Poly connects customers to their audio and video product site

Company Overview

Poly (formerly Plantronics and Polycom) is an American electronics company that produces audio communications equipment, backed by software, artificial intelligence, analytics, and insights, for business and consumers.

> "Working with Quantcast enabled Poly to drive increased traffic to the Poly site in the UK, France, and Germany at scale. This has had an immediate impact on the reach of Poly across all of these countries."

LYNDSEY BEST
COMPANY DIRECTOR, WALK-IN MEDIA

CHALLENGE

Poly sought to drive new, qualified traffic to the "where to buy offline/online" product page across the UK, France, and Germany, as well as gain deeper insight into existing and converting customers.

SOLUTION

Quantcast tagged multiple pages across the Poly's site, including "where to buy" and select product pages. They then built unique custom models in the UK, France, and Germany to reach new prospects on exchanges in real time.

RESULTS

Through working with Quantcast, Poly drove increased traffic to their international websites and expanded their audience reach.