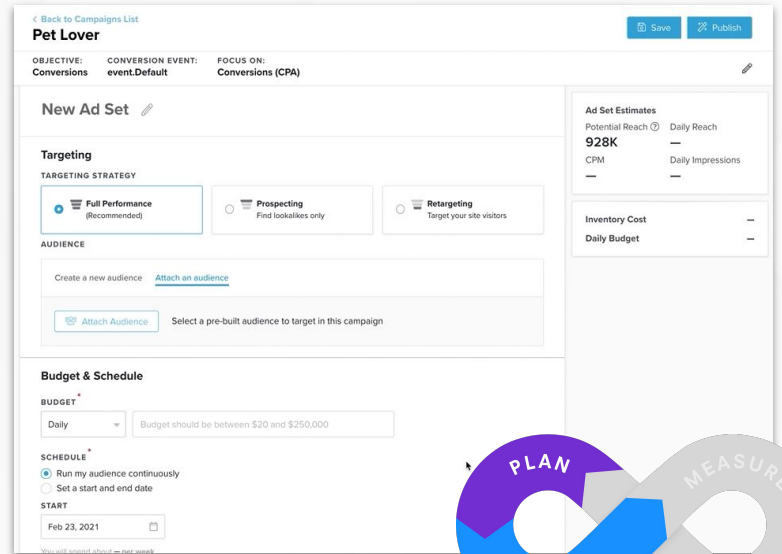


THE PLATFORM

Activate

Quantcast has been helping advertisers and publishers with high-performing advertising for years, and now with the Quantcast Platform, we're putting it into their hands, making it available as an easy-to-use, self-serve solution.

Leverage the power of AI to fill the entire marketing funnel and beat your marketing KPIs, ultimately growing your business.



Fill the funnel from brand to demand

- ✔ **Interest Audiences:** Choose from over 150 predefined interest categories or create your own custom audiences based on keyword interests.
- ✔ **Performance Audiences:** Deliver the optimal mix of prospecting and retargeting. Dynamically allocate impressions between new and returning customers to drive higher ROAS.

Solve for silos with connected supply and funnel solutions

- ✔ **Quantcast Connect:** Curate your supply. Discover profitable intersections of your desired audience and available publisher inventory to drive real results.
- ✔ **Integrated Advertising:** Connect brand to demand. Move up the funnel with sales insights based on your performance-driven audiences. Invest in awareness to drive the next generation of customers and move primed users back down the funnel.

Providing clients with real results



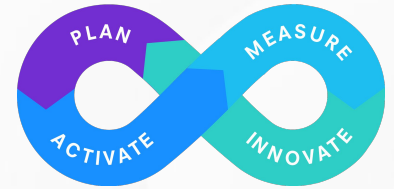
“Quantcast helped Everlane identify their core audiences and effectively target them. It had a remarkable impact, successfully achieving all objectives and proving the value of the media investment.”

- Richard Tubman, Co-Founder, Sender Agency

EVERLANE

THE PLATFORM

Measure and Optimize



Experiment smarter. Innovate faster.

As marketers, we've got more data than ever available to us. From real-time customer engagement to interactions on our websites, data is retrievable from virtually every source of marketing that we do. So the question is: how do we get more intelligence and use it to drive actions that deliver results?

The **Quantcast Platform** provides marketers with planning and measurement tools that allow for a test-and-learn approach. By analyzing data around demographics, web browsing behaviors, and past purchases, marketers can detect common attributes and identify new growth opportunities.

Get actionable campaign insights at your fingertips

Quantcast Insights Lab is a hub of interactive insights that are easy to understand and give granular, actionable insights into your campaigns in seconds.

No need to hunt for data

Don't spend hours analyzing long reports. Build a story using real-time data and execute it immediately.

Intuitive visual formats

Get a full picture of the audience journey. **Analyze trends** over time to understand how your audience have evolved.

Experiment and optimize

A/B test new audiences, creatives, messaging, and other campaign strategies with an easy-to-use experimentation tool.

Providing clients with real results

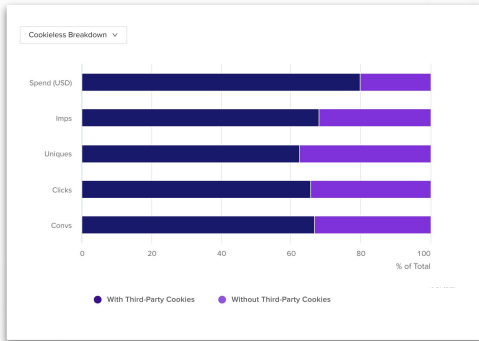


Insights Lab is highly intuitive and visually appealing. It is easy to understand campaign performance and get interesting insights in a digestible manner without spending hours in understanding long reports."

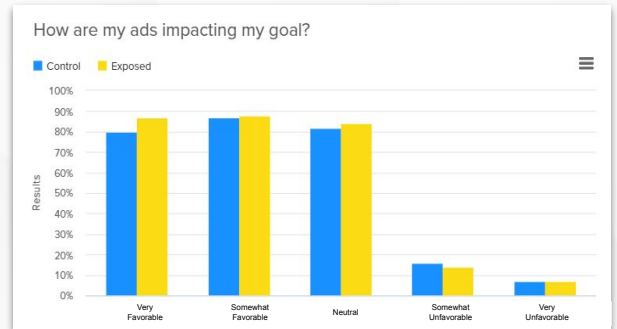
- James Roddan, Senior Account Executive, mSIX [m/SIX](#)

Measure and optimize with these actionable reports

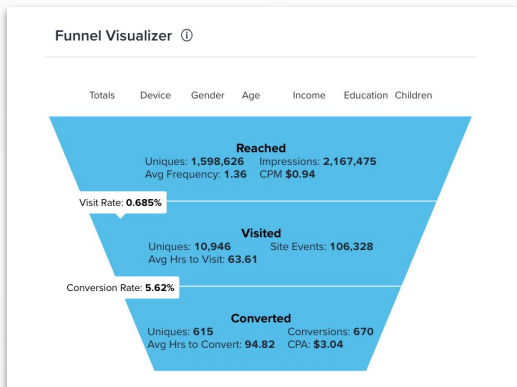
Cookieless Breakdown Report. Easily measure impact and get actionable insights with the Cookieless Breakdown report, which compares performance and spend metrics on inventory with and without cookies.



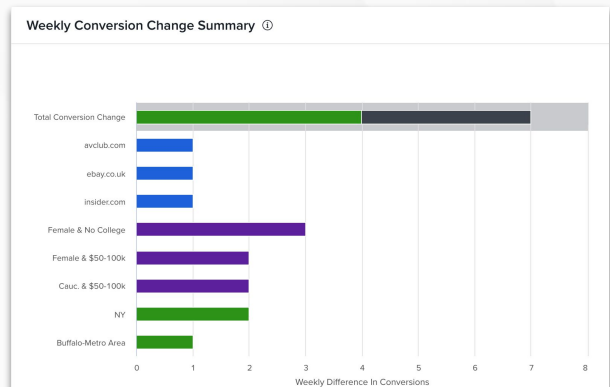
Brand Lift Live. Optimize to live survey results throughout campaign flight, thereby minimizing waste and maximizing brand lift. Extract learnings for future campaigns. Available for web and CTV environments.



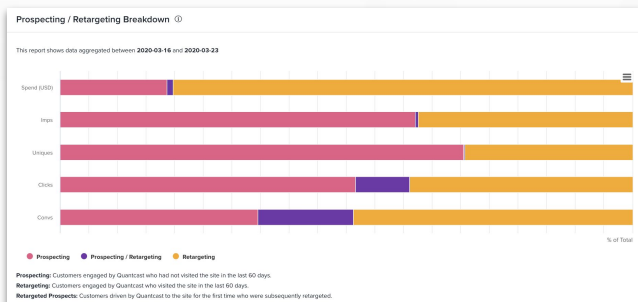
Funnel Visualizer. Get the full picture of your audience journey. Understand how metrics vary across different audience demographics each step of the way.



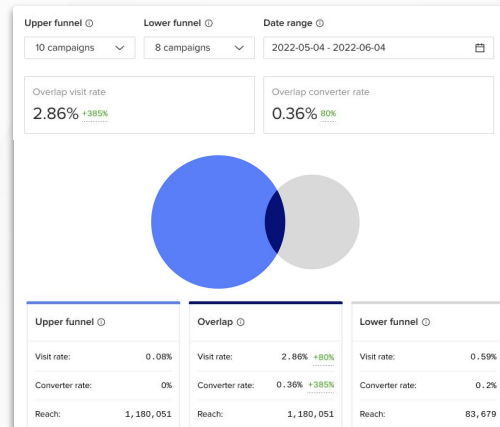
Weekly Conversion Change Summary. Spot the largest contributors to positive and negative changes in weekly conversions trends.



Prospecting / Retargeting Breakdown. Get a breakdown of KPIs on campaign audiences. See how your budget is being spent across different tactics and results achieved.



Brand to Demand Attribution. View the impact of your awareness campaigns on your performance goals and gain the ability to measure and track activity between funnel stages.

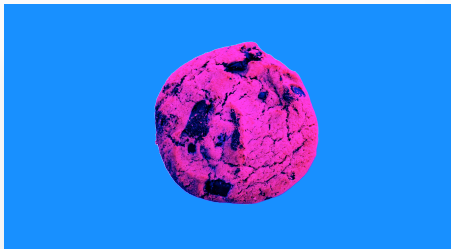


Thrive in a world without cookies



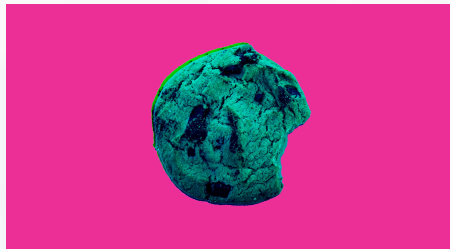
Let the cookie crumble

Are you ready?



Measure the impact

Understand the effectiveness of your advertising and exceed your goals by finding, reaching, and measuring customers in environments with and without cookies.



Realize greater scale

Capture a larger addressable audience by reaching over 50% of today's cookieless population with a proven, flexible, multi-signal approach.



Start future-proofing today

Join hundreds of our clients who are already enjoying better business outcomes from today's expansive cookieless population — all while preparing for the future.

Partner with the leader

Future-proof your business with Quantcast cookieless capabilities, which use our expansive first-party data and AI/ML to reach new and existing audiences.

Recognized Industry Leader

With deep AI and measurement experience, we are leading the way.

FORRESTER

"Quantcast is architected with consent and uses **AI modeling and multiple alternative digital signals in place of third-party cookies** (e.g., first-party, contextual, and additional identifiers). **This positions them well for the upcoming third-party cookie deprecation.**"

Source: The Total Economic Impact of the Quantcast Platform, Forrester, January 2022

Proven Cookieless Results

Join the hundreds of marketers who are benefiting now in a world that already has **more than half** without cookies!



Business Advantage, Today

Vodafone dials up 25% higher quality leads and 40% more sales with cookieless solution

20% improvement in cost per sale

"Their solution has allowed us to fully seize the opportunities of the open internet and embrace the future with greater confidence."

FRANCESCA GRASSI MANTELLI,
HEAD OF DIGITAL MARKETING



Recipe for success

There will not be a one-size-fits all solution

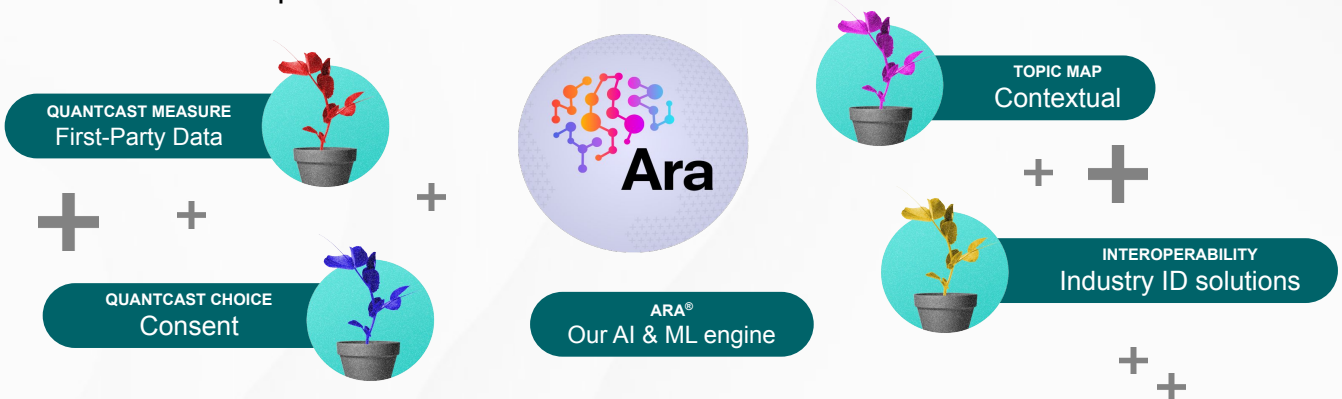
Third-party cookie signals that were long available will deteriorate, contextual signals will continue to be available, and other signals will emerge as a result of the new ID and cohort solutions. Our systems will need the ability to flexibly respond to different types of identity resolution and be able to work at different levels simultaneously, to create compelling results.



Quantcast's cookieless multi-signal approach

Accelerate advertising outcomes with our unique, comprehensive, and interoperable solution. Multiple signals provide a sophisticated and holistic view of the open internet.

Ara™ makes sense of complex, diverse signals and combines them statistically to reach audiences with accuracy and scale.



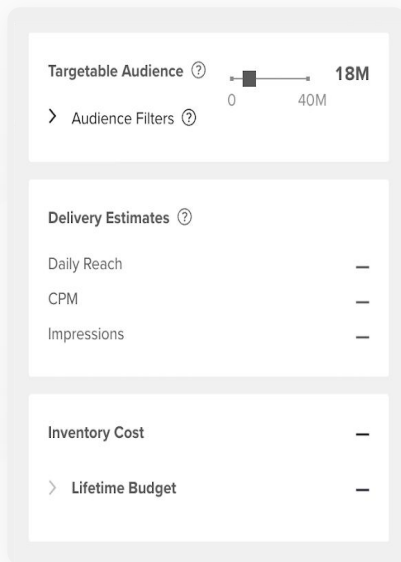
Activate cookieless today

Advertise effortlessly with our integrated platform

PLAN

Discover untapped audiences in cookieless environments.

Forecasting makes planning easy by providing estimates for audience size and delivery. Evaluate how applying cookieless inventory affects scale and performance.



Targeting

Audience Use a Saved Audience

👤 Lookalike Target people who look like event.Default Cookies 1

Target people who look like:

Any event.Default X

Lookalike Window: ≥ 30 days

Cookie Type

All Cookies Cookieless ⓘ

ACTIVATE

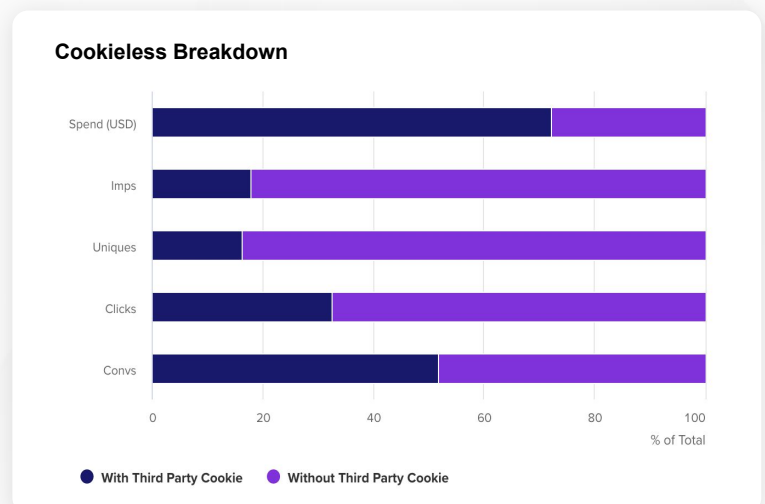
Achieve market-leading returns

Integrated directly into our platform, with just one click cookieless campaigns are activated and inventory will expand to reach audiences without third-party cookies, like Safari or Chrome users who have elected to not be addressable via third-party cookies.

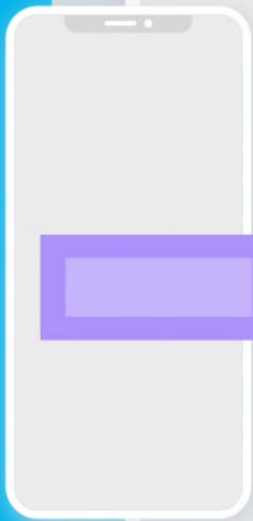
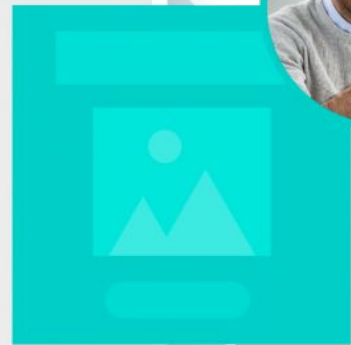
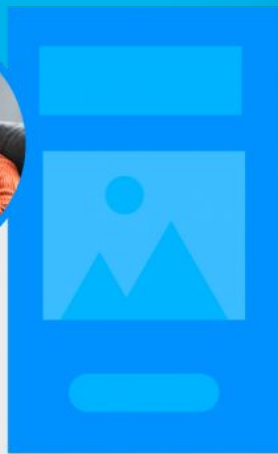
MEASURE

Get exceptional results and insights

Optimize and get actionable insights with the Cookieless Breakdown report, which provides campaign delivery metrics such as spend, impressions, uniques, clicks, and conversions in environments with and without third-party cookies to inform future campaigns.



Captivating creative formats



Omnichannel Activation

Multi-channel engaging and interactive formats

Engage customers throughout the entire marketing journey with ads across channels that delight and inspire action. Reach your ideal audience with a range of formats across premium brand-safe environments.

Our Creative Solutions Team is here to help you amplify your message across 25+ cutting-edge, interactive rich media ad types. Everything we do is focused on building visually compelling branded experiences that maximize user engagement.

Activate on audience omnichannel experiences

CTV
(Connected TV)



Video



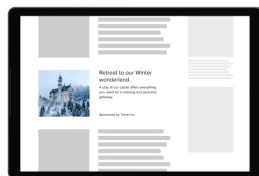
Display



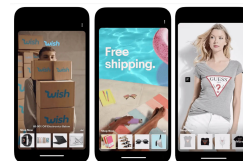
Rich Media



Native



Mobile



Connected TV

Digital audiences and AI come to big-screen, broadcast advertising

Tap into the power of large format, long-form video to deliver to all OTT devices including gaming consoles, smart TVs, and streaming devices. This is powered by Quantcast's advanced machine learning models and rich first-party data to maximize audience reach.



Power of the platform connecting you to Connected TV

Whether you bring your own inventory supply, or work through our leading inventory partners, leverage our unique audience and technology to reach your audience across today's major content producers and device makers.

Designed to exceed any marketing objective across the entire customer journey, we prove success with actionable insights, detailed reporting, cross-channel measurement, and a seamless advertising experience.

Providing a unique CTV audience experience

Integrated Omnichannel

An efficient and easy-to-use omnichannel platform that enables you to plan, activate, and measure CTV advertising with speed and precision

Validate and Deliver to Quality Inventory

Ability to validate your inventory against your plan and deliver to premium content and devices. Curate and bring your own programmatic direct inventory through deal ID.

Holistic Measurement and Insights

Our actionable insights, measurement, and reporting uncovers how CTV affects the entire omnichannel marketing plan

Video Ads

Build brand experiences

Build stronger consumer connections with the power of sight, sound, and motion. Served across premium, highly-viewable inventory, in-banner and in-stream video advertising excels at improving brand-building objectives.



Drive optimal video outcomes

We start by leveraging your audience pool of past converters, moving up the funnel with these insights. We then leverage the impact and emotional connection of video to move newly primed audiences down the funnel.

1.5x Video Visitation

Audiences who saw both a display and video ad were 1.5x more likely to visit*

Commitment to quality video

Buy from a partner you can trust. We have a commitment to only buying the best video inventory.

Premium Video

- Large player size
- Pre-roll or outstream
- Strict viewability standards
- Brand safety
- Flexibility in video length with :15 and :30 second assets

Beating Benchmarks

Consistently exceed industry benchmarks**



Multi-Channel

Access to an extensive video marketplace on desktop, smartphone, and tablet.

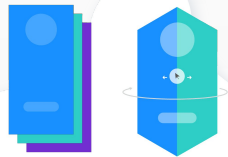


Custom Rich Media

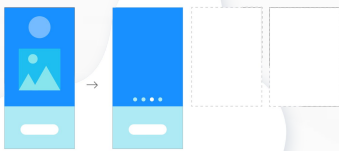
Creative Services to build interactive creative

Amplify your brand message with cutting-edge, interactive rich media. Combining exclusive audience data with over 25 creative types including 3D, carousels, and dynamic feeds plus unlimited customization, these bespoke ads deliver meaningful impact.

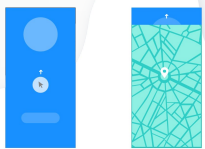
Formats include...



3D Prism. Visually compelling three-sided 3D creative that turns automatically or with user interaction. Dragging side to side rotates the prism in the desired direction, easily turning multiple static images or offers into an interactive experience.



Retail Carousel. The interactivity of the carousel optimized to highlight key products. Leveraging a simple backend template, easily swap featured products to create a more personalized retail experience. Optimal for prospecting, but can also be used for retargeting at the category level.



Map. Highlight store locations through interactive map layout with location pins. The map can contain multiple locations, highlighting the top four closest locations either as pins or text in the map legend. Location data is easily imported through a CSV file containing location title, latitude, and longitude.

[See more formats here.](#)

Providing clients with real results

Westpac

Westpac Banking Corporation drives **2x** brand preference uplift of trust and safety messaging on high-impact billboard ad.

Reitmans

"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

Native Ads

Bringing audiences and AI to the native ad experience

Dynamically assembled to match the ideal audience to the content being browsed, native ads generate greater interaction across the entire customer journey. Drive better outcomes by effectively communicating to an audience ready to take action.

Simple building blocks required

Assemble your ad dynamically to match each publisher's aesthetic.

+ Image



+ Logo



+ Headline & Description

Where to Stay in Beautiful Aruba
 Aruba is the Caribbean's most eclectic paradise, and the Aruba Marriott Resort is the perfect base of operation from which to explore it.

PAID CONTENT

Where to Stay in Beautiful Aruba

Aruba is the Caribbean's most eclectic paradise, and the Aruba Marriott Resort is the perfect base of operation from which to explore it.

[From Aruba Marriott Resort & Stellaris Casino](#)

Connected to the top native inventory sources

triplelift



sharethrough



NATIVO



Outbrain

Taboola



Offering three seamless native ad formats

In-Feed Ads

Ads placed in article and content feeds. As consumers scroll the listing of article summaries, editorial is mixed with native ad units, providing an uninterrupted flow.

In-Content Ads

Placed primarily on article pages, in-between paragraphs of content or below the article. They are designed to mimic the design of the surrounding editorial content.

Content Recommendation Ads

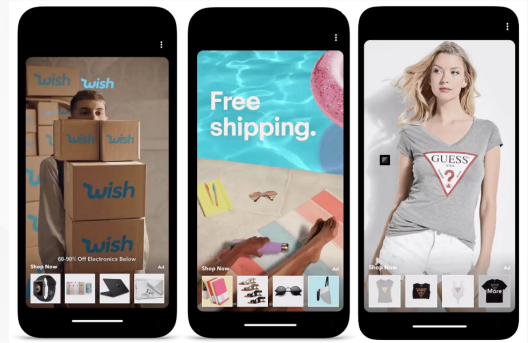
Typically found below or alongside publisher content, such as an article or in a feed.

Mobile Ads

Blended smartphone and tablet environments

Mobile ads are essential to holistic marketing strategies, as people spend more time on their phones, making it important to capture them in this unique mindset. Given this fact, marketers can benefit from the broad reach as well as geotargeting capabilities mobile ads possess.

Quantcast offers the option of automatically blending mobile into your campaigns or allowing you to custom select device delivery – so you can precisely tailor your campaign to drive superior business outcomes.



Connecting a key channel in the customer journey

Mobile for Branding

With product research often occurring on mobile and tablet, it's important that your brand is front and center when consumers are in the consideration phase.

Mobile for Performance

We recommend a blended set-up to improve performance, nurturing your audience from consideration to purchase.

Tap into the cross-platform usage behaviors of consumers

Right Place

With time spent on mobile devices now outstripping desktop, mobile has become a key touchpoint in the conversion funnel.

Right Time

Increase the number of opportunities available to you to communicate with consumers browsing the mobile web who are in market and receptive to your brand or message.

Right Audience

The breadth of behaviors on mobile devices creates a compelling way to reach your customers from multiple angles.

But don't take our word...



"We leverage Quantcast's live first-party data to understand granular insights about our audiences. These insights are based on real-time content consumption trends, and you can activate these audiences in just a few clicks. You're not building a story if you can't activate it right away."

Alex Glover, Digital Director **MEDIACOM**

"Since going live with Quantcast, we have seen our performance improve 32% using the full-funnel approach."

Matt Valentine, Digital Account Manager **m/SIX**



"We now optimize towards an event and let the algorithm do its thing. This allows us to focus more of our time on creative messaging strategy as well as partner development."

Sagar Budhrani, Senior Marketing Acquisition Manager **STASH**

"The level of automation allows me to spend more time understanding audience insights and building holistic marketing strategies around these audiences."

Mike Kocher, President, NW Media Partners





Interested in learning more?

About Quantcast

Quantcast is an advertising technology company and the creator of an innovative intelligent audience platform that empowers brands, agencies, and publishers to know and grow their audiences online. The Quantcast Platform, powered by Ara™, a patented AI and machine learning engine, delivers automated insights, marketing performance, and results at scale to drive business growth. Our solutions are leveling the playing field for our customers when it comes to effectively reaching audiences online and helping them power a thriving free and open internet for everyone. Headquartered in San Francisco, Quantcast has been serving customers around the world since 2006.