

Audio advertising drives incremental sales for major skincare brand



CHALLENGE

Leading Skincare Brand

One of the world's largest manufacturers of skincare products sought to understand the direct impact podcast and digital Audio advertising had on driving sales. As a marketer that consistently leverages multiple channels in their media mix, it was critical that a deep analysis was conducted to measure the impact of Audio compared to other channels, and ultimately what drove sales and conversions.

BACKGROUND

CPG marketers place critical importance on selecting media channels that will drive sales. These conversions can be challenging to track, since CPG products are sold in large retail locations alongside hundreds of other brands. Popular web traffic or in-store foot traffic measurement studies don't suffice for consumer packaged goods brands.

This skincare brand needed a solution that would measure actual in-store purchase attribution for Audio channels.

A Typical Ad-Exposed Customer Journey:



SOLUTION

Audio CPG Sales Lift

The skincare company turned to three partners to help solve this challenge. Audacy, Claritas and IRI collaborated to provide an innovative, integrated set of solutions to help CPG marketers effectively launch digital Audio and podcast campaigns and accurately measure the impact those campaigns had on driving sales.

The brand launched a 24-week Audio campaign across Audacy's Audio network, reaching targeted audience segments between the ages of 18-65+ with household incomes of \$25k-\$200K+.

THE PARTNERS

Audacy, a leading media and entertainment company reaching over 200 million listeners across multiple media platforms including Radio, podcast and streaming channels.

Claritas, a data-driven marketing company that helps marketers identify and engage with the right customers and prospects; and accurately measures the impact multichannel campaigns have on driving conversions and incremental ROI.

IRI, an industry leader in integrating the world's largest set of disconnected purchase, media, social, casual and loyalty data to help CPG, retail, over-the-counter health care and media companies grow their businesses.

Following the campaign, Claritas, IRI and Audacy conducted a full attribution and incremental lift analysis to determine the Audio campaign's effectiveness in driving sales of the brand's skincare products.

Claritas and IRI solutions tracked ad-exposed listeners and their purchasing habits. Claritas' owned and operated Identity Graph was essential in matching the exposed audience's devices to residential households to enable Podcast CPG sales lift.

The Results

CAMPAIGN IMPACT

Immediate Impact

23% of sales captured **within one week** of hearing ad

Frequency Matters

Achieved **6% sales lift** from consumers exposed to four ads

Increase in Basket Size

Consumers who heard the spot **spent \$0.11 more per visit** on skin care

Switcher Success

Audio campaign gained **5% lift from brand switchers**

Brand Halo Effect

The client saw a lift in many items from the umbrella brand during the purchase journey. Podcasting and streaming Radio **drove sales of non-advertised products** under the brand as well.

New Customer Conversion

52% of the purchases came from new customers



Measuring the direct sales impact of audio advertising on households represents a first-of-its-kind capability for CPG brands. It showcases the strength of Audacy's podcast and streaming platforms and IRI's expertise in measuring in-store impact on sales, so advertisers can feel confident about their media spend."

Jennifer Pelino
EVP, Omnichannel Media, IRI

THE METHODOLOGY

Claritas and IRI Solutions tracked exposed household and users. To ensure the flighting of the campaign exposed ample unique households for statistical significance, Audacy implemented a plan based on impressions, reach & frequency.

The measurement teams analyzed lift based on media exposure across key metrics including **sales, penetration, occasion, spend-per-occasion, demographics.**