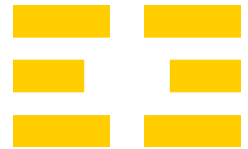


Quantcast

QuantcastLocations: California (HQ)
Industries: Email Marketing**RISK LEVEL:****Medium Risk****DESCRIPTION:**

Quantcast is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Quantcast occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Quantcast received a score of 60 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Quantcast has not canceled customers, suppliers, or vendors based on political views or religious beliefs (3).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Quantcast's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Quantcast matches employee donations to organizations that "align with [its] company values" (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Quantcast "requires DEI&B training for all employees around sustaining an inclusive workplace." Quantcast appears to prioritize diversity over merit in its recruitment and hiring. "Quantcast's talent acquisition team actively works to develop a pipeline of diverse candidates through sourcing and sponsorships of industry groups serving underrepresented groups" (1). Quantcast does not provide viewpoint protections for its employees (2)(3).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

Medium Risk

In 2021, Quantcast posted an article that highlighted best practices for LGBTQ policies (1). Otherwise, there are no publicly known cases of Quantcast using its reputation to advance ideological causes or policies (2).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.

High Risk

Quantcast's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Quantcast has donated to the Equal Justice Initiative and Planned Parenthood (3). Quantcast appears to prioritize diversity over merit in its media spending. The company is "pivoting media dollars towards minority-owned and operated publishers and media companies at scale to help promote equality and level the playing field for all" (4). Otherwise, there are no publicly known cases of Quantcast using corporate funds to advance ideological causes, organizations, or policies (5).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

N/A

Quantcast does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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