

Driving Lower Funnel Lifts for Online Travel & Accommodations Advertiser

Objectives

Online Travel & Accommodations Advertiser wanted lifts in:

Awareness

Favorability

Intent

Solutions

Target Podcast Listeners P18+ in Canadian and Australian markets through:

Podcast Show-Level

Smartless Podcast



Insight

- In both markets, exposed respondents who intend to take at least 1+ trip in the next 12 months showed strong ad impact
- Among those who plan on taking a trip in the next year, CA respondents reported a +16pts lift in favorability and +15pts lift in purchase intent. AU respondents saw a +11pts lift in favorability, +9pts lift in purchase intent.

Results – Canada Market			Results – Australia Market		
+14pts Lift in Favorability among Total Respondents	+14pts Lift in Consideration among Total Respondents	+13pts Lift in Purchase Intent among Competitive Brand Users	+11pts Lift in Favorability among Total Respondents	+11pts Lift in Consideration among Total Respondents	+9pts Lift in Purchase Intent among Competitive Brand Users