

RXBar Case Study

Verticals: CPG

Objective: RXBar aimed to increase sales and consideration, particularly with parents



Solution: RXBAR ran ads and host read sponsorships on key Acast podcasts, with a brand lift study testing the effectiveness of the ads with podcast listeners.

Results:

Ad exposure resulted in a shift in likelihood to purchase, particularly for listeners' children:

- Likelihood to purchase for yourself in the next 3 months moved from 63% to 64% (+2%)
- Likelihood to purchase for your child in the next 3 months moved from 54% to 62% (+15%)

+15% LIFT

Lift in likelihood to purchase for your
child in the next 3 months