

CASE STUDY



CLIENT	Audible
AGENCY	Wavemaker
OBJECTIVE	Increase reach and awareness
AUDIENCE	Personal development interests
CHANNEL	DOOH

Audible draws on an innovative DOOH tool to reach desired new audiences and inspire sign-ups

Read how combining digital out-of-home and always-on display helped Audible successfully reach its target audience segments and boost subscriber numbers in its 'New Year, New Me' campaign.

RESULTS

8.9M

people reached
in 6-week run

54%

of impressions
delivered to tier-1
screens



TESTIMONIAL

"Working with TTD for the campaign as a collaborative partner not only gave us great insight as to what our target audience looked like from the platform, but also innovative ways to bring the activity to life. Being able to target key audiences in a sophisticated and almost real-time manner through DOOH and then feed that back into display media as high intent audiences, showed the power of consolidating multiple media buying decisions into a single unified platform and ensures that we have an integrated approach for any future campaign."

Junyin To
Digital Planning Lead at Wavemaker

THE CHALLENGE

How to measurably reach a more engaged and relevant audience

Add subscribers. That was the mission leading audiobook and podcast service Audible gave to its new media agency, Wavemaker. In marketing speak, the brand was keen to explore the impact that upper-funnel channels like digital out-of-home (DOOH), designed to raise awareness, had on lower-funnel activities like display, which could ultimately lead to sign-ups. That's where we join the story.

THE SOLUTION

Building a strategy around location-based audience targeting

Wavemaker developed a 'New Year, New Me' campaign to go live during a time frame when most people are likely to set resolutions and goals. The aim was to position Audible as a valuable resource for those interested in personal growth and professional development – as well as people with hobbies.

Combined with our Audience Reach Percentage (ARP), the team leveraged third-party data segments to identify the DOOH screens that offered the greatest geographical access to the audience. For example, to reach hobbyists and people interested in professional development, the team mapped screens in business and commuter hubs. For the audience segment interested in personal development, they mapped screens around gyms. By applying ARP, Audible's team were able to allocate DOOH budgets according to when and where their audience were most likely to be. Using our data-collecting technology, Audible was able to then retarget the audience exposed to the DOOH ads with display ads.

THE RESULTS

Brand lift study proves Audible's bestseller campaign exceeds expected outcome

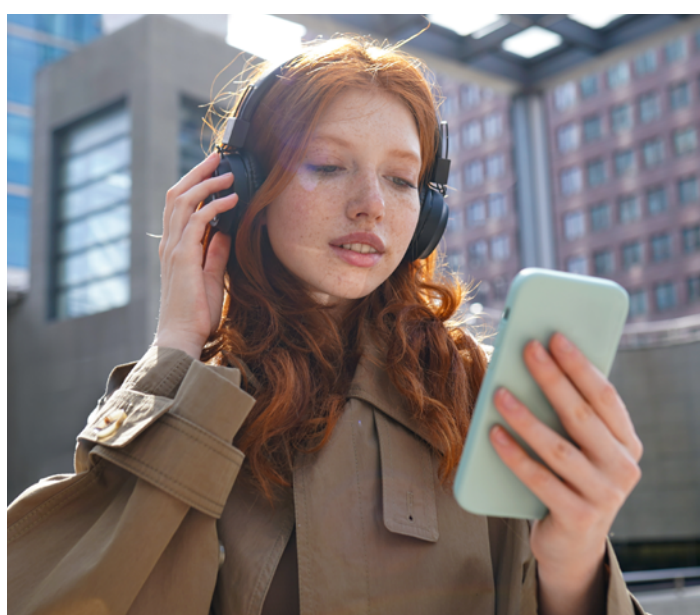
Audible's DOOH ads played over 3 million times across more than 5,000 screens, reaching 8.9 million people over a six-week period. Fifty-four percent of all impressions were shown on Tier 1 screens (i.e., those that over-indexed for key audiences). That was how the campaign looked in figures. But what was the impact on the audience?

The brand lift study, conducted by a third party, revealed some unique insights:

- 57% of people shown the ads remembered seeing them at least once.
- 43% recalled seeing the ads multiple times.
- 22% rated their interest in the ads as 8 out of 10 or higher.
- 21% ranked their intent to purchase from Audible as 8 out of 10 or higher.

Finally, by leveraging ARP, the team were able to significantly increase relevant audience reach by at least 51%, far exceeding the campaign's goals. Its success has led to the continued partnerships between Audible, Wavemaker, and our platform for always-on DOOH campaigns.

[REACH OUT TO THE TRADE DESK TODAY TO LEARN HOW TO ADD DOOH ARP TO YOUR NEXT CAMPAIGN TO HELP REACH A MORE QUALIFIED AUDIENCE.](#)



What is Audience Reach Percentage (ARP)?

ARP is designed to help deliver relevant and strategic DOOH ads, enabling advertisers to allocate media budgets towards the most relevant screens within a specific radius – according to the audience they want to reach.

How does ARP work?

ARP aggregates impression level data and exposed devices level data to calculate a baseline score. This baseline score helps advertisers evaluate performance and allocate budgets to optimize for audience relevance and performance.