

Smart Study: Amazon Music Brand uplift

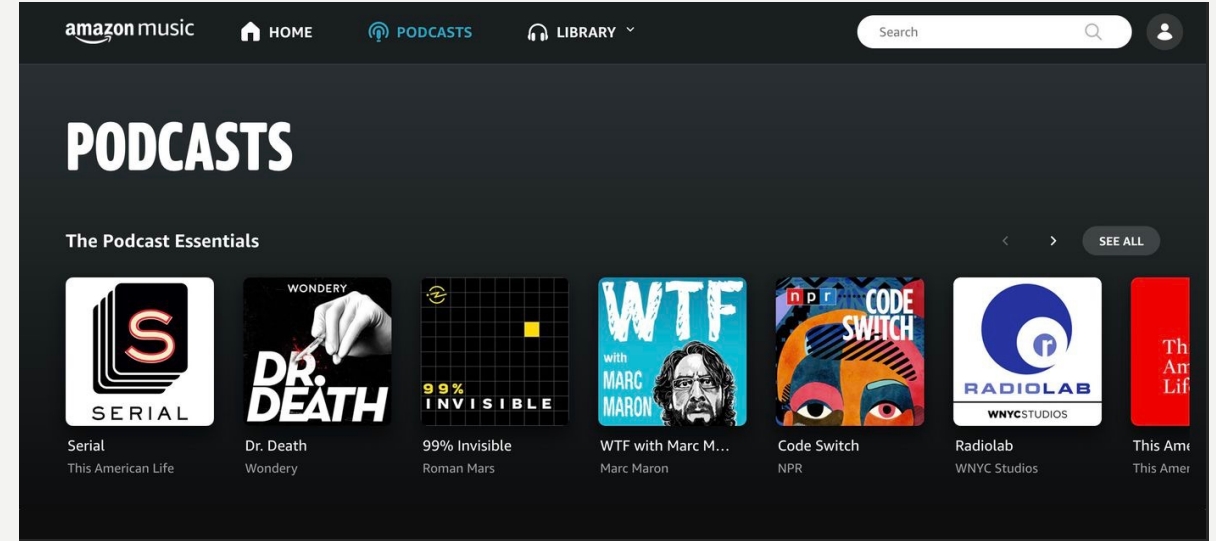


Objective

Amazon music wanted to show the uplift and performance of their Q4 branding campaign across those familiar and not familiar with their product.

Idea and execution

Octave Audio and Amazon worked together to identify audiences that hit the clients brief, utilising both age and gender as well as Octave’s unique first party *Forte audiences*. The campaign was executed programmatically via a PG deal as flexibility was key for the client. Once the campaign had delivered in full, a Post-campaign Smart study was conducted, to measure the purchase intent, perception and awareness of the target audience.



Results

Results were impressive, with high rates of awareness, favorability and large uplifts in purchase intent. The largest gains came from users who were not active subscribers or listeners to amazon music, demonstrating how audio ads can truly change perception and intent amongst their chosen audience.

+16%

Increase in awareness of Non-Amazon music users to the brand

+14%

Uplift in purchase intent from non Amazon music users

+23%

Increase in favourable perception of Non-Amazon music listeners to the brand

+8.5%

Uplift in favourable perception of combined Amazon music users & Non Amazon music users