

WE HELPED INCREASE DOWNLOADS AND BRAND EXPOSURE FOR AMAZON MUSIC

OBJECTIVE:

Amazon Music and Wondery sought to boost exposure, increase number of downloads, and drive audiences to the Amazon Music exclusive podcasts; Baby, This is Keke Palmer podcast and the MrBallen podcast. This is Keke Palmer podcast and the MrBallen podcast.

STRATEGY:

Amazon Music used a high-impact billboard locations on Sunset Blvd in order to gain exposure and reach LA audiences during the launch of each podcast.

RESULTS:

This campaign yielded a total of 4 million GM impressions over 11 weeks and targeted an average yield of 140,000 impressions per week for the audience type: people that listened to podcasts in the last 30 days. The client reported that their podcast launch media mix saw a significant increase in downloads for the start of the campaign.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



RESULTS

4M

GM 18+ IMPRESSIONS

140K

AUDIENCE IMPRESSIONS
FOR PODCAST LISTENERS
OVER THE PAST 30 DAYS

2.44

EST 4-WEEK FREQUENCY

