Quantcast Case Study

Sky lifts brand familiarity to new heights with Quantcast CTV

Company Overview
Sky is the UK's largest pay-TV broadcaster and telecommunications company that provides television and broadband internet services.

Agency Overview
MediaCom is a global media agency that helps people, brands, and businesses unleash their growth potential through media.
Sky, the UK’s largest subscription TV broadcaster, wanted to promote their new broadband-powered Sky Glass, which integrates their streaming TV service into a bespoke flatscreen smart TV. When market research revealed that customers were unclear on the product offering, Sky saw an opportunity to adjust their strategy from linear sales to building understanding and awareness of Sky Glass. By shifting from a direct response to a brand strategy, they needed to not only move customers down the funnel, but also validate their media investment with tangible measurement.

**CHALLENGE**

Sky’s agency, MediaCom, partnered with Quantcast to run their first connected TV (CTV) campaign, setting it up in the Quantcast Platform in under five minutes across a curated list of premium supply partners to maximize reach and drive consideration for this new product. Recognizing that they needed to gain a real-time understanding of the Sky Glass customer and use learnings to optimize towards this new customer, they ran **Brand Lift Live by Quantcast**.

**SOLUTION**

Leveraging Quantcast’s unique real-time measurement insights, MediaCom easily optimized CTV strategy mid-campaign. Introducing creative that explained the benefits of the Sky Glass product, Sky saw a 35% lift in product familiarity. They also gained access to cross-device site visit reporting, highlighting the effectiveness of CTV in directly driving consumer engagement with Sky Glass product web pages. **Brand Lift Live**’s real-time optimization features allowed MediaCom to elevate measurement from a post-campaign validation tool into actionable levers for media optimization, driving maximum return on Sky Glass brand investment.

**RESULTS**

**HIGHLIGHTS**

35% lift in brand familiarity

— LAURA BALDRICK

SENIOR ASSOCIATE DIRECTOR, MEDIACOM