Add3 takes home 80% more efficient rental leads in cookieless environments

Add3

Company Overview

Add3 is a Seattle-based digital agency that delivers omnichannel marketing campaigns across paid search, SEO, social media, and display advertising.

> "Our partnership with Quantcast gives us confidence that we will be able to find and connect with our audiences wherever they are on the internet."

CHRISTOPHER BARR
SENIOR ACCOUNT MANAGER, ADD3

CHALLENGE

Add3, a Seattle-based digital agency, approached Quantcast to drive leads for their home rental client as they expanded into new markets. They sought a platform partner who could deliver performant audiences well into the cookieless future. Key to this strategy was seamless planning and activation of their audiences, both 1) connecting their prospecting and retargeting campaign audiences without having to manually balance different ad tactics – a time consuming and limiting process in traditional DSPs, and 2) maximizing performance in cookieless environments, preparing them for a cookieless future.

SOLUTION

Add3 tapped into the power of the Quantcast Platform to activate on their full-funnel audiences in cookieless environments. They leveraged Ara™, Quantcast's AI and machine learning engine, to optimize their upper and lower funnel campaigns through automatic budget allocation, reducing the number of ad sets they needed to manage, while also providing superior results. When their client expanded to new cities, Add3 used Quantcast's lookalike audience modeling to find consumers similar to users already visiting the home rental company's website and submitting a lead, helping to drive net new customers. They also leveraged Quantcast's cookieless solution to measure results and optimize towards largely untapped cookieless environments, benefiting from the incremental opportunity today.

RESULTS

Add3 exceeded their advertising objectives, successfully finding and scaling customers in environments with and without cookies.

- **More Nuanced Insights.** Quantcast Audience Planner's connected insights influenced Add3's prospecting strategy. Discovering that people who visit career and job sites are 2x more likely to become a lead, they expanded their prospecting efforts to reach people in periods of career transition, such as recent college grads intending to move and people searching for jobs.
- **Better Performance.** The superior performance of Ara™, Quantcast's AI and machine learning engine, helped Add3 exceed their goals, resulting in a 50% increase in rental leads.
- **Maximum Scale.** Quantcast's cookieless solution provided access to incremental audiences, resulting in 80% more efficient leads in cookieless environments. This not only drove performance at scale, but also demonstrated to their client that Add3 is ready for the future now.

HIGHLIGHTS

80% ⭜
lower CPA in cookieless environments

50% ⭡
increase in leads