

Digital Audio Drives Lift & Engagement for Product Launch

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.

Objective

A top Financial Services Advertiser was looking to raise general awareness for a new Consumer Credit Card launch as well as drive deeper engagement beyond the landing page. This provided an ideal opportunity to activate the new channel, Xaxis Radio.

Target

Owners of competitive credit cards and new card prospects.

Execution

Baseline Media



2 Awareness Ad Networks



2 Premium Homepage Takeovers

Xaxis Brand Suite



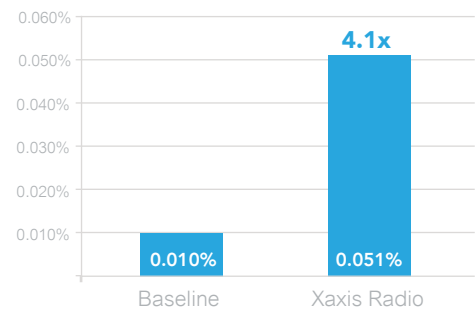
Xaxis Premium



Xaxis Radio

Results

Users who were exposed to Xaxis Radio, interacted with the Advertiser's site at a significantly higher rate. Xaxis Radio users navigated to the Advertiser's site due to strong ad recall and quality targeting.



↑ 4.1x lift

Conclusion

Digital Radio has proven to be a legitimate addition to an awareness media plan and positively contributed to generating both awareness and engagement.