

Industry: Travel



P&O cruises into consideration with Quantcast's full-funnel solutions

Challenge

P&O Cruises looked to increase category consideration, while also driving ticket sales. Leveraging the visual impact of connected TV (CTV) paired with high-impact retargeting, P&O wanted to validate their brand investment through a familiarity survey and cross-device engagement.

Quantcast

Solution

Working with their media agency CHEP Network, P&O Cruises tapped into the power of Quantcast's suite of full-funnel solutions, including CTV and performance.

- **Brand Measurement** - Supported by Brand Lift Live by Quantcast™, P&O Cruises optimized to CTV audiences most receptive to their brand, asking the question: "How familiar are you with P&O Cruises?"
- **Omnichannel** - Through the Quantcast Household Graph, which matches CTV exposure with site visits, they maximized cross-device engagement with "book now" messaging.
- **Real-Time Optimization** - Real-time frequency insights made every media dollar work harder.

Results

P&O Cruises connected brand with performance:

- **Superior Brand Lift** - 52% lift in brand recognition in the first 12 days
- **Actionable Frequency Insights** - Learning that 1-3 exposures provided lift in brand name recognition but 4+ exposures led to deeper brand familiarity, they better paired frequency with objective.
- **Brand to Demand Attribution** - CTV investment resulted in 2.9x more site visits and 3.1x more conversions, highlighting cross-channel engagement impact.

“Quantcast’s Brand Lift Live provided insight into optimal frequency across our CTV buys, allowing us to make mid-campaign performance improvements. We not only connected sales metrics to an awareness channel, but also proved the effectiveness of CTV in driving brand consideration.”

Joe Robinson
Digital Marketing Manager
P&O Cruises, Carnival Australia

Key results

52% Lift in brand recognition during first 12 days of campaign

35% Lift in 'knows a lot/knows a fair amount' in last 4 weeks