



“We have been working with Quantcast for the past two years and seen increasingly good results across both brand and direct response campaigns. Whether we optimise for CPA or ROAS, Quantcast consistently delivers on all our objectives.”

**John Sadeghipoor**  
Head of Digital Marketing, Fitflop

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## CUSTOMER STORY | RETAIL

# Fitflop Converts New Audience at Scale

### COMPANY MISSION

- Fitflop wants to become the world's most addictive footwear brand while always putting their customers at the heart of the company strategy
- Supported by increased marketing investment, the company's objective is to re-position the brand with a new message in front of a new audience

### MARKETING CHALLENGE

- Fitflop wanted to implement a demographic, psychographic and behavioural data-driven strategy to reach a completely new audience
- Focus on a younger, trendier demographic that would allow the company to achieve its objectives while remaining cost-effective and ROI-positive

### SOLUTIONS

- **Brand Audiences:** To best reach new lifestyle audiences, Fitflop made use of Quantcast's search-powered audiences targeting allowing them to associate the brand with specific behavioural and lifestyle choices of their audience, thus broadening their reach at the top of the funnel
- **Complete Targeting:** Once the awareness campaign on track, the next objective was to convert the new audience by accompanying them through the funnel all the way from prospectation to conversion
- **Audience Insights:** Using data from its Measure tool, Quantcast provided insights on the converting audience. Fitflop used reports on demographics, search terms and first visit conversion rate to inform its media strategy across other media channels

750%

Return on ad spend

40%

Decrease in CPA

Quantcast drove

75%

of all new customers





## CUSTOMER STORY | RETAIL

# Audience Insights

“Audience insights provided by Quantcast allowed us to understand subtle differences between our UK and US customers. The audience insights report (search data, browsing behaviours and lifestyle interests) also deepens our understanding of the audience by, for instance surfacing specific cultural interests and preferences of our audiences, which in turn informs our partnerships strategy”

**John Sadeghipoor**  
Head of Digital  
Marketing, Fitflop



UK



US



### LEVERAGING INSIGHTS FOR INNOVATION

- Based on insights provided by Quantcast, Fitflop has now invested in Search-powered audiences campaigns, leveraging Quantcast’s unique product to better target branding campaigns and identify users higher up in the purchase journey