

Capturing KPIs: Exposure Attribution Results

The Triton Digital® audio ad exchange, a2x®, is the industry's first exchange offering audience targeting for radio streams and pureplay audio. To deliver the most personal, targeted ads, a2x integrates consumer data from partner eXelate which provides data and insight on online purchase intent, household demographics and behavioral propensities.

Partner

Havas's Global Trading Desk: Affiperf

Goal

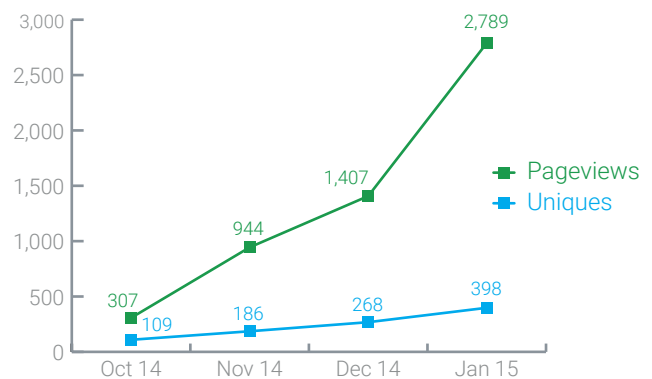
Drive traffic and measure intent. (KPIs: Store locator; Shopping cart; Online pick up in store)

Strategy

Use the programmatic audio channel via a2x by Triton Digital, to push recall of retailer messaging, producing subsequent visits outside of companion banner clicks to website and KPIs.

Results

Frequency of visits grew due to ongoing exposure of campaign and weekly retail promotions. Uniques grew 4x while page views grew 9x over 4 months. Resulting in targeted valued conversions to site / KPIs.



↑ **4x** Increase in Uniques

↑ **9x** Increase in Pageviews