

# Sophos reaches qualified prospects, raising brand awareness by 77% in four key markets

“Quantcast’s targeting solutions were instrumental in helping us reach our target audience. We saw a jump in brand awareness that led to improvements in our lead generation performance. The results showcase the impact that brand advertising can make, as well as Quantcast’s targeting capabilities.”

- Peter McKellar, Vice President, Corporate Marketing, Sophos

3x

Increase in key  
page site visits

77%

Brand lift  
#1 lift partner

15%

Increase in CTR for  
Lead gen campaign