

# Quantcast gives employees a “central hub” with Simpplr



## THE RESULTS



**Successful eight-week implementation**



**Easy to use**



**100% employee engagement**

## Quantcast

Industry: Technology  
 Founded: 2006  
 Headquarters: San Francisco, CA

### The Challenge

Like many successful startups, Quantcast has grown tremendously since it was founded in 2006. Today the company serves over a hundred million web properties and processes over 20 petabytes of data every day. Quantcast quickly grew to hundreds of employees spread across more than 20 worldwide offices.

As the company became more distributed, various technologies including wikis, Google Drive, SharePoint, and Slack were adopted to help support their cross-functional collaboration. Employees were sourcing information from different locations, leading to inefficiencies within the business. Furthermore, different parts of the organization were speaking about the company in different ways, which resulted in inconsistent messaging to customers and prospects.

Working to eliminate the inefficiencies and support employees' productivity, Quantcast sought a central resource that employees could turn to and find critical company information. They wanted a “central hub” where employees could discover information and find valuable resources. They also wanted a place for employees to engage with leadership, share ideas, and see updates or team highlights and wins.



Rapidly growing and distributed workforce



Disjointed communication and information technologies



Inconsistent messaging to customers and prospects

To learn more, call +1.877.750.8330 or visit [simpplr.com](https://simpplr.com)

“Simpplr has enabled Quantcast employees to work more efficiently, productively and collaboratively. The technology supports our efforts in driving awareness and engagement among our global teams and helps Internal Communications make informed decisions about which priorities to focus on.”

– Justine Houser

Global Internal  
Communications  
Manager

## The Solution

Quantcast chose to partner with Simpplr because it was intuitive, supported their needs, and was simple to administer. With Simpplr, Quantcast was able to integrate their existing technologies while developing a resource for all employees to find information. The Quantcast buying committee not only liked what they saw but also appreciated that the Simpplr UI was the best solution for end users.

Quantcast deployed their new intranet, internally named Quantcast Hub, in just 8 weeks. The successful launch was the result of impressive cross-functional project management alongside Simpplr’s readily deployable technology. To streamline the launch, Quantcast created a robust strategy and timeline. They focused on launching with content from six key departments, honing in on information and resources that were most critical to all employees.

Quantcast has a federated administration model with site ownership and content creation across approximately 40 individuals. This helps keep the intranet engaging and up-to-date without putting all of the burden on a limited number of people. Central administration is not time-consuming and is shared among key individuals. Quantcast has also been happy with Simpplr’s Customer Success team which provides program oversight, training sessions, and best practices to keep employees engaged in the intranet.



Distributed ownership  
keeps intranet current



Integrates easily with  
existing technologies



Customer Success team helps  
keep employees engaged

## The Results

Today, Quantcast has its “central hub”. They use Simpplr to disseminate a variety of news from necessary policy documentation (e.g., approved software vendor lists) to strategic updates from the CEO. The entire company has equal access to align on product and sales positioning and stay informed about employee programs. Distributed employees can see what is happening in other locations or departments and learn how their initiatives align with company priorities. Quantcast has also saved time consolidating internal newsletters and streamlining employee on-boarding activities through Simpplr.

Within 4 weeks of deploying, every employee had engaged with Quantcast Hub. The Executive Leadership Team’s perspective of their new Simpplr intranet has been overwhelmingly positive. The CEO regularly distributes content exclusively on the intranet, the Chief Legal Officer was excited to have everything in one place, and the Chief People Officer was surprised at how easy Simpplr is to use and how quickly everything was deployed. Ultimately, Quantcast Hub has helped make employees’ lives easier and has brought the organization closer together.

## About Quantcast

Quantcast is on a mission to help brands grow in the AI era. Since 2006, they’ve built Q, the world’s largest AI-driven audience behavior platform for the open internet today. Q powers the Quantcast Intelligence Cloud, a suite of audience insights, targeting and measurement solutions designed to understand, influence, convert and measure the consumer journey.

To learn more, call +1.877.750.8330 or visit [simpplr.com](https://simpplr.com)