



## Case Study

Audio advertising can drive overall campaign performance and cost-efficiency. Leveraging Choozle, an international telephone service provider tested the campaign performance between streaming audio and traditional radio by using highly-targeted digital advertising tactics and achieved efficiency as a result.

### The Objective

- Raise brand awareness with Hispanic audiences
- Increase unique website traffic
- Test campaign performance between streaming audio and traditional radio

### The Solution

With a limited budget, the telephone service provider wanted to raise brand awareness with a Hispanic audience while driving unique traffic to their website. Leveraging Choozle, they were able to test campaign performance between streaming audio and traditional radio.

Sixty percent of the overall budget went to the traditional radio buy, while 40 percent went to the streaming audio campaign they ran with Choozle. The same audience segments, geolocation targeting setup, and creative assets were used for both campaigns. Looking to tap into premium audio inventory, they used Choozle to access Spotify's private marketplace deals and ran them against a traditional radio campaign to increase unique ad clicks and reach their target audience.

The ability to optimize their streaming audio campaign in real-time through Choozle helped the international telephone service provider to exceed their overall campaign impression goal. As a result, the streaming audio campaign drove a 32 percent efficiency in cost-per-click (CPC), outperforming the traditional radio campaign. The streaming audio campaign also resulted in a 1.51x higher click-through rate (CTR) compared to the traditional radio campaign.

### Key Results

**32%**  
efficiency in CPC

**1.51x**  
higher CTR  
compared to  
traditional radio

**Exceeded**  
overall KPIs  
compared to  
traditional radio