



## Pandora charms streaming audiences, capturing market share with CTV jewelry ads

**PANDORA**

**CARAT**

### Company Overview

Pandora is the world's largest jewelry maker, designing customizable charms to express wearers' stories through their style.

### Agency Overview

Carat, a dentsu company, is the world's first media agency. It pioneers and delivers brand, media, and digital communications solutions to some of the most storied and innovative brands in the world.

“Quantcast’s superior audience solutions paired with connected TV allowed us to grow market share with the next generation of Pandora buyers.”



**SPENCER WANSTALL**  
AV SENIOR EXECUTIVE, CARAT

## CHALLENGE

With revenue up 23% year-over-year in 2021, Pandora sought to expand their lead as the largest and most desirable brand in the affordable jewelry market. They challenged their agency, Carat, to help them find and influence new customers to grow Pandora market share. Having heavily invested in traditional TV, Carat saw an opportunity to reach untapped cord-cutting consumers on smart TVs, streaming, and gaming devices, converting them to new loyal customers.

## SOLUTION

Carat partnered with Quantcast to reach incremental streaming audiences through connected TV (CTV). Leveraging Quantcast’s powerful audience curation platform, Pandora built a custom audience interested in awards and reality TV shows such as *The Real Housewives*, *Love Island*, and *Made in Chelsea*. They paired this with CTV to build stronger consumer connections with the power of sight, sound, and motion.

## RESULTS

Quantcast Interest-based Audiences paired with CTV delivered on highly engaged new consumers, beating out cost per completed view (CPCV) benchmarks by 50%. By thinking outside of the box, and expanding their strategy into smart TVs, game consoles, and other streaming devices, Pandora unlocked new audiences.

## HIGHLIGHTS



**2x**

target engagement level