OFFER THE POWER OF AUDIO THIS HOLIDAY

ADSONICA

ENVISIONWISE

17.11.2021
"Whether you’re just getting into planning your holiday campaign, or adjusting what you already had in place, digital audio can help you connect with your audience, no matter who they are or where they’re listening."

-Jennifer N. Bowman, Director, Vertical Marketing and Internal Sales Communications, SXM Media
SHOPPING BEHAVIOURS HAVE SHIFTED...

Consumers are embracing hybrid shopping behaviors +
Marketers are looking for creative ways to reach these =
An optimized strategy across multiple touchpoints and devices is key
...SO HAVE ATTITUDES TO AUDIO

- 192 million or **68% of the population listens to digital audio** each month, an increase of 3 million compared to 2019 (Edison Research)
WHY SETTLE FOR SILENCE THIS SHOPPING SEASON?
INTRODUCING AUDIO DISPLAY ADS

✅ Engagement
✅ Recall
✅ Reach
ADDING AUDIO TO DISPLAY ADS MAKES YOUR ADS WORK HARDER

**Engagement Lift/Cost**

- **Static Display**
- **Video Display/ Rich Media**
- **Audio Display**

*Media + Production*
1 hour to learn.
5 minutes to create.

Easy and fast, audio display ads are created by merging an audio file and an image file using the AdsonicaStudio. Then, distribute them via the Envisionwise LinkedUpRadio platform.
THE ADSONICA "FIVE NOS"

No Coding
No File Management
No Audio Tags
No Latency
No Learning Curve
LET'S SHOW YOU HOW EASY IT IS...
"Listen Clicks" generate lift.

*Compared to case study baselines*
CASE STUDY ONE—US
LOCAL SPORTS TALK PODCAST

We worked with a major US radio group to promote a local sports talk podcast:

- 15/11 to 21/11 2020
- 800k impressions across web and mobile
- Remnant inventory in a cluttered environment

With a Listen Rate of 0.006% on top of the Click-Through Rate of 0.011%, the audio display ad generated an engagement lift of 55% and significantly outperformed the radio group’s display ad performance baseline.
OPTIMIZING AUDIO DISPLAY ADS FOR THE HOLIDAYS

- Clear CTA
- Click-through to an order page
- Festive creative
- Exclusive holiday discounts
EASY TO GET STARTED

1. Sign up on for Adsonica on LinkedUpRadio ($50/month)

2. You'll get an email from Adsonica—follow the signup instructions and watch the tutorial

3. Build your first ad with an image and an audio file

4. Upload your ad to the Envisionwise Ad Manager or upload it manually to a side column via LinkedUpRadio