



IAB Ireland / Enterprise Ireland SME Masterclass:

Digital Audio

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Overview of Digital Audio



Digital Radio



Music
Streaming



Podcasting

Overview of Digital Audio

Digital Audio is any audio content that's streamed on a connected device.

This connected device could be audio listening on a smart phone, a laptop, a smart speaker or a digital appliance.

It mixes the art of audio advertising with the science of digital media buying.

Then we take an advertisers pre recorded advert and stitch it into the audio stream as pre, mid or post roll advertising.





Digital Audio in Ireland

Over 2.5 Million People listen to Digital Audio every week.

On average consuming 16.6 Hours every week.

Over 44% are listening more than they did 12 months ago and 23% expect to increase it more in the coming 12 months.

Digital audio indexes high for an ABC1 audience with over 46% overall consuming some form of Digital Audio.



**Data from IAB Ireland's "Listen Up Ireland" 2020 Research conducted with RedC*



Best Practices of Digital Audio & KPI's

1

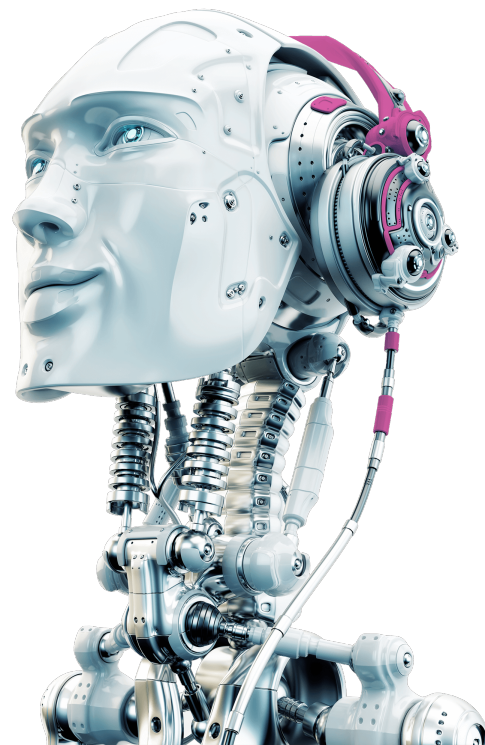
Agree KPI's in advance with your publisher. Your main KPI's will be impressions served, Unique Users Reached and Listen Through Rate of your ads.

Longer ad copy is not always better ad copy!

Ensure you're hitting the right audience for your business. Use the targeting capabilities to drill down into your audience and ensure you're getting the right ad to the right person.

2

3



Top Strengths of Digital Audio

1

Targeting Capabilities

2

Engaged Audience

3

Transparency & Reporting Data

4

Cost Effective Media

5

Low Budget Entry Point



Age Targeting



Device Targeting



Contextual Targeting



Behavioural Targeting



Geo Targeting



Gender Targeting



Use Case – Grenke Leasing

Grenke Leasing wanted to inform business owners of their leasing solution & raise awareness of their brand to the wider Irish market.

For this we split the campaign into two, running 70% of the campaign into our Business Vertical. Then 30% of it running across our exchange to ensure reach and scale to the wider campaign.

Grenke spelt out their name at the end of the advert ensuring consumers had the correct info for online search.



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***Key Takeaway – Use a
key search term in your
audio.**





Use Case – AJ Products

AJ Products ran a multi creative campaign with audioXi, targeting our Business and News Verticals.

The creative rotated to keep the messaging fresh to the end user and stand out. It also showcased the wide range of products and services on offer from AJ Products.

This was geo targeted to Ireland and the client received back a report split by creative, to see what elements resonated best and to inform future creative messages.



***Key Takeaway – Use multiple creatives for products or locations**



Use Case – Velo Coffee

Velo Coffee, while a more B2C company, is an excellent use case of an SME using digital audio effectively.

They drew a 10km radius around 18 different Aldi stores across the Leinster & Munster region where their coffee was available. This ensured anyone that heard the ad, was only a short distance from where they could pick their product up.

Finally building in a call to action back to their website, where people could order their coffee, subscription or machine directly from them .



***Key Takeaway – Target
your audiences location.**



Use Case – Linked Finance

Linked Finance used audioXi to target our Business & News verticals to gain access to business owners & managers who could be looking for business finance.

They included a unique search term in their audio creative and can then track that back to search engine events of the keyword and in turn the effectiveness of the audio advertising as part of their wider marketing mix.




***Key Takeaway – Target the right audience or content.**



Case Study – European Tour

With the European Tour we drove ticket sales for the Irish Open and showed the client an ROI by building unique Google Search Terms into the creative so they could track sales through to purchase on their site.

The same could be done with a unique search for your business for booking appointments, to call your business or for a unique discount code to drive online purchases or signups.



***Key Takeaway** – If in multiple locations, localise the creative message along with targeting.

Key Takeout's – Digital Audio



Reach

2.53 Million people listen to digital audio every week in a very intimate environment. On average consuming 16.6 hours of digital audio content per week.




Targeting

You can target to a specific Geo, content vertical, device or more depending on your campaign objectives.



Transparency

Advertisers will receive back a clear & transparent report of where their ad ran, on which publisher and performance across the campaign.



Thank you.
Any questions?

Or email Rob@audioXi.com

