

Programmatic audio outperforms a direct audio buy in a head-to-head test

Advertiser:
International Telephone Service Provider

Buying Method:
Programmatic Audio Spotify Inventory



Brief

- Raise brand awareness with Hispanic audience and increase unique traffic to the international telephone provider’s website.
- Test performance between programmatic audio and direct audio buy. To keep the test consistent, the same audience and geo-targeting setup as well as creative were used for both buys.

Approach

- Conduct head-to-head test between a programmatic Spotify audio buy on The Trade Desk and a direct Spotify audio buy with the addition of a companion banner creative.
- Since homepage landing conversions could not be tracked, ad click performance was used as a proxy.

Results

- Achieved 32% efficiency in CPC and 1.51x higher CTR compared to direct audio buy.
- Exceeded the advertiser’s overall campaign impression goal

Increasing awareness and site traffic among niche audience

With a limited budget, a cross-border service provider between the U.S. and Mexico wanted to raise brand awareness with their Hispanic audience and increase unique traffic to their website.

The advertiser sought premium inventory to achieve a primary KPI of increased unique ad clicks while targeting this highly-specific audience. Consumer market research identified Hispanic online radio as the most-effective premium channel to reach the audience, which led them to the Spotify digital music service, which was used for both campaigns.

Sites/Search Engines visited	Index
Hispanic online radio (last 7 days)	631
Spanish Language online magazine (last 6 mos)	522
Google.com (last 30 days)	103
Yahoo.com (last 30 days)	89
Weather Underground (wunderground.com)	61
AOL/AOL.com	58
Ask.com (last 30 days)	52
Bing.com (last 30 days)	44

(Source: 2014 GFK MRI Doublebase)

Activating Spotify audio programmatically

The advertiser’s agency, IMM, ran a head-to-head test between a programmatic audio buy on The Trade Desk (TTD) and a direct audio buy to compare the CTR and CPC performance.

Sixty percent of the overall budget went to the audio direct buy while 40% went to buying audio through The Trade Desk. The same audience segments, geo-targeting setup, and creatives were used for both campaigns.

Programmatic audio drove a 32% efficiency in cost-per-click (CPC), outperforming the direct audio buy.

Programmatic audio also resulted in a 1.51x higher click-through rate (CTR) compared to the direct buy.

The ability to cherry pick and decision on every impression in real-time offered IMM the choice of which impressions were best for the buy. These efficiencies offered by programmatic meant that The Trade Desk and IMM exceeded the international service provider’s overall campaign impression goal.

Did you know? Access to premium ad units, like Spotify, does not come with minimum spend requirements when using TTD, unlike ad units purchased directly from publishers. It also creates reporting and invoicing efficiencies, as everything is stored in one place.