

The logo for Quantium, featuring a stylized white icon of three overlapping ellipses to the left of the word "QUANTIUM" in a bold, white, sans-serif font. A soft white glow is centered below the text.

QUANTIUM

DATA POWERING
POSSIBILITIES



5 FACTS IN 5 MINUTES

QUANTIUM

iab. **MEASURE**
australia
10.10.2017 CONFERENCE

Lawrence Puang

10 October 2017

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INTRODUCTION TO QUANTIUM

Data partners



10 million
loyalty cardholders



3 million
customers



Property data for
9 million households



Media partners



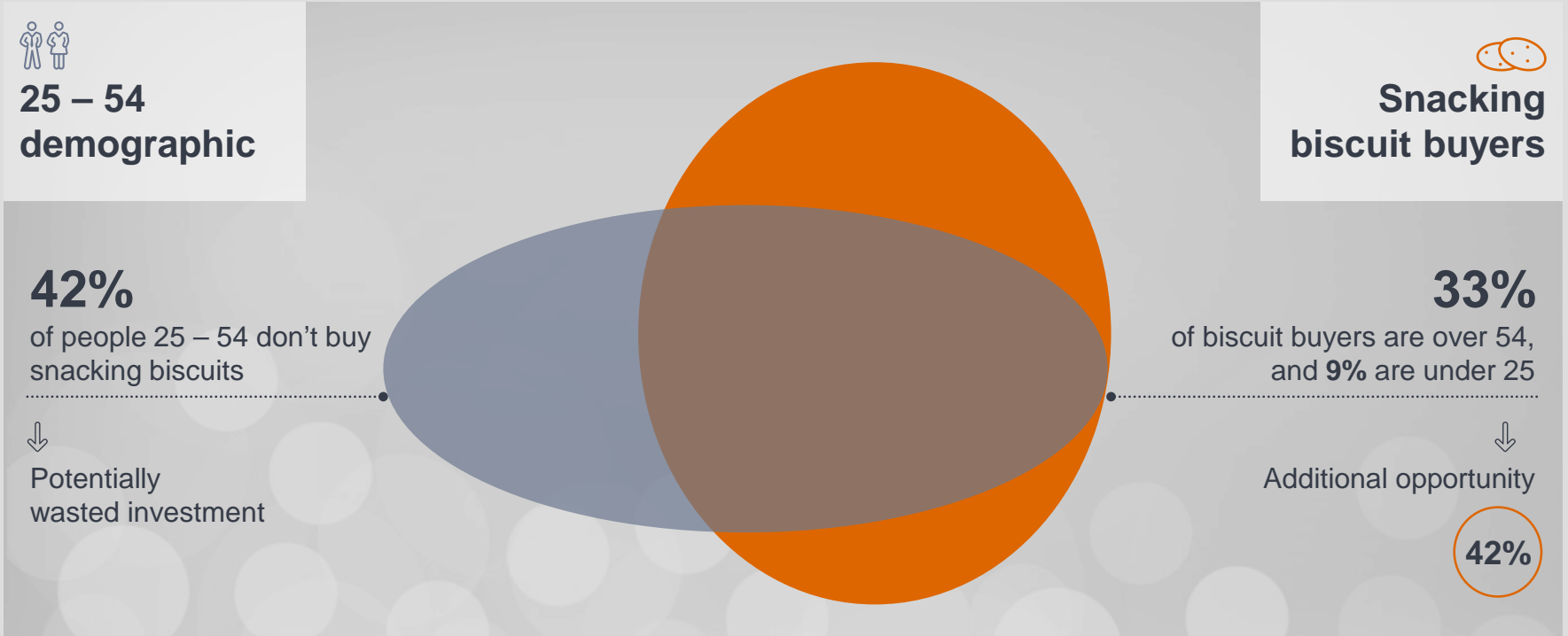
facebook

News Corp



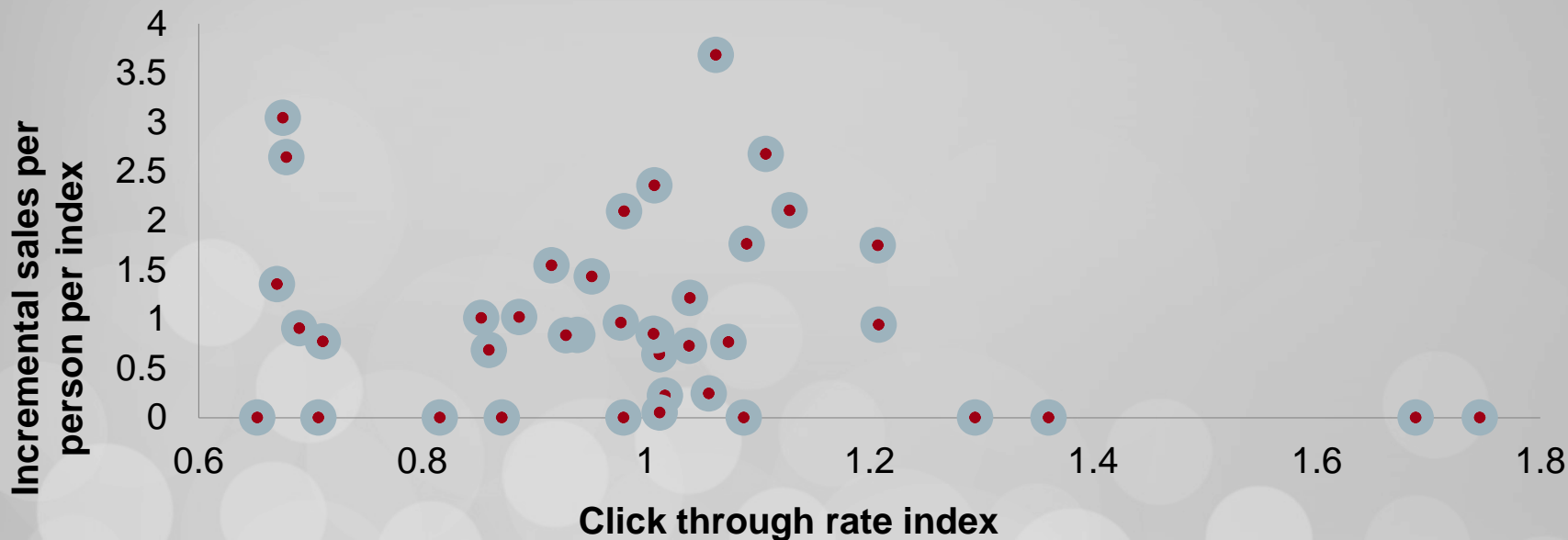
Coming
soon...

1. MEASURE WHO YOU ARE REACHING



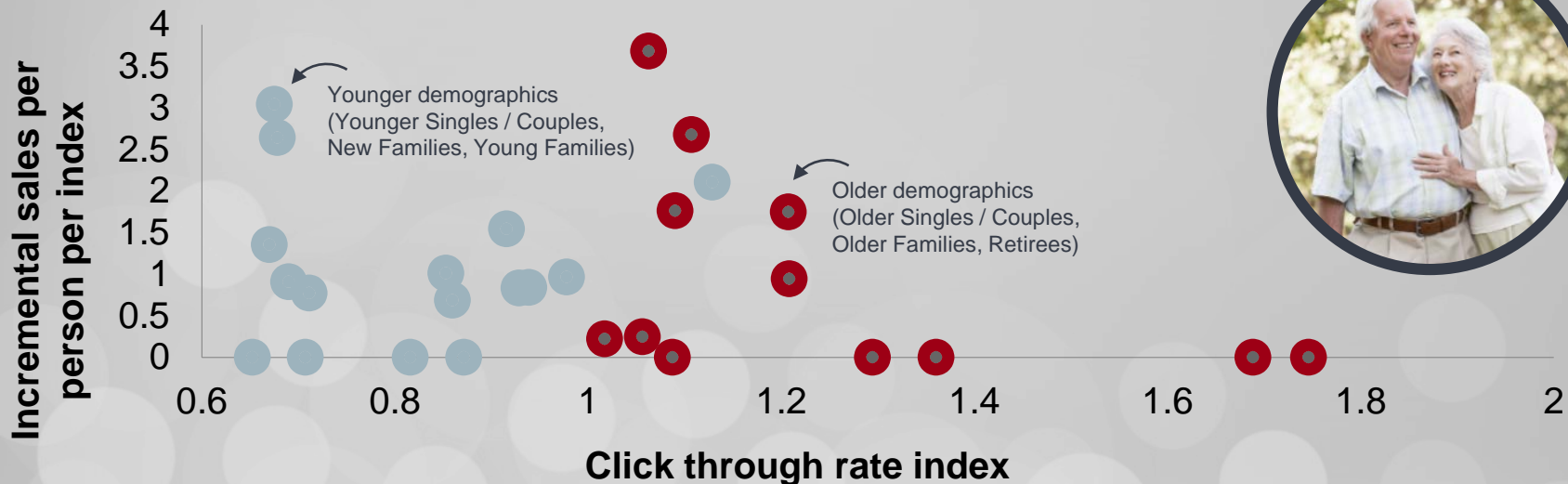
2. CLICKS DO NOT EQUAL SALES

Click through rate v incremental sales per person

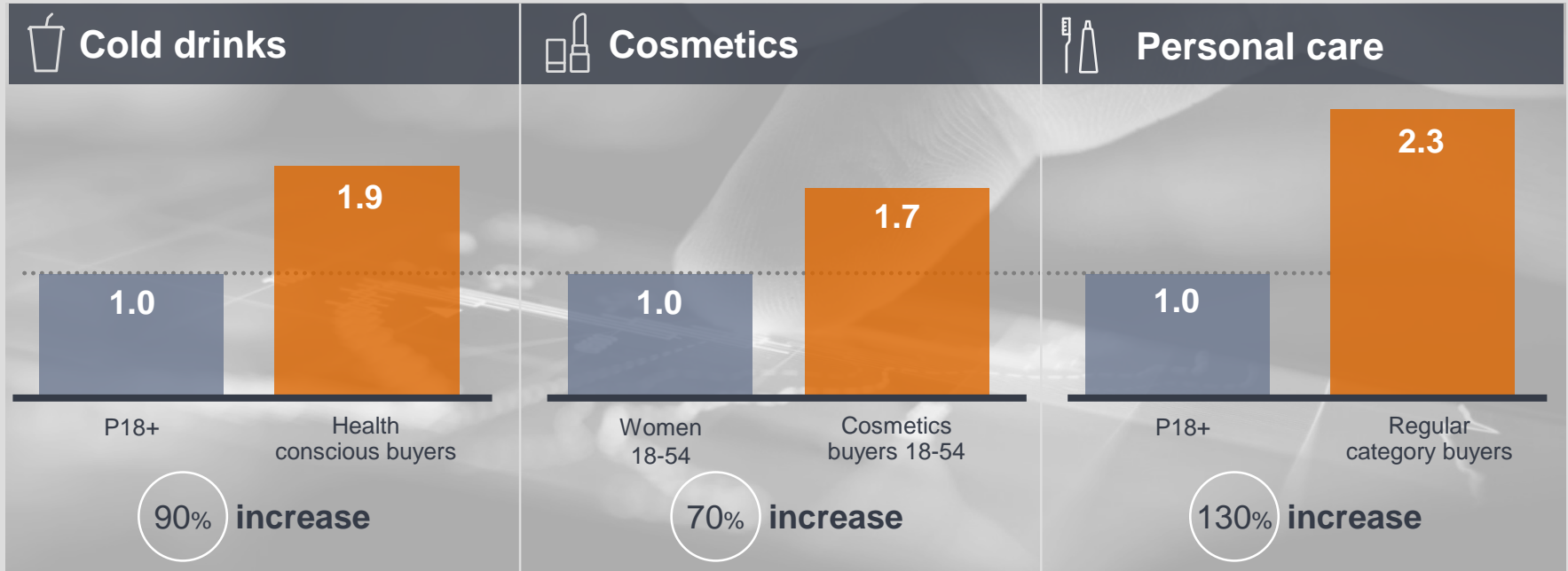


2. CLICKERS COULD ACTUALLY BE THE **WRONG AUDIENCE**

Click through rate v incremental sales per person



3. TARGETING ACTUAL BUYERS DELIVERS RESULTS



4. **GROW** THROUGH PENETRATION

Drinks brand



Sales contribution

Competitor buyers

61%

New to category

37%

Current buyers

12%

4. GROW THROUGH LOYALTY



Personal care brand

Sales contribution

Current buyers

51%

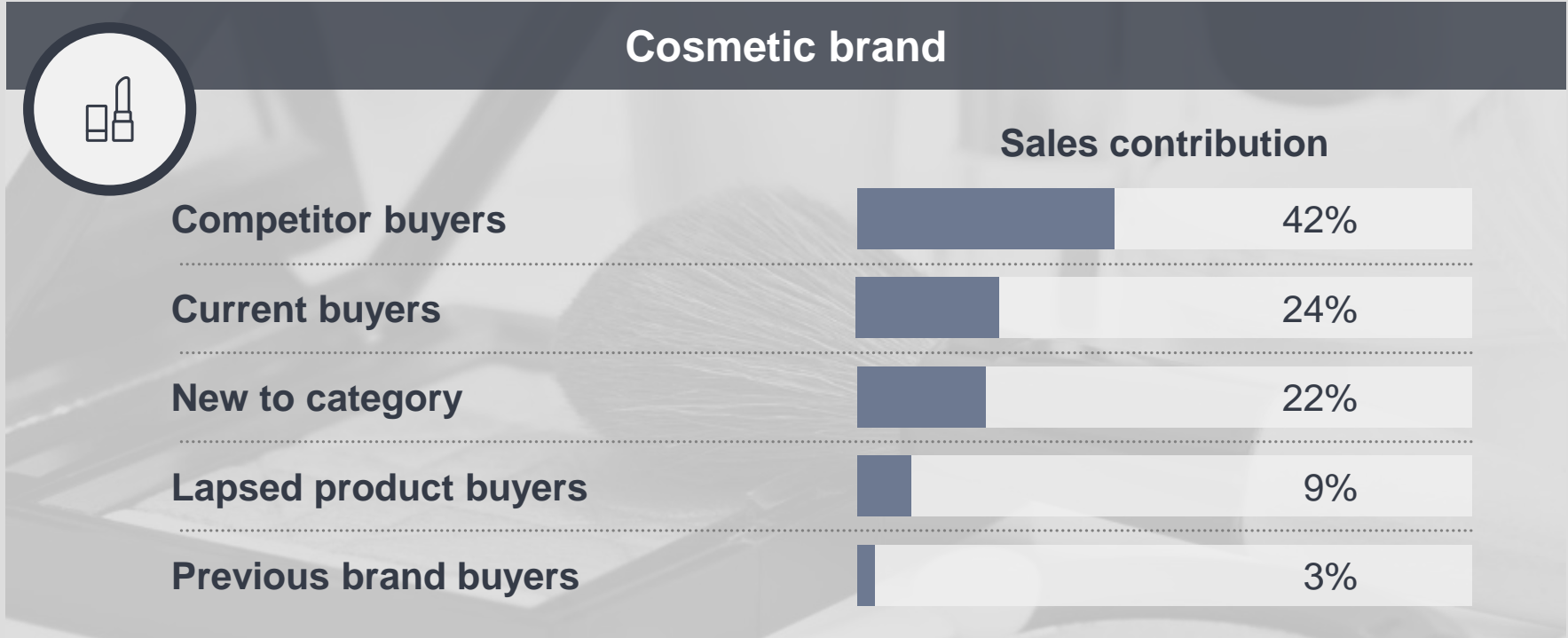
Lapsed buyers

38%

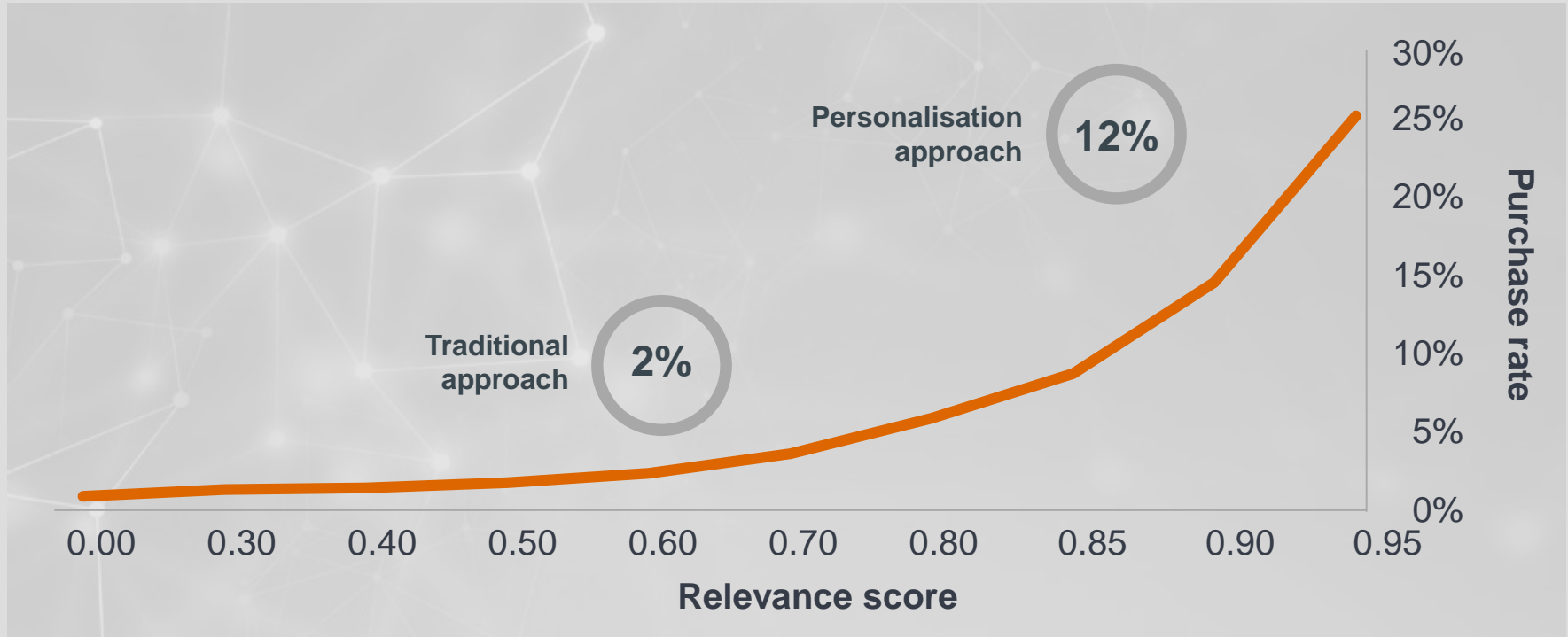
Competitor buyers

11%

4. GROW THROUGH BOTH



5. YOU CAN TARGET AT SCALE



DATA POWERING
POSSIBILITIES



THANK YOU



QUANTIUM

Lawrence Puang

10 October 2017

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