

Cuebiq & Quantcast Deliver Efficiency and In-Store Lift for Yokohama Tire with Cookieless Campaign



Industry:
Automotive

Brand:



In conjunction with **Quantcast**

Challenge

Yokohama Tire, a leader in tire technology and innovation, continuously seeks ways to reach in-market tire shoppers efficiently. Their goal was to drive website engagement, increase in-store visits, and position Yokohama as the preferred choice for upcoming purchases.

Solution

Yokohama's agency, Charts+Darts, partnered with Quantcast to leverage cookieless advertising and access untapped audiences. Utilizing lookalike audience modeling, Quantcast identified consumers similar to existing website visitors who were actively researching tires. This first-party data pixel approach enabled them to deliver the campaign message to a highly relevant audience. Cuebiq data was incorporated into their campaign strategy to ensure the most impactful creatives were used to increase store visitation.

The cookieless campaign exceeded expectations. Yokohama achieved their most efficient quarter yet, with decreases in cost per acquisition (CPA):

34% decrease quarter-over-quarter

61% decrease year-over-year

Quantcast used Cuebiq's foot traffic data to reveal a significant positive impact:

- **356% lift in projected incremental in-store visits**
- **55% decrease in cost per incremental visit**

Cuebiq's insights kept Quantcast informed throughout the campaign of proper creative budget allocations leading to a more meaningful footfall uplift by market. The outcome was more potential customers visiting Yokohama retailers and a significant improvement in campaign return on investment.

Key Takeaways

Cookieless advertising can reach valuable audiences beyond traditional methods.

Targeting in-market shoppers drives website engagement and in-store visits.

Cuebiq's research and data solutions deliver efficient campaign management insights.

Ready to unlock the power of location data for your next campaign?

Contact Cuebiq today and discover how we can help your brand reach the right audience and achieve your marketing goals.