



The Road Less Travelled

quantcast.

**A Quantcast and Basis Research
study about the new consumer
decision journey and the role of
digital branding**

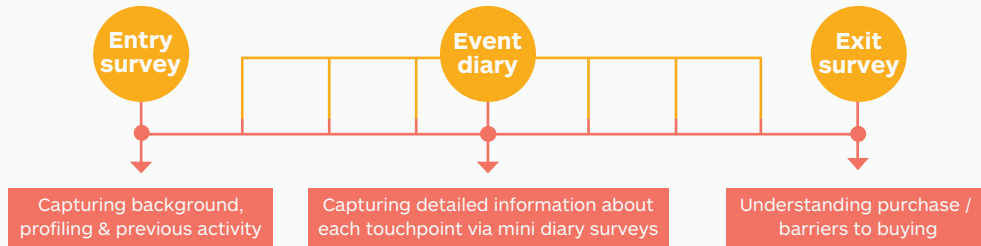
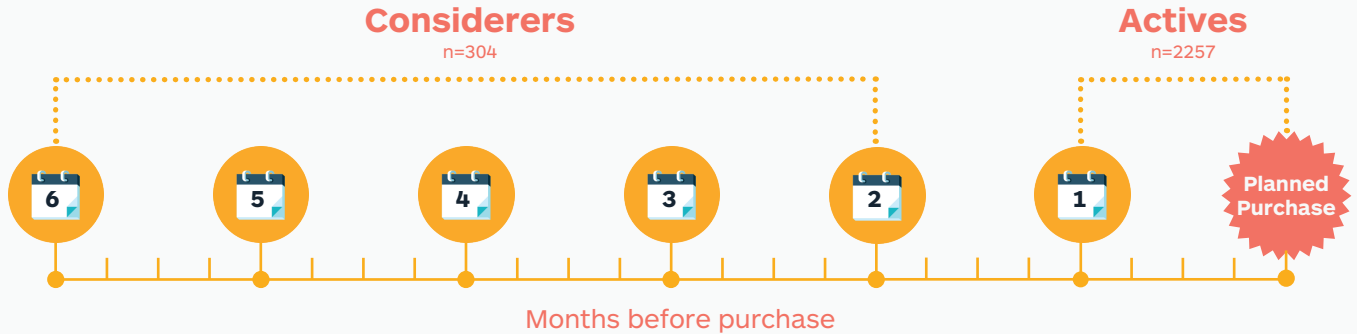
RESEARCH

INTRO & METHODOLOGY

Quantcast and Basis Research have launched a global research study that measured the role that brands, advertising and other touchpoints play in shaping purchase decisions across eight product categories.

This study followed 2,561 consumers in the US, UK, Australia, France, Germany and Italy, using digital diaries during a four-week period before a purchase. This innovative methodology allowed us to capture in-the-moment interactions, brand touchpoints, consumer behaviour and sentiment before and after a purchase.

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Source: The road less travelled — Quantcast & Basis Research — 2016

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INTRO & METHODOLOGY

The findings of this research, augmented with internal Quantcast campaign and audience data, along with IAB, Nielsen and Millward Brown studies, are aggregated in this booklet and provide media planners and buyers with:

- A new perspective on consumer behaviour as it relates to purchasing
- The role of digital and programmatic branding as major points of influence along the journey
- The benefits of a well-crafted brand and direct response digital strategy

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6 Countries



8 Vertical Categories



Consumer tech



Financial



Holidays



Automotive



Furniture



White goods



Utilities



Fashion

Source: The road less travelled — Quantcast & Basis Research — 2016

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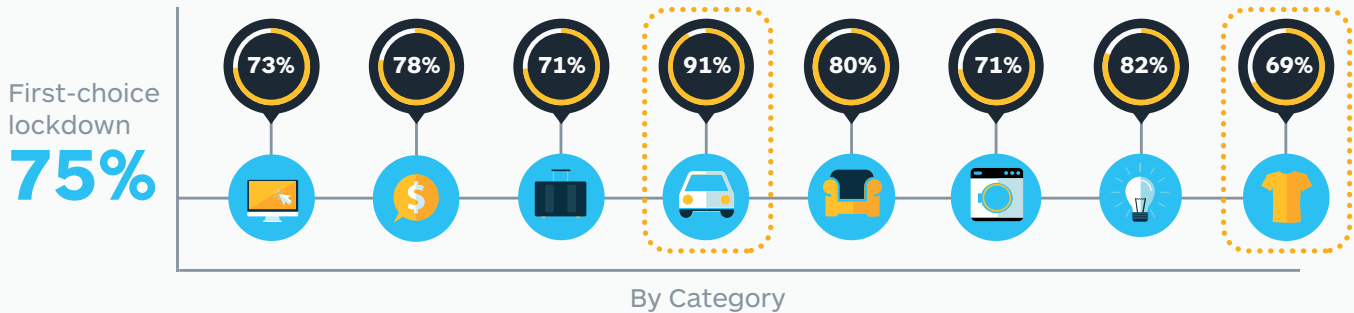
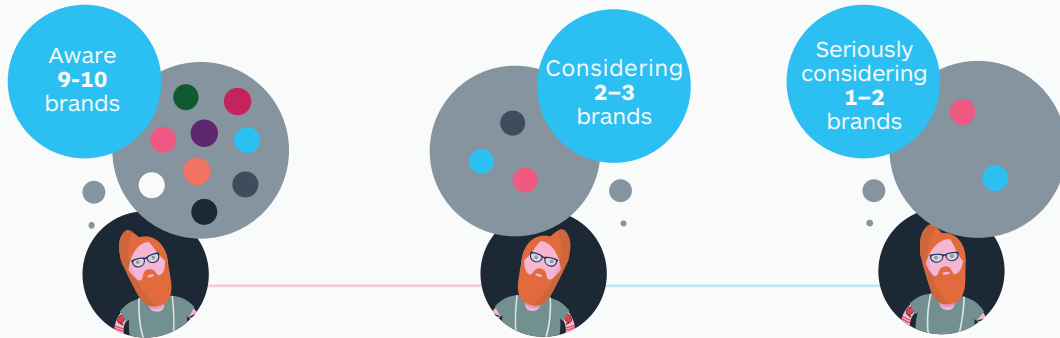
BRANDING STARTS EARLY

Across all markets and all categories, consumers are aware of a surprisingly high number of brands. However, a majority of them also voluntarily restrict their shortlist down to two to three brands they are willing to consider, and only one or two brands that respondents said they would 'seriously consider'.

Brands should be active before consumers are.

Early marketing efforts can get your brand into the initial awareness and consideration sets...or not.

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Source: The road less travelled — Quantcast & Basis Research — 2016

BRANDING STARTS EARLY

This is also verified by a Nielsen study run on two Quantcast campaigns targeting two different audiences:

In the first case:

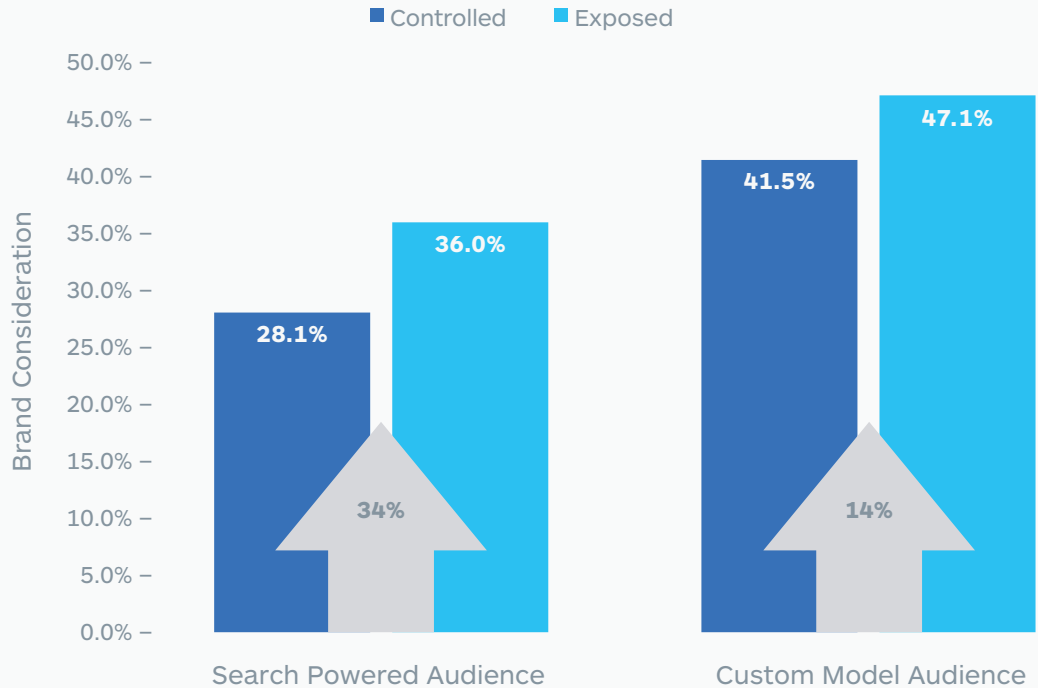
- users identified as not yet in market for a product (defined by Quantcast Search Powered Audiences)*

And in the second case:

- an audience modelled off of existing converters, identifying people much lower down the funnel and closer to the final purchase

In the first case, the lift in consideration among people further away from a purchase was 34% between controlled and exposed, compared to only 14% in the second case, when people are closer to the purchase.

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Source: Nielsen OBE.

*Search Powered Audience model based on specific search terms | Custom Model Audience model based on site converters.

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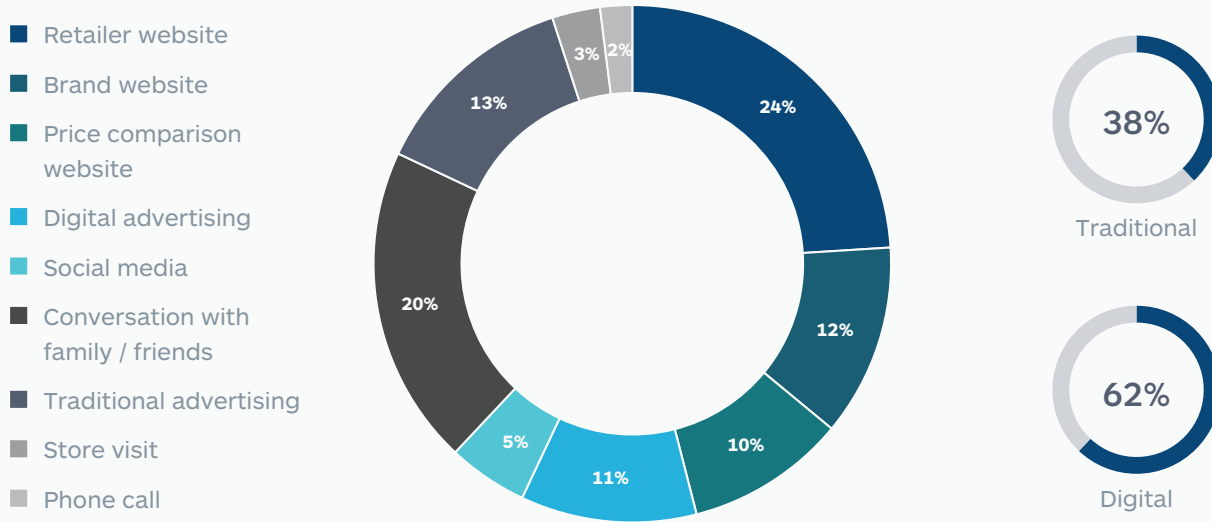
BRANDING IS DIGITAL

Digital channels are the main and most trusted information and influence touchpoints across the path to purchase. Even before the active phase of purchase, consumers are receptive to product news and information on digital channels. This is valid all the way to the last stage of the journey, and in many cases, straight down to the final purchase.

Across all markets and verticals, consumers reported feeling clearer about their decision after encountering digital touchpoints compared to offline ones.

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And at the final stages of the purchase process, online touchpoints heavily outnumber offline touchpoints



Source: The road less travelled — Quantcast & Basis Research — 2016

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BRANDING IS DIGITAL

It's no surprise, then, that a growing part of display budgets are for branding campaigns and not just for direct response.

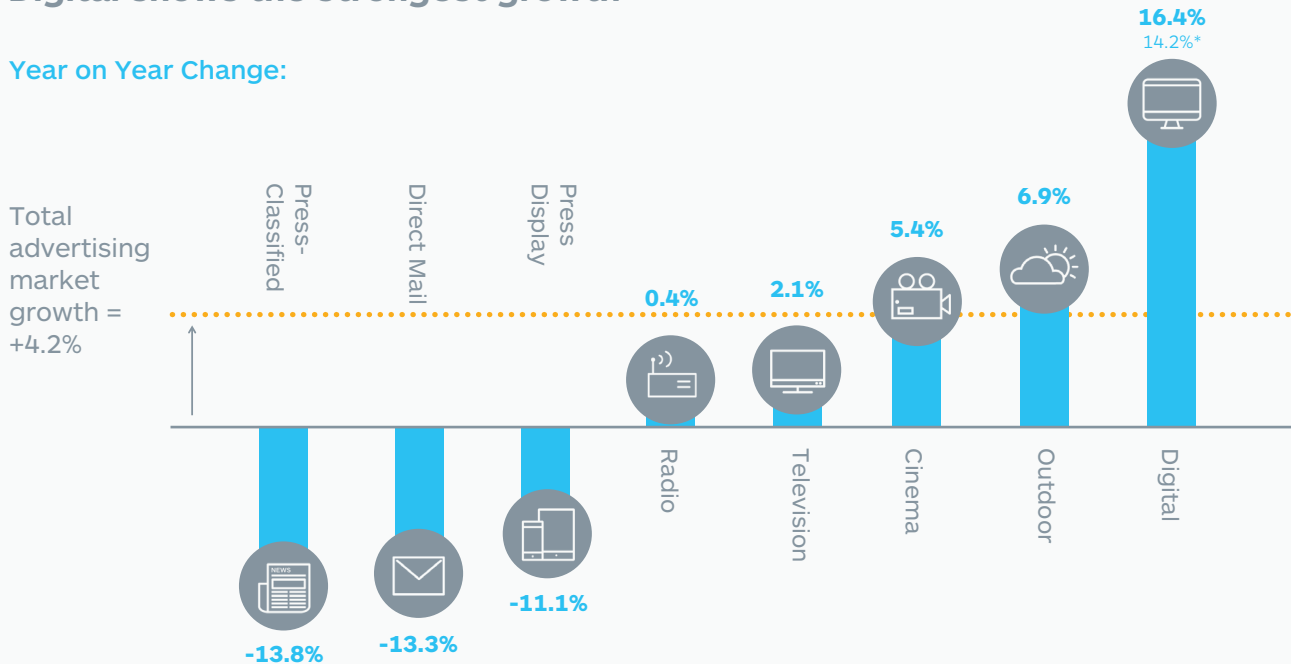
At Quantcast, we have invested money, time and effort over the past several years to tailor our advertising products specifically to address this morphing path to purchase.

We have built a unique brand audience solution allowing advertisers to reach their audiences across several targeting options reflecting a user's position along the path to purchase.

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Digital shows the strongest growth

Year on Year Change:



Source: IAB/PwC Digital Adspend H1 2016 and WARC

*Digital: Like for like growth (absolute growth). Includes VOD and digital news/magazine brands.

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DIGITAL BRANDING METRICS

One more advantage of using digital channels for branding is the measurability of proxy metrics.

While the direct impact of branding campaigns on sales and CPAs typically takes longer to be observed, there are several intermediate metrics that marketers can track to assess the impact of their campaigns over the short and medium term.

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Brand Campaigns



Audience Profile

What is the profile of the individuals that the campaign reached?



Targeting Accuracy

What percentage of impressions were delivered in-target (specifically for demo targeted campaigns)?

Brand Response Campaigns



Lift In Search Volume

Was there an increase in brand searches by those exposed to the campaign?



View-Through Rate

Were those exposed to the campaign more likely to visit the site during the campaign?



Site Engagement

Did those exposed to the campaign spend more time / consume more pages on the site?



Lift of Response (Halo Effect)

Did exposure to the campaign generate a higher conversion rate of response?



Impact on CPA (Over Time)

Over time, did the direct response portion of the campaign become more efficient?

Source: The road less travelled — Quantcast & Basis Research — 2016

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REAL-TIME DATA

The journey is unique to each individual.

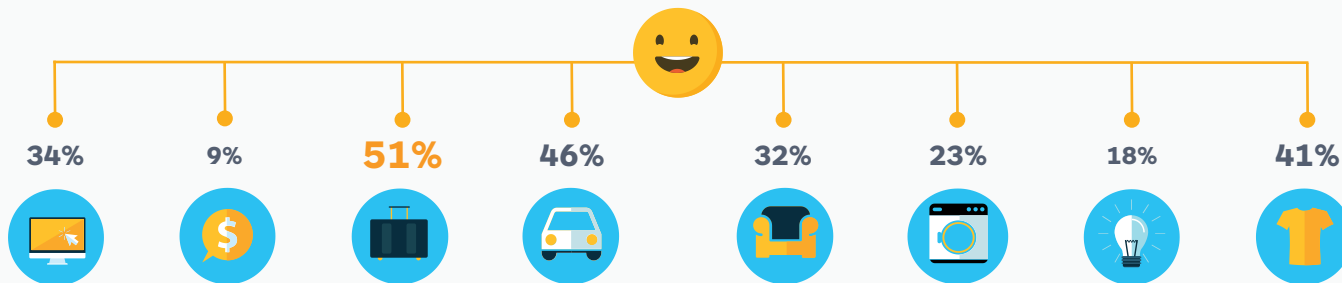
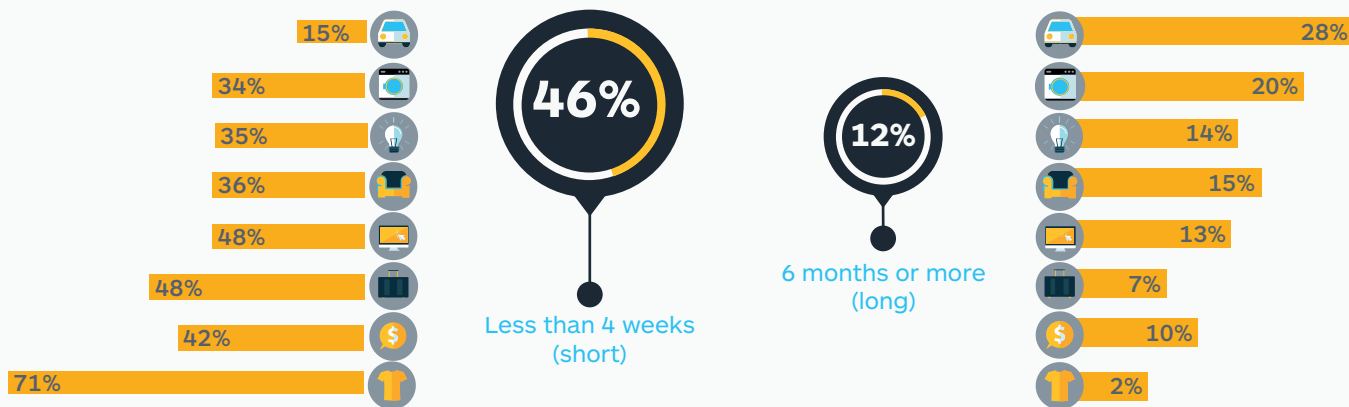
One notable finding in our research was that, even among demographically similar customers, the path to purchase can differ significantly.

Be it with regard to the duration of the purchase process or the emotions associated with it, we found that every journey is unique.

While some customers can finalize a car purchase within eight weeks, others (though a minority) can ponder the purchase of a piece of clothing for over six months.

Forty-nine percent of respondents don't find it fun to purchase a holiday, while 9% did associate 'fun' with the purchase of financial products or services...

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Source: The road less travelled — Quantcast & Basis Research — 2016

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REAL-TIME DATA

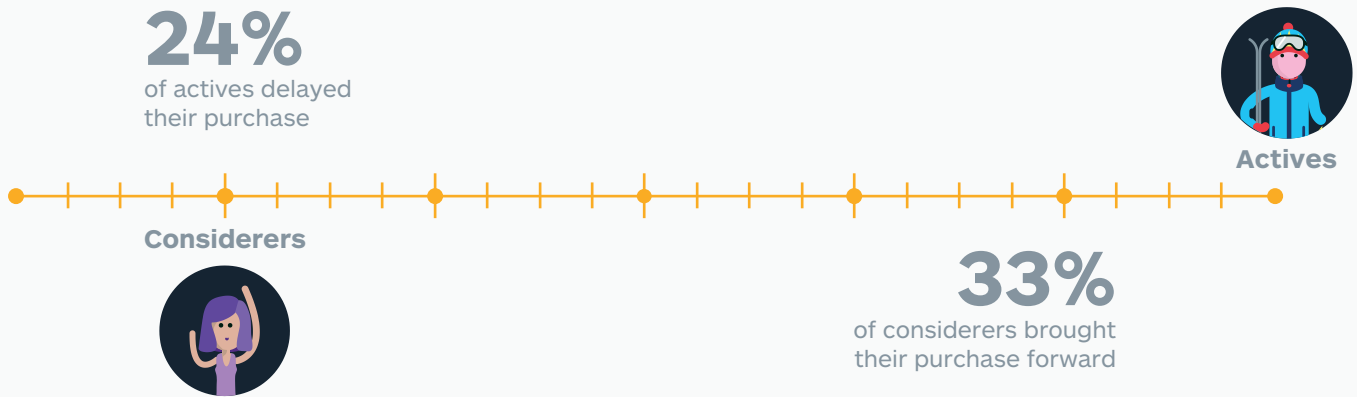
As researchers and marketers, we like to break the purchase journey up into neat phases. However, the individual consumer decision journey is fluid.

The truth is that these phases are not fixed and clearly delineated. Our sample of consumers was split by their proximity to the purchase window, with our actives all planning to buy in the next four weeks. But by the end of the four-week period, 24% of them hadn't made their purchase as planned. Their journey took longer than they had anticipated.

And amongst our considerers, who weren't planning to buy in this time frame, we found that 33% ended up buying sooner than they had planned. What these findings tell us is that neatly segmenting the purchase journey, though evidently useful, has its limitations. Recognizing the individuality of each customer through unique signals and behavioural patterns allows the recognition of fluid movements across the path to purchase. This provides the flexibility to adapt campaign budgets, frequencies and messages accordingly.

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Fluidity



Source: The road less travelled — Quantcast & Basis Research — 2016

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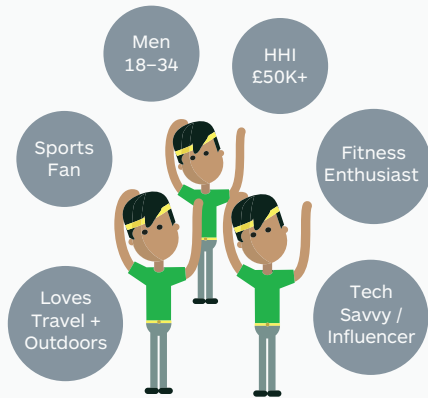
BRAND AUDIENCES

Being flexible and having the ability to adapt in real-time is only possible if you have access to live audience data. Quantcast was founded on this principle.

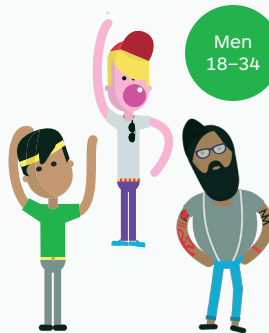
Our live audience platform provides on-demand real time access to the constantly changing behaviours and interests of everyone online, thus allowing campaigns to adapt to audiences' behavioural changes in real time, ensuring your brand efforts are reaching only the most qualified audiences at any given time.

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Helping [brand marketers] **define** and **connect** with only
[their most relevant and valuable audiences]

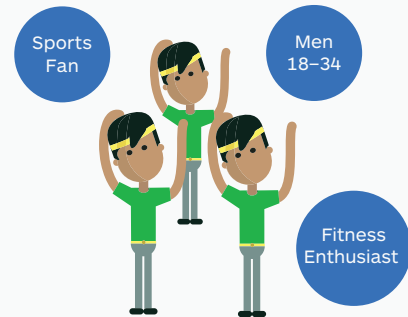


Who you say you want



Who you buy

Powered by Quantcast
Insights: (LIVE DATA)



Most relevant +
valuable audience...
now!

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BRAND AUDIENCES

Curate your ideal custom brand audience, in real time, and connect with them before they are in-market.

Using our proprietary data and real-time modeling capabilities, Quantcast Brand Audiences curates your ideal audience by leveraging a combination of your most valuable demographic and behavioural targeting attributes, allowing you to:

- Connect with your most relevant and valuable custom-curated audiences at superior scale
- Maximize your audience coverage while driving efficiencies in your digital brand budgets

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Demographic Attributes

- Age
- Gender
- Education
- Income
- Parents
- Ethnicity



Online / Search Behaviors

- Interests / Intent
- Life Stages
- Lifestyle
- Product Affinities
- Category Targeting
- Conquesting



M18-40



Interest
In Advanced
Online
Education



W25-54



Loves
Luxury
Apparel +
Accessories



Source: The road less travelled — Quantcast & Basis Research — 2016



About Quantcast

Quantcast processes real-time data at the intersection of commerce and culture, providing useful, actionable insights for brands and publishers. Through Quantcast Measure, we have unlocked the data generated by millions of digital destinations, helping publishers and creators understand and grow their businesses in ways never before possible. With Quantcast Advertise, adaptive modeling and intelligent machines are utilized to help thousands of marketers around the world find and interact with customers anywhere they connect to the digital world. Our more than 800 employees are driven by the potential for big data to radically improve everyone's connected experiences and transform the way we all make sense of the world.

To learn more about Quantcast's display advertising solutions, contact us at inquiries@quantcast.com.