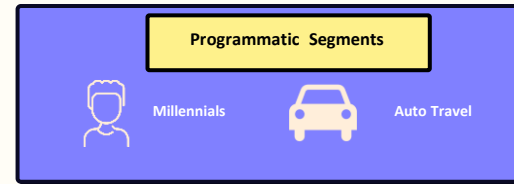


Attribution Case Study

Verticals: Automotive

Objective: A popular chain of automotive oil change specialty shops aimed to reach millennial drivers and influence their perception of to increase store visits.

Solution: Acast Automated provided efficient scale by running 30s audio ads against key audience segments. We then used attribution tracking via Cuebiq to determine campaign effectiveness.



Results:

74.3K
LISTENERS ENTERED STORE
LOCATION

Over the course of
Cuebiq Foot Traffic testing

2.7MM
UNIQUE LISTENERS REACHED

via Millennial & Auto Travel
segments

99.7%

Listen Through Rate

