

Programmatic Audio Case Study



DIGITAL VENTURES MEDIA

CONDUCTED A TEST ACROSS THE TWO LARGEST
PROGRAMMATIC AUDIO PLATFORMS

Goal

To determine the optimal performance of audio campaigns across Pandora and Spotify platforms using Digital Ventures Media's algorithms and targeting tactics.

Solution

Digital Ventures Media tested both Pandora and Spotify for a higher education advertiser targeting undergrad, grad and continuing education students. By incorporating a wide array of display and audio creatives we were able to drive a CTR well above standard display creatives alone.

Results

Testing multiple audio and display creatives across different demographics and locations, Digital Ventures Media was able to establish optimal campaign performance. Although users often interact less on audio ads than standard display, Digital Ventures Media was able to flip the performance and outperform standard display across these platforms.

75% better CTR

Leveraging Digital Ventures Media's algorithms and range of creatives, we were able to drive a CTR 75% higher than standard display ads.

**50% higher
Value &
Performance**

Based on our 3 month test we found 50% higher performance and ROAS across audio campaigns than standard display.