



Measuring ad effectiveness for a unique platform targeting a hard-to-reach, niche audience

CHALLENGE

A major computer brand faced the challenge of increasing awareness and purchase intent for one of its products. A key target for the campaign was people who work for small businesses – a segment that can be particularly difficult to reach. Online audio ads via TargetSpot were a major element of the advertising, and measuring the effectiveness of those ads was critical to parties involved in the campaign.

SOLUTION

TargetSpot's ad model is unique – serving ads in real time to each listener's personalized audio stream, capturing the attention of a specific target audience. Since the campaign was audio-based, a traditional ad-effectiveness survey, relying on a visual invitation was not appropriate. Instead, KN Dimestore (an affiliate of Knowledge Networks) and TargetSpot developed an audio message that invited listeners to

come back to a particular page and take a survey. In addition to defining awareness and purchase intent, KN Dimestore and TargetSpot were able to measure campaign effectiveness on ad recall and message association for specific features of the computer brand among the target audience

OUTCOME

KN Dimestore and TargetSpot were able to provide the computer brand with strong results that clearly demonstrated the effectiveness of audio ads in reaching the desired target and creating lift among key metrics. Specifically, small business employees were

- 11% more likely than the control group to express awareness of the computer brand,
- 137% more likely to recall hearing an ad for that brand, and
- 142% more likely to purchase or recommend the brand.



The KN Dimestore data also showed that TargetSpot's digital audio advertising was successful in reaching the crucial target group: almost half of the campaign audience reported working for a company with less than 300 employees, and one-fourth said they worked at a company with less than 50. People working at small businesses also showed a 20% likelihood of purchasing/recommending the specified product the next time their company purchases computers.

The success of this initial study has led to further research and additional work in which KN Dimestore is measuring TargetSpot campaigns in a variety of different verticals.

To learn how Knowledge Networks can optimize your campaign and creative, email

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