



SCA Digital Audio Case Studies



THE POWER OF DIGITAL AUDIO

Programmatic Case Study



The Test

Campaign aim:

Raise awareness of eBay Plus month and drive sign-ups/trial of eBay Plus.

Campaign approach:

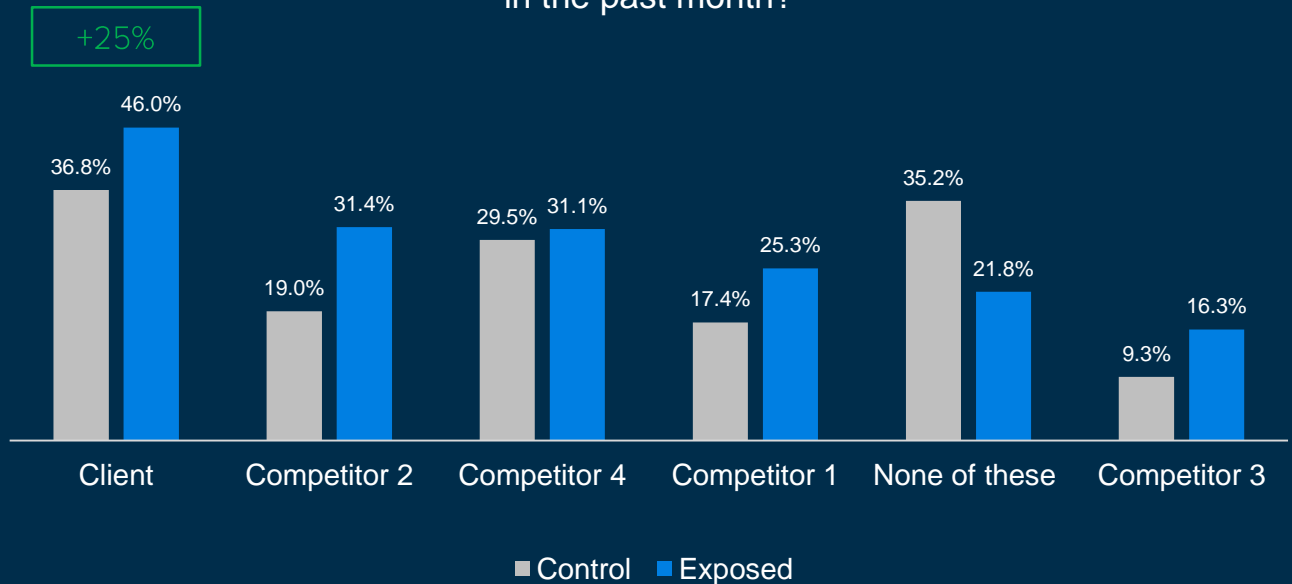
Programmatic audio campaign via multiple streaming audio publishers. Mobile only.



Those exposed to the campaign were 25% more likely to have visited ebay.com.au in the past month than the control group.

Base: Aware of at least one brand

Which of the following online shopping websites have you visited in the past month?



Exposed respondents were more likely to visit all websites when compared to the control group. Given the exposed group were more frequent online shoppers, this isn't surprising.



Source: SCA iQ Online Retailer Study June 2020 | All People 18+ | Control n=211 Exposed n=87

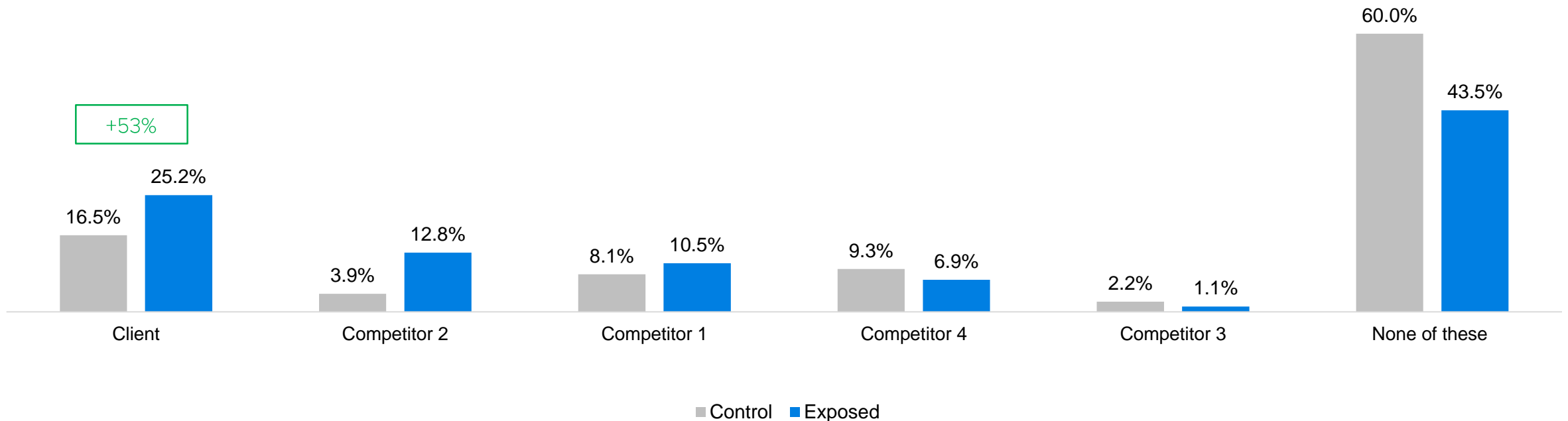
Statement Association



eBay was the website most associated with the 'It's [WEBSITE] Plus Month' statement. Those exposed to the campaign were 53% more likely to associate the statement with eBay than those not exposed, which is a fantastic result.

Base: Aware of at least one brand

Which of the following online shopping website do you associate most with the statement '*key campaign statement*'?



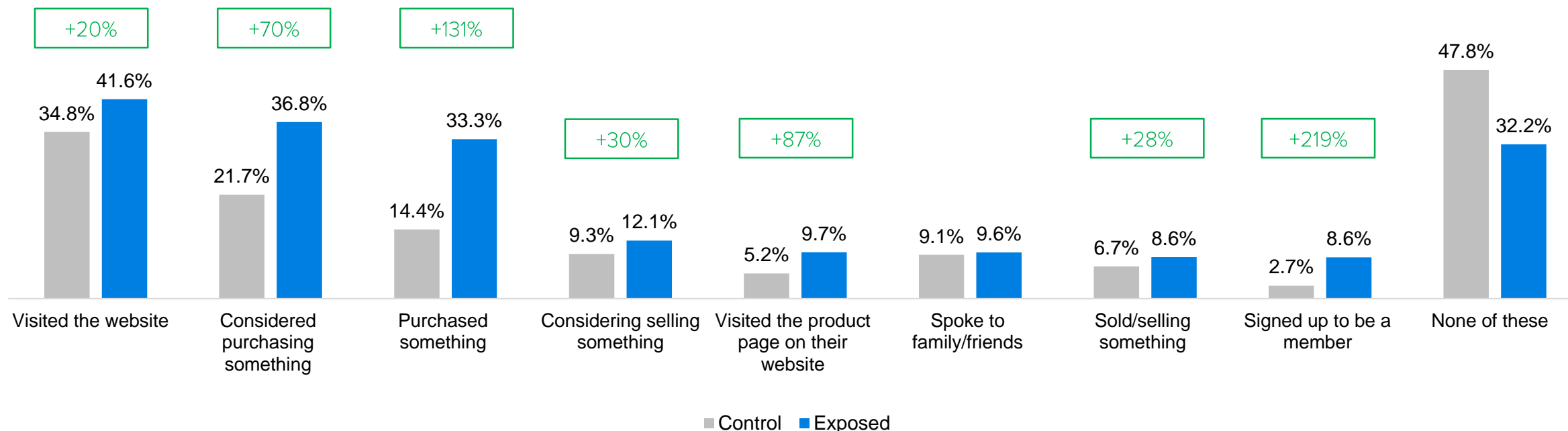
eBay Action

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68% of exposed respondents have done something in relation to eBay in the past month compared to 52% of control respondents (30% more likely).

Base: Aware of client

Which of the following have you done in relation to client in the past month?



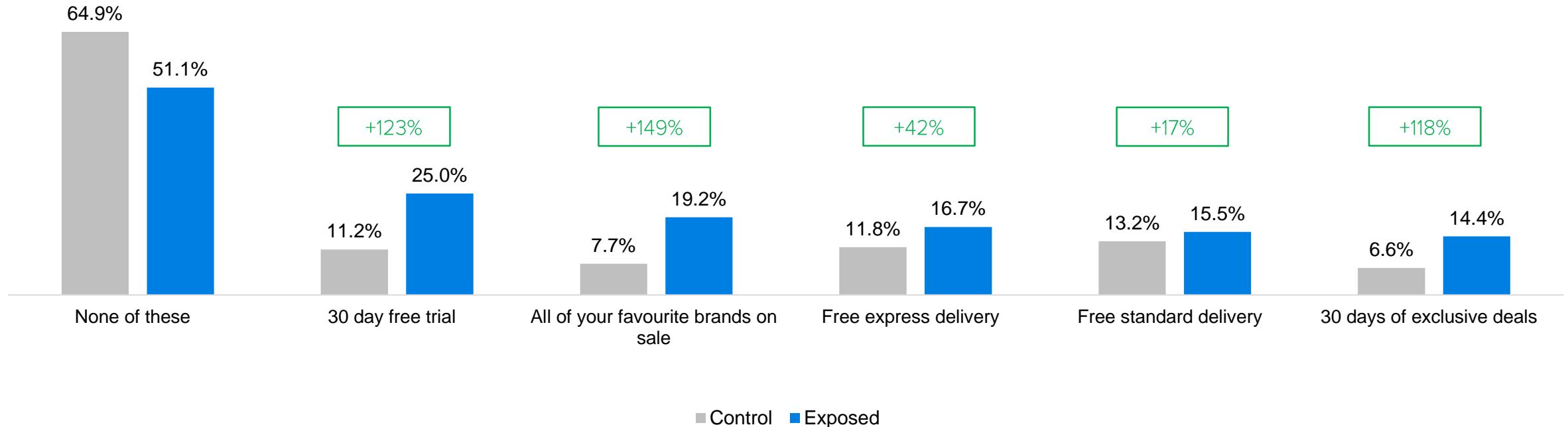
eBay Plus Month Association



Those exposed to the campaign were significantly more likely to associate all key campaign statements with eBay Plus Month than those not exposed.

Base: Aware of eBay

Which of the following do you associate with eBay Plus Month?



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