

Cross Channels Results: Digital Audio & Premium Display

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 Quick Service Restaurant (QSR) client was looking to drive traffic to their Store Locator Search. This provided an ideal opportunity to activate the new programmatic channel, Xaxis Radio.

Target

Women 25-49

Execution

 Xaxis Premium

 Xaxis Radio

Results

Xaxis found that users who were served ads from both Xaxis Radio and Xaxis Premium were 3.75x more likely to convert than users who were served display ads only. These users had an impressively high conversion rate* of 2.59%.

*Conversion = Store Locator Search

Conclusion

Digital audio has proven to be a legitimate addition to any media plan. It positively contributed to converting users and generated highly effective conversion rates when paired with premium display.

