



Sky lifts brand familiarity to new heights with Quantcast CTV



MEDIACOM

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.

“Brand Lift Live by Quantcast is integrated into the Quantcast Platform, making it so easy to implement. Using the intuitive system, we quickly set up our campaign to run across a curated list of premium CTV supply partners and get brand impact insights off the back of it. We achieved 35% lift with 96% confidence, which is **AMAZING**. It helps prove that the activity was ultimately successful in helping the public understand the Sky Glass offering more fully, shifting their consideration and aligning with Sky’s business objectives.”



LAURA BALDRICK
SENIOR ASSOCIATE DIRECTOR, MEDIACOM

CHALLENGE

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.

RESULTS

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.

SOLUTION

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™](#).

HIGHLIGHTS



35%

lift in brand familiarity