

DoubleClick Ad Exchange helps Quantcast find valuable “lookalike” audiences at scale

quantcast

About Quantcast

- www.quantcast.com
- Headquartered in San Francisco with offices in New York and London
- 150+ employees worldwide
- Founded in 2006, Quantcast provides real-time advertising tools to help publishers and marketers make better media decisions at massive scale.

Goals

- Buy just the impressions that reach people similar to their client’s best customers
- Gain scale and efficiency from real-time bidding (RTB)
- Generate breakthrough results for clients

Approach

- Audience buying via DoubleClick’s RTB API
- Combine custom lookalike lists with RTB machine logic
- Gain precise campaign targeting at massive scale

Results

- Now evaluating 8+ billion impressions a day
- 95% callout rate or better on 2.5+ billion impressions a day from DoubleClick Ad Exchange
- Advertisers report a variety of benefits such as better conversion rates, higher click-to-conversion rates, lowered cost per lead and improved ROI

What if you could define your ideal customer... and then find tons more like them?

That’s what DoubleClick Ad Exchange helps San Francisco-based Quantcast do. Quantcast relies on Ad Exchange’s real-time inventory to access audiences at scale through their product, Quantcast Lookalikes. Across the DoubleClick Ad Exchange, Quantcast achieves an amazing callout rate close to 100%, which means they can respond to almost all of the impressions DoubleClick announces to them and find an advertiser’s best customers.

In Quantcast case studies, advertisers from verticals including finance, travel, telecom, retail and auto have reported strong results in terms of conversion rates, click-to-conversion rates, cost per lead and ROI. This illustrates the variety of direct response goals that Quantcast Lookalikes can be used for.

“Our unique lookalike modeling enables any advertiser to reach the right audience and drive conversions more efficiently,” says Crispin Flowerday, Real-time Platform Manager at Quantcast. “It helps an advertiser scale to reach millions of new prospects that look just like their most valuable customers.”

Among its clients, Quantcast counts top media agencies and more than 1,000 marketers.

Quantcast works with a handful of sources for real-time inventory. Of these, DoubleClick Ad Exchange is among the largest, providing around one third of the impressions Quantcast bids on every month.

“We pounced on DoubleClick Ad Exchange’s real-time bidding API as soon as it was available to us in 2009.”

—Crispin Flowerday, Real-time Platform Manager, Quantcast

Building custom lookalikes

To create custom lookalikes, Quantcast starts with the behavior a client wants to mimic, usually online conversions. The system places a special tag on specific areas of the client’s site and every ad it runs to learn what factors help drive conversions.

Quantcast analyzes data from these conversions and, factoring in hundreds of different signals, uses this to infer a client’s ideal customer. Quantcast Lookalikes can learn from as few as 1,000 conversions.

Next, the service compares this “ideal customer” with the entire US or UK web population to find tons more prospects that match the unique profile, and then generates a lookalike list for the campaign. The Quantcast system merges this custom list with its automated RTB logic to help buy desirable impressions at large scale. For each campaign, the system checks available real-time impressions in the US or UK against its lookalike list, only bidding on impressions that match and are most likely to convert.

About DoubleClick Ad Exchange

DoubleClick Ad Exchange helps media buyers and sellers connect through multiple deal types across a global, open, transparent and brand safe marketplace. For buyers, DoubleClick Ad Exchange provides real-time and impression-by-impression access to a large pool of high-quality inventory. Buyers can bring their own data, optimization and bid strategies to the exchange in order to easily meet their advertising goals. For sellers, DoubleClick Ad Exchange provides more ways to transact with buyers, helps remove barriers to potential transactions and grows revenue. Sellers can offer inventory on their own terms with unique pricing and business controls to ensure they protect their assets and get the most value for them.

For more information about DoubleClick Ad Exchange, visit:
google.com/ads/adxforbuyers

More impressions, and still growing

One benefit of DoubleClick Ad Exchange is that buyers can bring their own data, optimization and bidding strategies to meet their own goals.

“The thing we like most about real-time bidding is that it lets us bring our own data to the party,” notes Flowerday. “That’s important to us because real-time bidding requires big data that is relevant and continually refreshed. In order to get the best performance, the volume of data is critical and Quantcast works with a truly huge data set.”

And he does mean huge: Quantcast’s system generates a live feed of 400,000+ events a second, adding up to over five petabytes (five million gigabytes) of data processed a day with an incredibly high frequency of data points, all of which grows continuously.

And the numbers keep on growing. Since the start of 2011, Quantcast has doubled the number of impressions it handles from DoubleClick Ad Exchange. The company now examines real-time impressions across the US and UK and achieves a callout rate close to 100%. This matters in RTB because the best impressions for a campaign become easier to pick when the buying system sees them all.

Constantly evolving technology

“With our large-scale predictive analytics, we can drive new people who have no prior history with that marketer, i.e. new customers, to give campaigns significant reach and great performance,” says Crispin.

“We pounced on DoubleClick Ad Exchange’s real-time bidding API as soon as it was available to us in 2009,” he notes. “Even the name of the company—Quantcast—shows company founders were thinking ahead to when we could do individually priced real-time bids to send the right impression to the right person at the right time. RTB on DoubleClick Ad Exchange made that dream a reality.”

“We’ve had a very positive experience with Google,” says Crispin. “We’ve found that the technical parts of the system work remarkably well. We’re very pleased with the relationship.”

In the future, Quantcast plans to continue pushing its technological edge.

“We’re constantly evolving our technology to bring the most advanced solutions to the real-time media marketplace for publishers, marketers and agencies. And DoubleClick Ad Exchange is a big part of that for us.”

