



Crate & Kids hatches audience interest in nursery products at the nesting stage

Crate&kids

Company Overview

Crate & Kids sells high-quality modern baby, toddler, and kids' furniture and nursery decor.

“There was absolutely no guesswork involved when working with Quantcast. Its ‘search powered audiences’ solution perfectly identified and reached those who not only were in-market but were most likely to purchase nursery items, and brought them to our site. It’s a no-brainer: we will be expanding this solution to other product lines.”



ASHLEY JONES
CAMPAIGN MANAGER, CRATE & KIDS

CHALLENGE

Crate & Kids (previously known as The Land of Nod), a high-quality baby and kids’ furnishings retailer, knew that reaching expecting mothers at the critical moment, when they are decorating their first nurseries, is the key to turning them into lifetime customers. However, actually identifying these expecting mothers can be difficult—a challenge Crate & Kids had been having a hard time overcoming with other marketing tactics, like search retargeting.

SOLUTION

Crate & Kids was excited to try Quantcast’s ‘search powered audiences’ solution to connect with expecting mothers as they first form opinions about the best company to fulfill their nursery needs. Through understanding the behavior patterns and search intent signals of expecting mothers searching nursery and maternity-related keywords, Crate & Kids found many more similar expecting couples. Quantcast was then able to tailor ads to each of the different audience profiles to better connect with and influence specific shoppers with creative messaging.

RESULTS

Crate & Kids successfully identified and connected with expectant parents at the right time in their customer journey. Their average ad engagement was 10x greater with a 99% incremental reach, delivering a vastly new audience. Their return on ad spend (ROAS) was 2x their goal.

HIGHLIGHTS



10x

average ad engagement



99%

incremental reach



2x

ROAS goal