

Smart Study: The AA Audio conversion tracker



Objective

Besides raising brand awareness, The AA wanted to drive listeners to their website to sign up to their offering.

Idea and execution

The AA utilized Octave’s audience segment ‘Auto Intenders’ powered by first party data from specialist automotive sites such as Parkers, Car or Sunday Times Driving. Additionally, they used a generic demographic targeting (18-44).



Results

The overall campaign achieved a successful 1.19% audio conversion rate, which is defined as listeners that have generated a visit on the client website after being exposed to the audio ad. This is higher than the average 1.11% display click through rate for Facebook and 0.47% for digital display ads.

3.35%

Conversion rate against Octave’s first party audience segment Auto Intenders

6x

More effective than generic targeting