

Smart Study: Meet Meta

Brand effectiveness



Objective

With digital advertising continuing to grow in the post-pandemic era, Meta were looking to find ways of reaching 'Marketing Professionals' in order to get them to consider using their various advertising tools in their digital media plans.

The campaign, 'Meet Meta', would inspire businesses and professionals to 'make new connections' and meet engaged audiences', introducing powerful ways to sell.

Idea and execution

In order to reach 'Marketing Professionals' Octave identified the top 50 highest billing marketing agencies to deliver audio ads directly to their postcodes. This involved targeting business IP addresses in high indexing relevant areas using Octave's 'Smart Contextual Connect' tool and then overlaying an audience segment of "Marketing and Agency Professionals".



Results

The campaign boasted almost no wastage and strong audience engagement, made evident through a 46.5% desktop delivery, indicating a high percentage of listeners were at work.

99%

LTR

550K

Unique Users