

CASE STUDY TUNED IN FOR SALES: WIRELESS PROVIDER'S SMART STRATEGY WITH DEVICE-SPECIFIC AUDIO ADS

OBJECTIVE

To enhance wireless plan and device sales through device-specific audio ads, aiming to drive traffic to the plan landing pages.

STRATEGY & EXECUTION

Launched with a series of device-specific ad creatives, all set to achieve equal impressions, targeting adult listeners aged 35-54. Pixel attribution was implemented to measure plan landing page actions.

Connected Radio was selected for its broad reach and cost-effectiveness, ideal for engaging the target demographic

RESULTS

Utilizing pixel attribution, the AudioVelocity ad operations teams identified the most effective creative in real time with one ad creative notably outperforming the others by leading to a +600% increase in conversions. This led to an optimization in ad spend that prioritized the creative with the highest conversion rate mid-way through the campaign.

The campaign's strategic shift in spend resulted in a continued uplift in conversions for the remainder of the 4-week period.

CONCLUSION

The direct managed campaign using AudioVelocity's demand side platform and ad operations team, leveraged targeted digital audio advertising and pixel attribution to successfully increase sales of wireless plans for the advertiser. The campaign's ability to adapt quickly based on real-time data highlights the effective use of targeting and attribution tools within digital audio advertising to achieve specific marketing goals and demonstrates the advantages of responsive ad operations management.

Client

Leading National Telecom Provider

Industry

Telecommunications

Campaign Period

4 weeks

Audio Channels

Connected Radio

Activation Type

Direct Managed

