

OFFER THE POWER OF AUDIO THIS HOLIDAY



A D S  N I C A
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

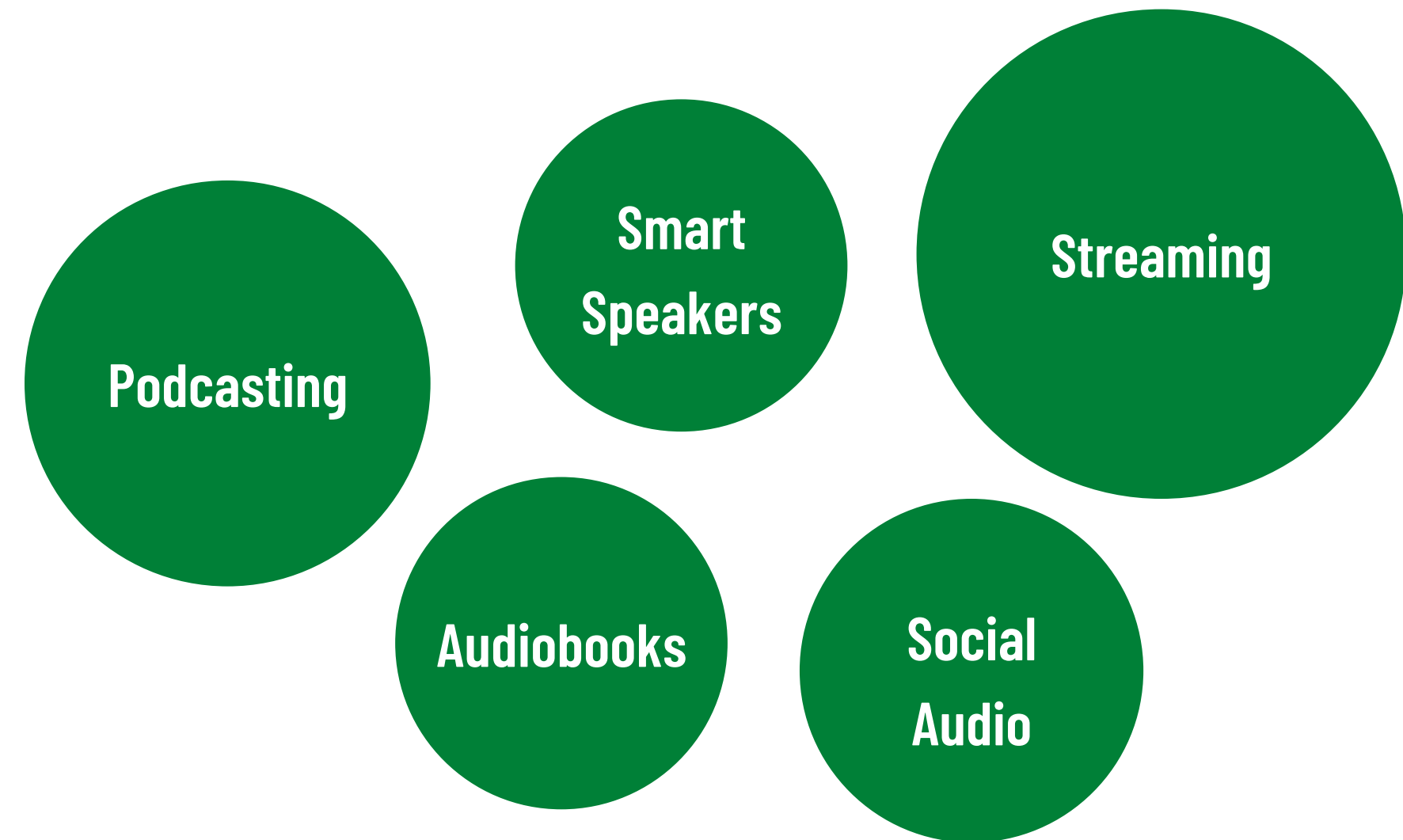
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An optimized strategy across multiple touchpoints and devices is key



...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

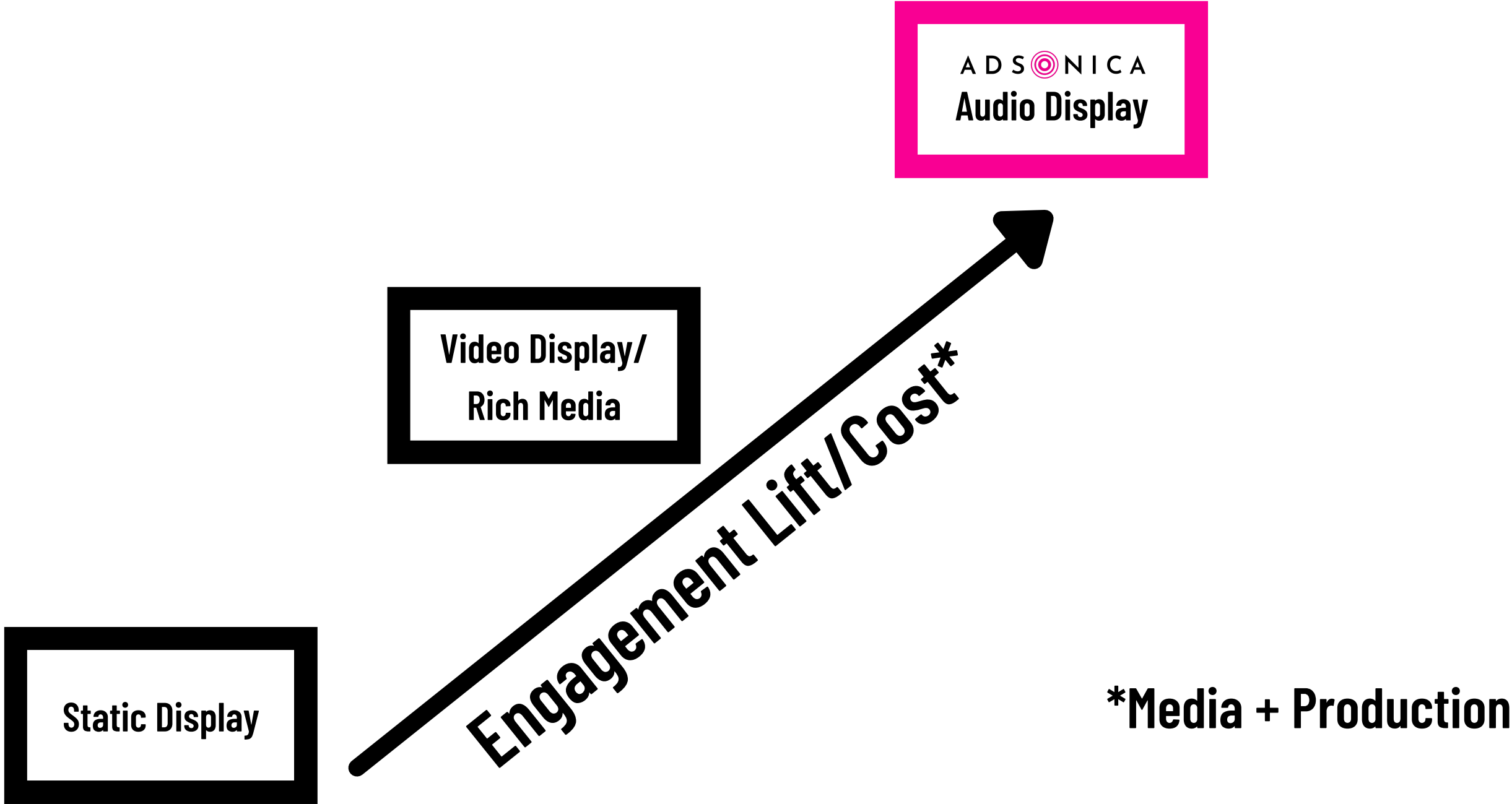
✓ **Engagement**

✓ **Recall**

✓ **Reach**



ADDING AUDIO TO DISPLAY ADS MAKES YOUR ADS WORK HARDER



**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...

The screenshot shows the ADS@NICA web interface for creating an advertisement. The top navigation bar includes the logo, a 'View Analytics' button, a user profile 'Welcome back, georgina', and 'Preview' and 'Save Ad' buttons. The main workspace is divided into a left sidebar and a central canvas. The sidebar contains settings for 'Ad Size' (Medium_Rectangle-300x250), 'Target URL' (with a 'Paste target url here' input and 'Enable analytics' checkbox), 'Ad Image' (with 'Upload a file' and 'Choose from preset' buttons), and 'Audio' (with 'Upload a file' and 'Choose from preset' buttons). The central canvas shows a 100% zoom level, a 'Reset' button, and a large empty white box for the ad. At the bottom, there are 'Button Position' input fields for 'Left' and 'Top', both set to '0', and a 'Leave a message' button.

The screenshot shows a mobile news page from WSJ. The top section features a 'Sections' header and a search icon. Below this is a 'COMMENTARY' article titled 'Are Covid Vaccines Riskier Than Advertised?' by Joseph A. Ladapo and Harvey A. Risch, dated 'JUNE 22'. An 'Advertisement' section follows, featuring a video player with a '0:15 LISTEN' button and a promotional banner for 'HOLIDAY PARTY DISCOUNTS TAKE 20% OFF ANY PURCHASE' with a 'SHOP NOW!' button. The page continues with a 'BUSINESS' section header and a 'More >' link, followed by a headline 'Southwest Airlines CEO to Step Down in February' and a brief introductory paragraph.

**"Listen Clicks"
generate lift.**

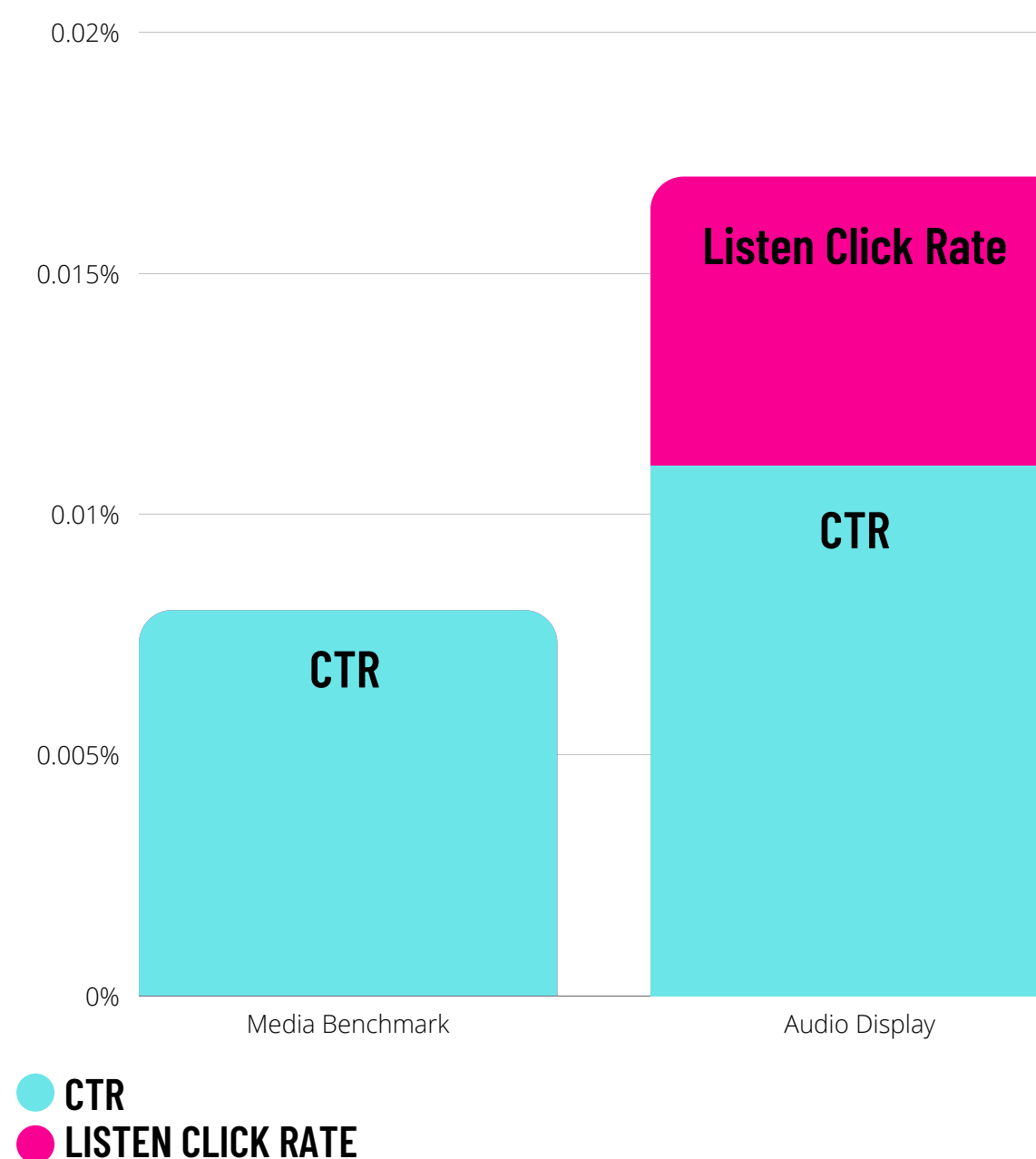
CASE STUDY ONE—US LOCAL SPORTS TALK PODCAST

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.

**Display Ad Engagement:
Media Benchmark vs Podcast Audio Display.**



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