



SCA
**Audio Action
Amplifier**

Contents

ACTION ANALYSIS

SCAiQ analysed 124 campaigns to identify the actions that are prompted by audio advertising.

PLANNING ACTION

SCAiQ identifies opportunities for brands to drive even more action.

AUDIO'S ABILITY TO **DRIVE ACTION IS** INDISPUTABLE.

Across all audio formats and categories, SCAiQ has identified that audio consistently delivers high degrees of listener action when included in advertising campaigns.

Uncover new ways to drive consumer actions that drive brand engagement and fuel purchase decisions.



Every campaign utilising audio **thrives at delivering action.**

124



SCAiQ effectiveness studies.
(All campaigns resulted in consumer actions)

100%

of campaigns drove listeners to
performing an action.

Actions include:

Looked up the brand online.

Went into the brand's store.

Entered the brand's contest or
download app.

Buying the brand.

... and many more.

All audio formats are equally adept at delivering action.



Audio also effectively **prompts brand investigation online.**

1 in 8

LOOK UP THE
BRAND OR
PRODUCT
ONLINE.
(POST ANY AUDIO CAMPAIGN)



Audio delivers consumer actions across all categories, particularly players in **ecommerce**.

Low-involvement



47%
ALCOHOL
(7 case studies)



46%
FMCG
(11 case studies)



45%
RETAIL
(23 case studies)

High-involvement



43%
FINANCE
(13 case studies)



33%
AUTOMOTIVE
(5 case studies)

Online Shopping



51%
E-COMMERCE
(21 case studies)

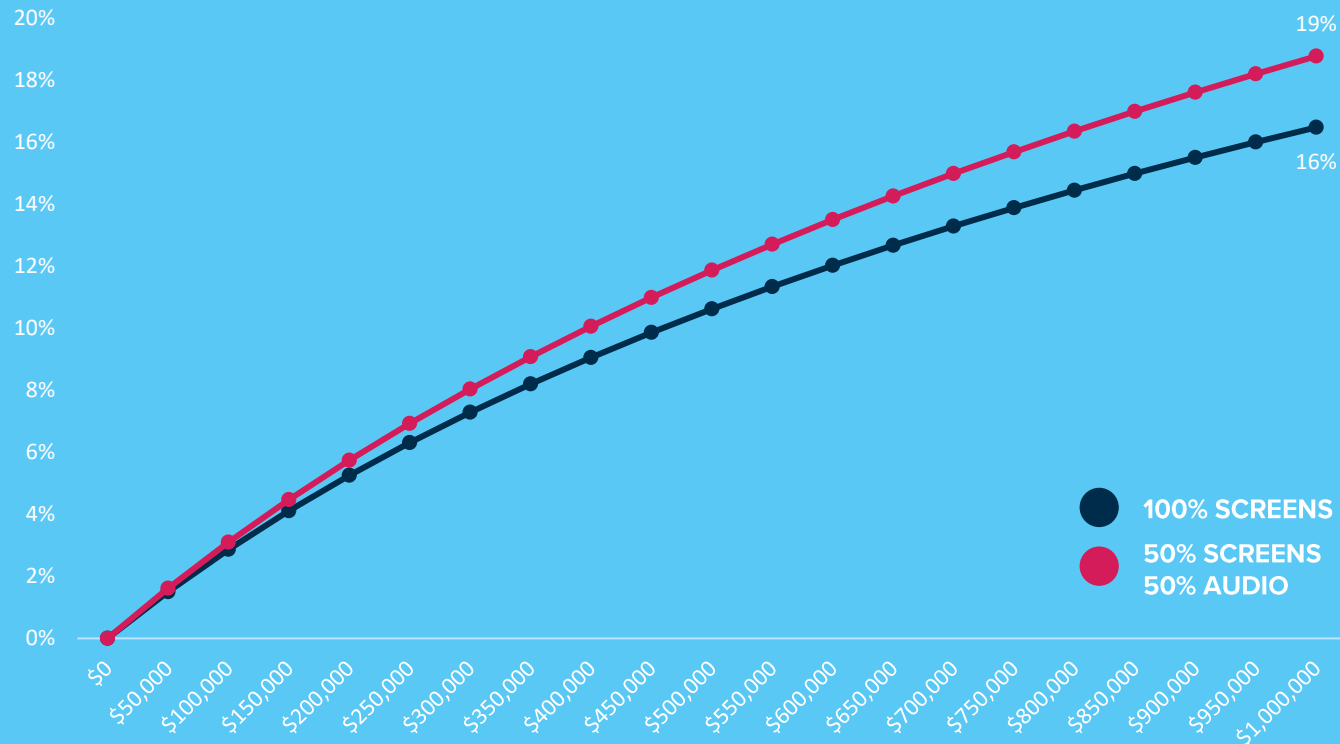
HOW TO
GROW YOUR
ECOMMERCE
CUSTOMER BASE
WITH AUDIO



Shift investments into audio and grow your campaign's customer base

As much as **14% more influence** than screens alone.

% of "online shoppers" prompted into making a purchase – 4weeks (All People 18+)



TOTAL CHANNEL INVESTMENT (\$)	SCREENS (% influenced)	SCREENS & AUDIO (% influenced)	INCREASED CUSTOMERS
\$50,000	1.50%	1.60%	6.70%
\$100,000	2.90%	3.10%	6.90%
\$150,000	4.10%	4.50%	9.80%
\$200,000	5.30%	5.70%	7.50%
\$250,000	6.30%	6.90%	9.50%
\$300,000	7.30%	8.00%	9.60%
\$350,000	8.20%	9.10%	11.00%
\$400,000	9.00%	10.10%	12.20%
\$450,000	9.90%	11.00%	11.10%
\$500,000	10.60%	11.90%	12.30%
\$550,000	11.30%	12.70%	12.40%
\$600,000	12.00%	13.50%	12.50%
\$650,000	12.70%	14.30%	12.60%
\$700,000	13.30%	15.00%	12.80%
\$750,000	13.90%	15.70%	12.90%
\$800,000	14.40%	16.30%	13.20%
\$850,000	15.00%	17.00%	13.30%
\$900,000	15.50%	17.60%	13.50%
\$950,000	16.00%	18.20%	13.80%
\$1,000,000	16.50%	18.80%	13.90%



Source: Nielsen Commspoint Influence 2021 | Channel Planning Module, Category (merged) "Online Stores, Online Supermarket/Food" | Pop: 20m.

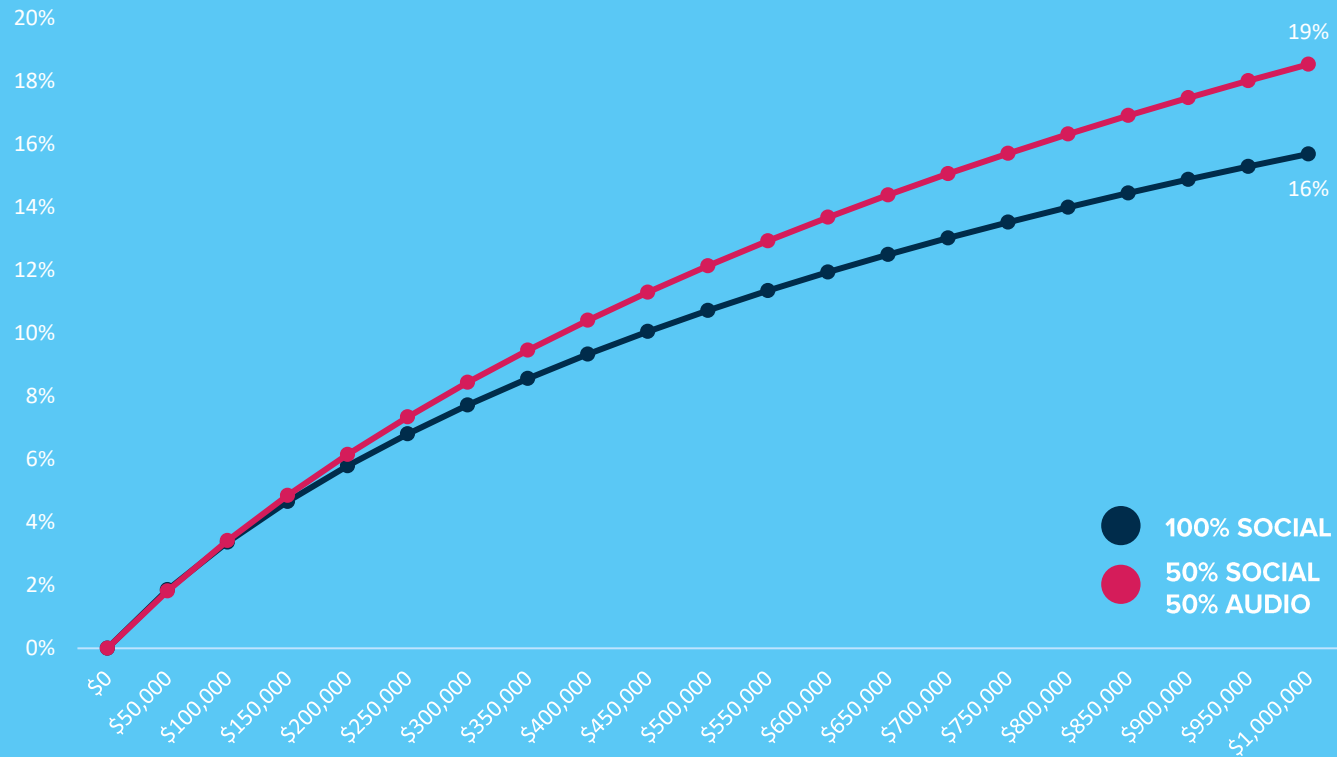
SCREENS = TV ads, BVOD ads and Online Video ads (e.g. YouTube).

AUDIO = Radio ads, Online radio ads, Music streaming ads and Podcast ads. TASK = DEAL 100%

Shift investments into audio and grow your campaign's customer base

As much as **18% more influence** than social media alone.

% of "online shoppers" prompted into making a purchase – 4weeks (All People 18+)



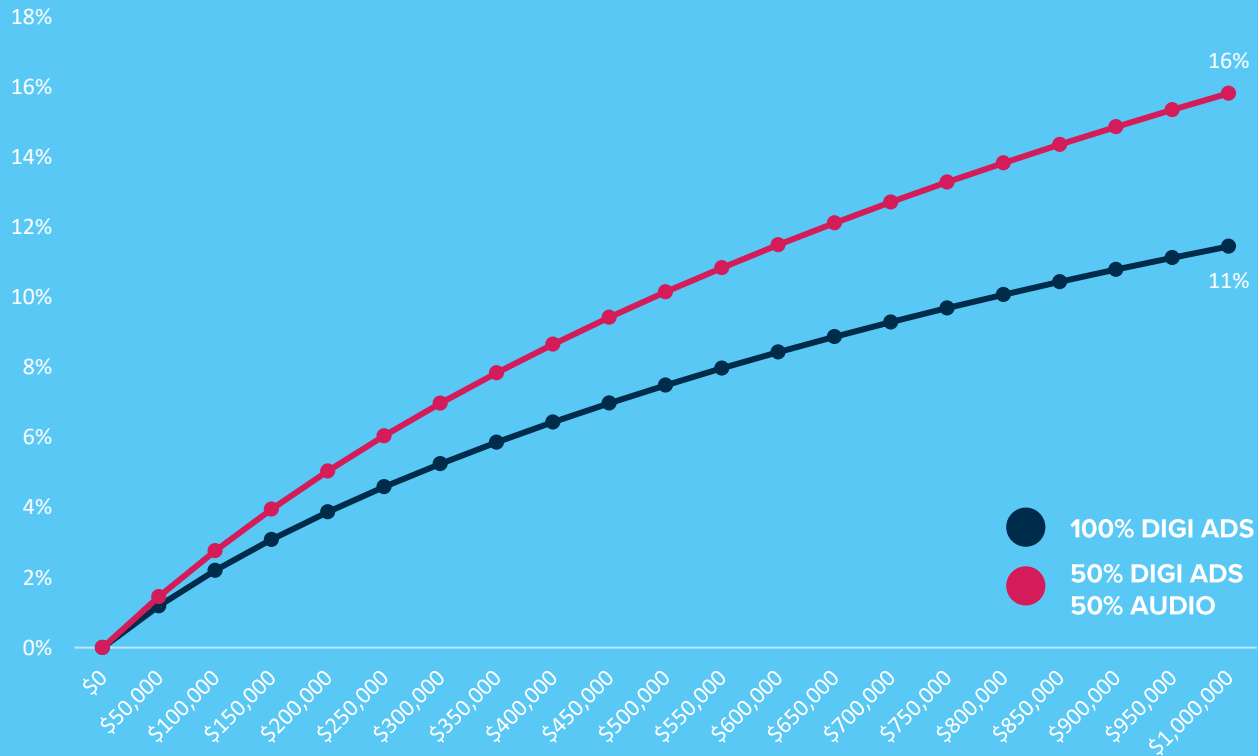
TOTAL CHANNEL INVESTMENT GUIDE	SOCIAL MEDIA (% influenced)	SOCIAL MEDIA & AUDIO (% influenced)	INCREASED CUSTOMER
\$50,000	1.90%	1.80%	-5.30%
\$100,000	3.40%	3.40%	0.00%
\$150,000	4.70%	4.80%	2.10%
\$200,000	5.80%	6.10%	5.20%
\$250,000	6.80%	7.30%	7.40%
\$300,000	7.70%	8.40%	9.10%
\$350,000	8.60%	9.50%	10.50%
\$400,000	9.30%	10.40%	11.80%
\$450,000	10.00%	11.30%	13.00%
\$500,000	10.70%	12.10%	13.10%
\$550,000	11.30%	12.90%	14.20%
\$600,000	11.90%	13.70%	15.10%
\$650,000	12.50%	14.40%	15.20%
\$700,000	13.00%	15.10%	16.20%
\$750,000	13.50%	15.70%	16.30%
\$800,000	14.00%	16.30%	16.40%
\$850,000	14.40%	16.90%	17.40%
\$900,000	14.90%	17.50%	17.40%
\$950,000	15.30%	18.00%	17.60%
\$1,000,000	15.70%	18.50%	17.80%



Source: Nielsen Commspoint Influence 2021 | Channel Planning Module, Category (merged) "Online Stores, Online Supermarket/Food" | Pop: 20m.
 SOCIAL MEDIA = Ads on Facebook, Instagram, TikTok, Twitter, Snapchat and others.
 AUDIO = Radio ads, Online radio ads, Music streaming ads and Podcast ads. TASK = DEAL 100%

Shift investments into audio and grow your campaign's customer base As much as **39% more influence** than digital advertising alone.

% of "online shoppers" prompted into making a purchase – 4weeks (All People 18+)



TOTAL CHANNEL INVESTMENT GUIDE	DIGITAL ADS (% influenced)	DIGITAL ADS & AUDIO (% influenced)	INCREASED CUSTOMER
\$50,000	1.20%	1.50%	25.00%
\$100,000	2.20%	2.80%	27.30%
\$150,000	3.10%	3.90%	25.80%
\$200,000	3.90%	5.00%	28.20%
\$250,000	4.60%	6.00%	30.40%
\$300,000	5.20%	7.00%	34.60%
\$350,000	5.90%	7.80%	32.20%
\$400,000	6.40%	8.70%	35.90%
\$450,000	7.00%	9.40%	34.30%
\$500,000	7.50%	10.10%	34.70%
\$550,000	8.00%	10.80%	35.00%
\$600,000	8.40%	11.50%	36.90%
\$650,000	8.90%	12.10%	36.00%
\$700,000	9.30%	12.70%	36.60%
\$750,000	9.70%	13.30%	37.10%
\$800,000	10.10%	13.80%	36.60%
\$850,000	10.40%	14.40%	38.50%
\$900,000	10.80%	14.90%	38.00%
\$950,000	11.10%	15.30%	37.80%
\$1,000,000	11.40%	15.80%	38.60%



Source: Nielsen Commspoint Influence 2021 | Channel Planning Module, Category (merged) "Online Stores, Online Supermarket/Food" | Pop: 20m.

DIGITAL ADS = Internet ads (native) and Internet search.

AUDIO = Radio ads, Online radio ads, Music streaming ads and Podcast ads. TASK = DEAL 100%



Move carts at the speed of sound.

Today's audio ecosystem has created new ways to drive action across the entire path to purchase. Get more of the action by leveraging the opportunities to better influence your customers and get them moving towards purchase.

YOUR SCA REPRESENTATIVE WILL HELP YOU GET THERE.

SCA

Notes & Citations



SCAiQ Client Insights Database

124 total case study and brand lift studies.

Date – January 2020 to July 2022.

Charts – [Pages 4, 5, 6, 7](#)

- Broadcast Radio-led campaigns: 101
- Digital Audio-led campaigns: 11
- Podcasts-led campaigns: 12

Market coverage: National, Metro and Regional.

Campaign investment range: \$9,386 to \$1,525,548.

Campaign period range: 2 weeks to 12 weeks.

Base actions measured across all campaigns:

- % who did something as a result
- % who looked up brand online
- % who bought the brand

Categories included in database:

- Aged Care
- Alcohol
- Apparel
- Appliances
- Auto
- Baby Products
- Banking
- Beauty
- Bedding
- Charity
- Delivery Service
- Education
- Entertainment
- Events
- Finance
- FMCG
- Food
- Fuel
- Health & Wellness
- Home Improvement
- Home Furnishing
- Insurance
- Legal
- Marine / Boat
- Medical
- Online Marketplace
- Pharmaceutical
- QSR
- Recruitment
- Retail
- Services
- Software
- Streaming Service
- Superannuation
- Technology
- Telco
- Tourism
- Travel

Notes & Citations



Nielsen Commspoint Influence

Charts – [Page 9, 10, 11](#)

Multi-channel curves. 1+

All People 18+, national (pop: 20,037,617).

4 week campaign / impact.

Category (merged): Online Stores, Online Supermarkets/Food

Task: DEAL (Prompting you to try or buy a brand).

Channel CPMs and Budget % split by schedule.

SCREENS & AUDIO	CPMs [\$]	TV, BVOD & OLV [% splits]	TV, BVOD, OLV & TOTAL AUDIO [% splits]
Radio	\$10.48		41%
Online Radio	\$24.45		2%
Music Streaming	\$22.46		2%
Podcast	\$43.92		2%
Live FTA TV	\$21.96	80%	44%
BVOD	\$63.88	10%	4%
Online Video	\$26.95	10%	4%

DIGITAL & AUDIO	CPMs [\$]	DIGITAL ADS [% splits]	DIGI ADS & TOTAL AUDIO [% splits]
Radio	\$10.48		43%
Online Radio	\$24.45		3%
Music Streaming	\$22.46		2%
Podcast	\$43.92		2%
Digital display	\$16.97	80%	40%
Search	\$116.28	20%	10%

SOCIAL & AUDIO	CPMs [\$]	SOCIAL ADS [% splits]	SOCIAL ADS & TOTAL AUDIO [% splits]
Radio	\$10.48		45%
Online Radio	\$24.45		2%
Music Streaming	\$22.46		2%
Podcast	\$43.92		2%
Social Media (Facebook, Instagram, TikTok, Twitter, Snapchat, Other social networks)	\$13.81	100%	48%