Smart Study: Starbucks
Bespoke audiences

Objective

Starbucks wanted to increase awareness of their Iced Shaken Espresso product. They wanted to spark consumer demand with a specific target audience of Coffee Connoisseurs. The main campaign KPI's were frequency and reach.

Idea and execution

We created a bespoke audience segment of 'Coffee Lovers' using our unique first-party data from our portfolio of publishing and audio brands. The data was collected directly from listeners via registrations, subscriptions, online polls, as well as via contextual and smart semantic data from publishing websites, radio players and apps.

With the audience being a niche concept, contextual tags, keywords, titles and urls that contained coffee or had coffee related words associated were used. Additionally, Natural Language Processing was used to pinpoint content that mentioned coffee. Users needed to have completed one of the above actions at least x3 in the last 30 days to ensure that they were definitely interested in coffee.

Results

The campaign achieved great results and enabled Starbucks to achieve their KPI's of frequency and reach. With a listen through rate (LTR) of 99% it demonstrated that there was almost no wastage and there was a strong audience engagement with the campaign. Moreover, there was an average opportunity to hear (OTH) of 3.8 which evidenced that the campaign delivered to a high percentage of its audience with a preferred frequency.

Overall these results displayed that we are able to create scalable and engaged audiences and are able to deliver on our mantra of addressable audiences and effective campaigns.

99%   Listen through rate

3.8   Opportunity to hear