

LUMENAD

# University Uses Spotify Ads to Raise Awareness of Online Education Opportunities

Agency:

HILTONANDMYERS

Advertiser:

Top-ranked U.S. University

Programmatic buy:



## The Goal

A PAC-12 University wanted to increase brand awareness of its online education opportunities among potential students, ages 22 to 40, in four key cities. They wanted to target audio ads to very specific audience segments, including:

- + People who had attended some college,
- + People who were interested in online education, and
- + People who fell into both categories.

## The Solution

The agency, Hilton and Myers, knew that traditional radio and direct-digital audio buys wouldn't allow the University to granularly target its predetermined audiences. So, they worked with LumenAd to design a programmatic audio buy to layer on more precise targeting to reach and raise awareness among the exact intended audiences.

Programmatic audio allows you to:

- + Get specific with demographic targeting.
- + Layer third-party data to get hyper focused.
- + Evaluate real-time performance early and often.

A programmatic buy also prevents you from having to sign a long-term – and often expensive – channel-specific contract. Evaluating performance in real-time is only valuable if you have the flexibility to pivot swiftly mid-campaign to take advantage of better performing channels.

Daily micro optimizations are imperative for programmatic audio because the volume of listeners continually fluctuates. The power of programmatic audio is realized when ads

are delivered directly to individuals when they are actively listening during peak times. This requires human capital to continually analyze campaign data for insights that result in impactful campaign optimizations.

## The Result

Successfully raised awareness among intended audiences in target geos and maximized reach within the set budget.

Other measures of campaign effectiveness included:

- + A consistent completed-listen rate of 95% or higher.
- + A percentage of listeners were willing to interrupt their audio experience to click on a companion ad, a supporting metric to demonstrate we reached the right audience.
- + An increase in organic search traffic to the University's site during the campaign vs. previous period indicated the audio ads drove increased awareness amongst the highly-specific target audience.

## Did you know?

- + In 2019, Audio spend was up 30% YOY. <sup>1</sup>
- + The average U.S. adult spends nearly three hours per day on mobile app activities. Of that three hours, audio accounts for the greatest portion at 53 minutes. <sup>2</sup>
- + In the coming year, time spent on audio apps will be on par with time spent on video apps. <sup>2</sup>

<sup>1</sup> IAB Internet Advertising Revenue Report

<sup>2</sup> What Retailers Need to Know About Digital Audio Advertising