



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 for the Finance & Banking category.

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)



2 in 5

listeners (avg.) performed one or more brand actions

Brand 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 adept at delivering action.



Audio also 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** and **purchase involvement**.

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)

Audio is particularly effective at **influencing banking prospects.**

**BANKING /
HOMELOANS**

66%

(Home loan studies only)

Fastest rising interest rates drive record levels of refinancing – PEXA

by Mina Martin | 05 Oct 2022



The largest and fastest interest rate rises implemented by the Reserve Bank since the current policy of inflation targeting commenced in the early 1990s have driven the record levels of refinancing nationwide, PEXA's Refinance Index shows.

More stories about RBA

- RBA hikes slash Aussie household's home-buying budget by \$195,500 – RateCity
- How are Melbourne auctions performing this spring?
- Potentially four more RBA hikes ahead

Latest News

Pepper Money raises \$750 million in new deal
Sets up seventh public securitisation in 2022

RBA hikes slash Aussie household's home-buying budget by \$195,500 – RateCity

"Rising interest rates have put Australia's turbo-

FINANCE PHIL BARTSCH FRI 07 OCT 22

Non-Bank Lenders Rise as 'Great Refinance' Looms



Rising prime mortgage arrears are on the horizon in Australia as it enters "a cycle of steep monetary policy tightening", a new report has warned.

Lenders are preparing for what ratings agency S&P Global is calling "The Great Refinance"—a surge in refinancing activity as fixed rates roll off and interest rates rise.

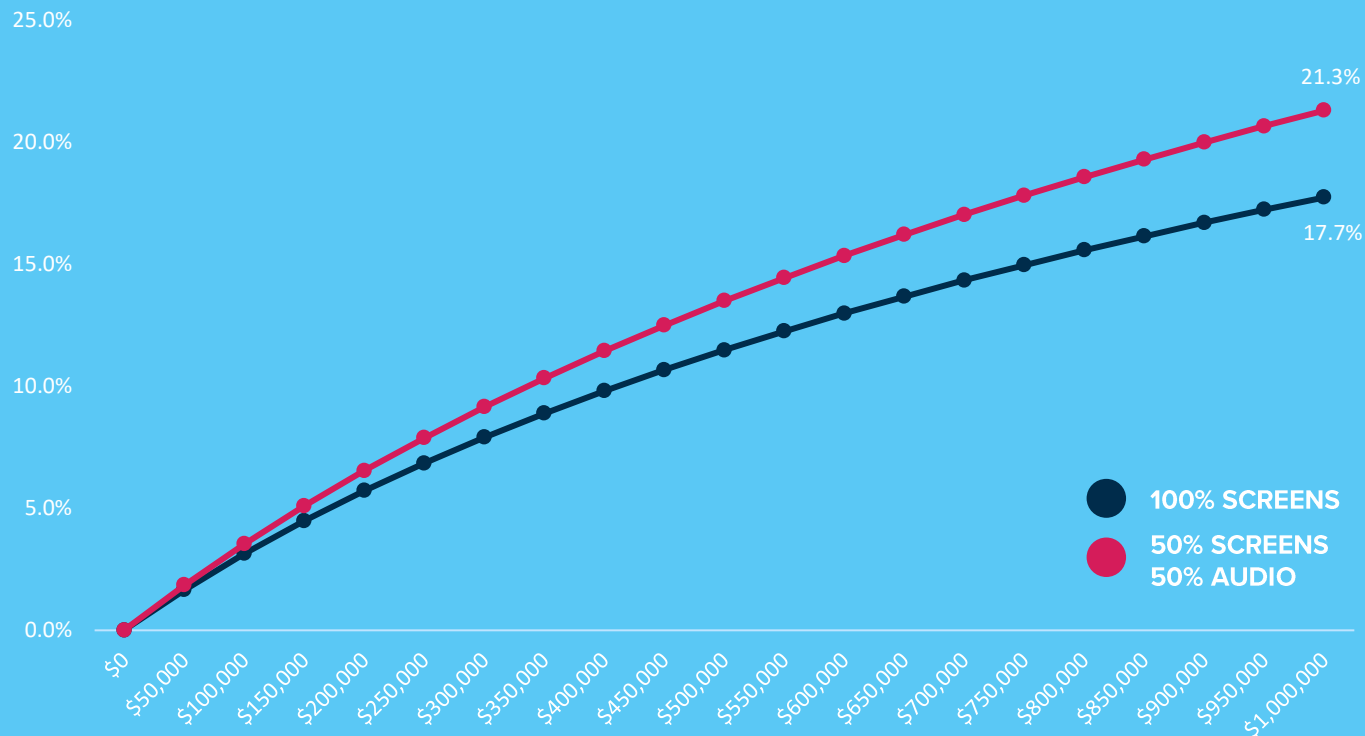
And according to its latest RMBS Performance Watch, the rise of

HOW TO
GROW YOUR
FINANCE & BANKING
CUSTOMER BASE
WITH AUDIO



Include audio and grow your campaign's customer base As much as **20% more influence** than Screens alone.

% of "Finance customers" prompted into making a Financial purchase – 4weeks (Homeowners or have a Mortgage)



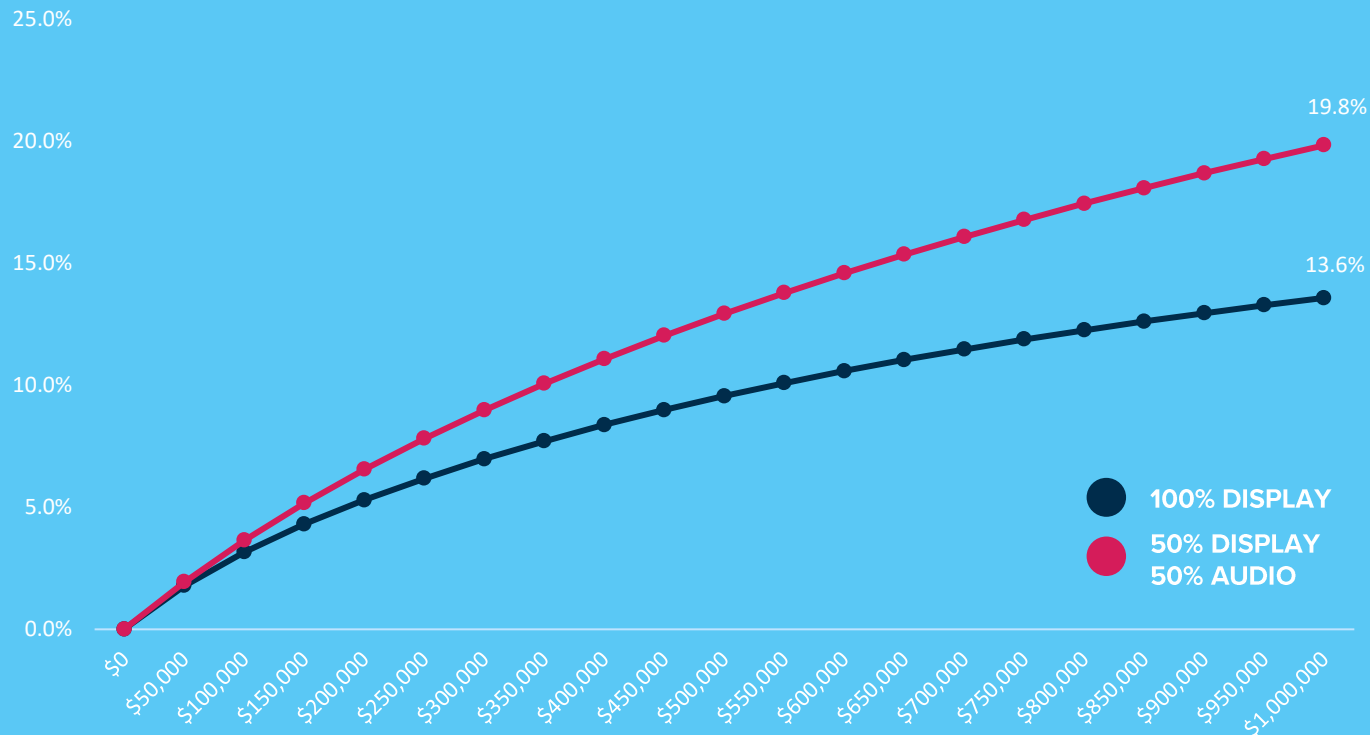
| TOTAL CHANNEL INVESTMENT (\$) | SCREENS (% influenced) | SCREENS & AUDIO (% influenced) | INCREASED CUSTOMERS |
|---------------------------------|------------------------|--------------------------------|---------------------|
| \$50,000 | 1.64% | 1.84% | 11.75% |
| \$100,000 | 3.12% | 3.53% | 12.84% |
| \$150,000 | 4.47% | 5.08% | 13.69% |
| \$200,000 | 5.70% | 6.53% | 14.48% |
| \$250,000 | 6.84% | 7.87% | 15.17% |
| \$300,000 | 7.89% | 9.13% | 15.75% |
| \$350,000 | 8.87% | 10.31% | 16.28% |
| \$400,000 | 9.79% | 11.43% | 16.74% |
| \$450,000 | 10.65% | 12.48% | 17.15% |
| \$500,000 | 11.47% | 13.48% | 17.53% |
| \$550,000 | 12.23% | 14.42% | 17.89% |
| \$600,000 | 12.96% | 15.32% | 18.21% |
| \$650,000 | 13.66% | 16.18% | 18.50% |
| \$700,000 | 14.32% | 17.01% | 18.77% |
| \$750,000 | 14.95% | 17.79% | 19.02% |
| \$800,000 | 15.55% | 18.54% | 19.25% |
| \$850,000 | 16.13% | 19.27% | 19.48% |
| \$900,000 | 16.68% | 19.96% | 19.68% |
| \$950,000 | 17.21% | 20.63% | 19.88% |
| \$1,000,000 | 17.72% | 21.27% | 20.07% |



Source: Nielsen Commspoint Influence 2021 | Channel Planning Module, Category (merged) "Real Estate Services, Loans & Mortgages" | Demographic: Home Buyers N12M or Live in home that is mortgaged 7.2m.
 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%

Include audio and grow your campaign's customer base As much as **46% more influence** than Display alone.

% of "Finance customers" prompted into making a Financial purchase – 4weeks (Homeowners or have a Mortgage)



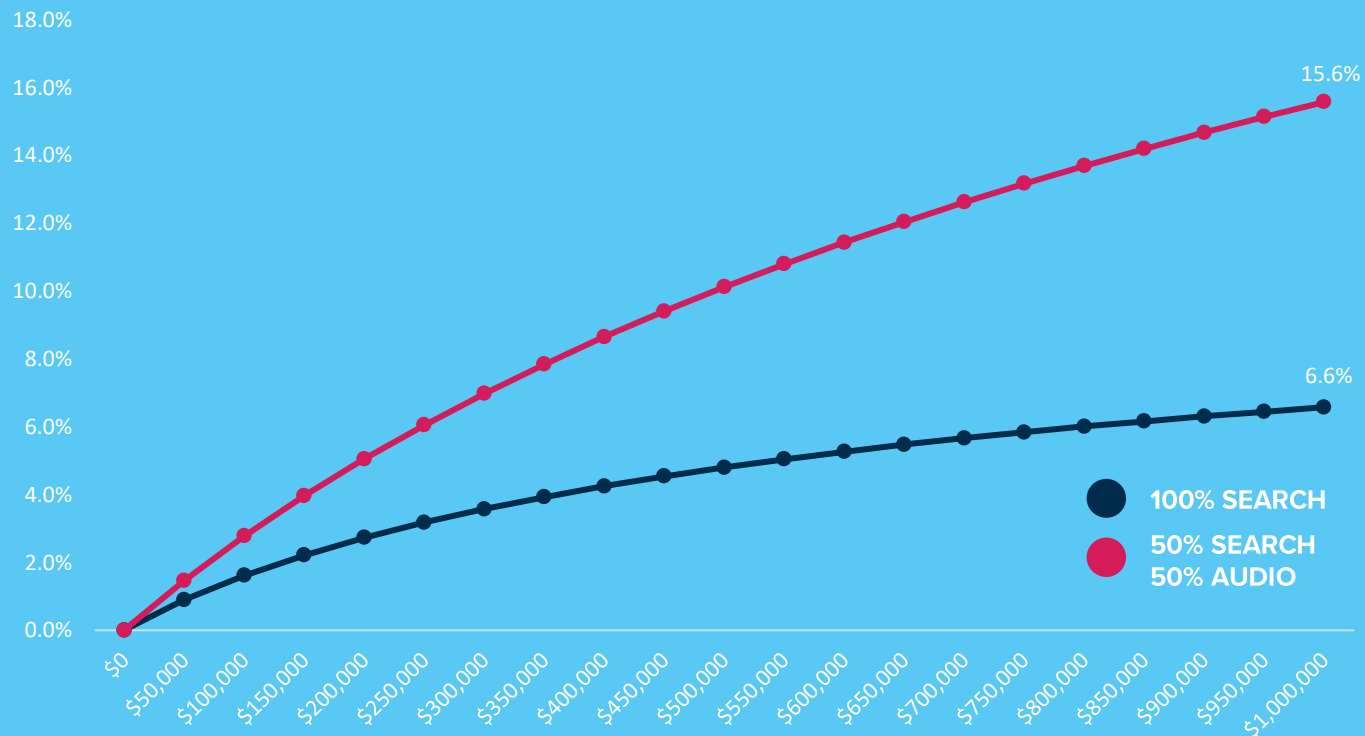
| TOTAL CHANNEL INVESTMENT (\$) | DISPLAY (% influenced) | DISPLAY & AUDIO (% influenced) | INCREASED CUSTOMERS |
|---------------------------------|------------------------|--------------------------------|---------------------|
| \$50,000 | 1.77% | 1.93% | 8.88% |
| \$100,000 | 3.15% | 3.63% | 15.29% |
| \$150,000 | 4.29% | 5.16% | 20.15% |
| \$200,000 | 5.28% | 6.54% | 23.73% |
| \$250,000 | 6.17% | 7.80% | 26.48% |
| \$300,000 | 6.96% | 8.96% | 28.76% |
| \$350,000 | 7.69% | 10.05% | 30.68% |
| \$400,000 | 8.36% | 11.06% | 32.38% |
| \$450,000 | 8.97% | 12.01% | 33.93% |
| \$500,000 | 9.54% | 12.91% | 35.36% |
| \$550,000 | 10.07% | 13.76% | 36.68% |
| \$600,000 | 10.56% | 14.57% | 37.93% |
| \$650,000 | 11.02% | 15.33% | 39.11% |
| \$700,000 | 11.45% | 16.06% | 40.24% |
| \$750,000 | 11.86% | 16.76% | 41.31% |
| \$800,000 | 12.24% | 17.42% | 42.33% |
| \$850,000 | 12.60% | 18.06% | 43.32% |
| \$900,000 | 12.94% | 18.66% | 44.27% |
| \$950,000 | 13.26% | 19.25% | 45.19% |
| \$1,000,000 | 13.56% | 19.81% | 46.11% |



Source: Nielsen Commspoint Influence 2021 | Channel Planning Module, Category (merged) "Real Estate Services, Loans & Mortgages" | Demographic: Home Buyers N12M or Live in home that is mortgaged 7.2m.
 DISPLAY = Internet ads (native).
 AUDIO = Radio ads, Online radio ads, Music streaming ads and Podcast ads. TASK = DEAL 100%

Include audio and grow your campaign's customer base As much as **137%** more influence than Search alone.

% of "Finance customers" prompted into making a Financial purchase – 4weeks (Homeowners or have a Mortgage)



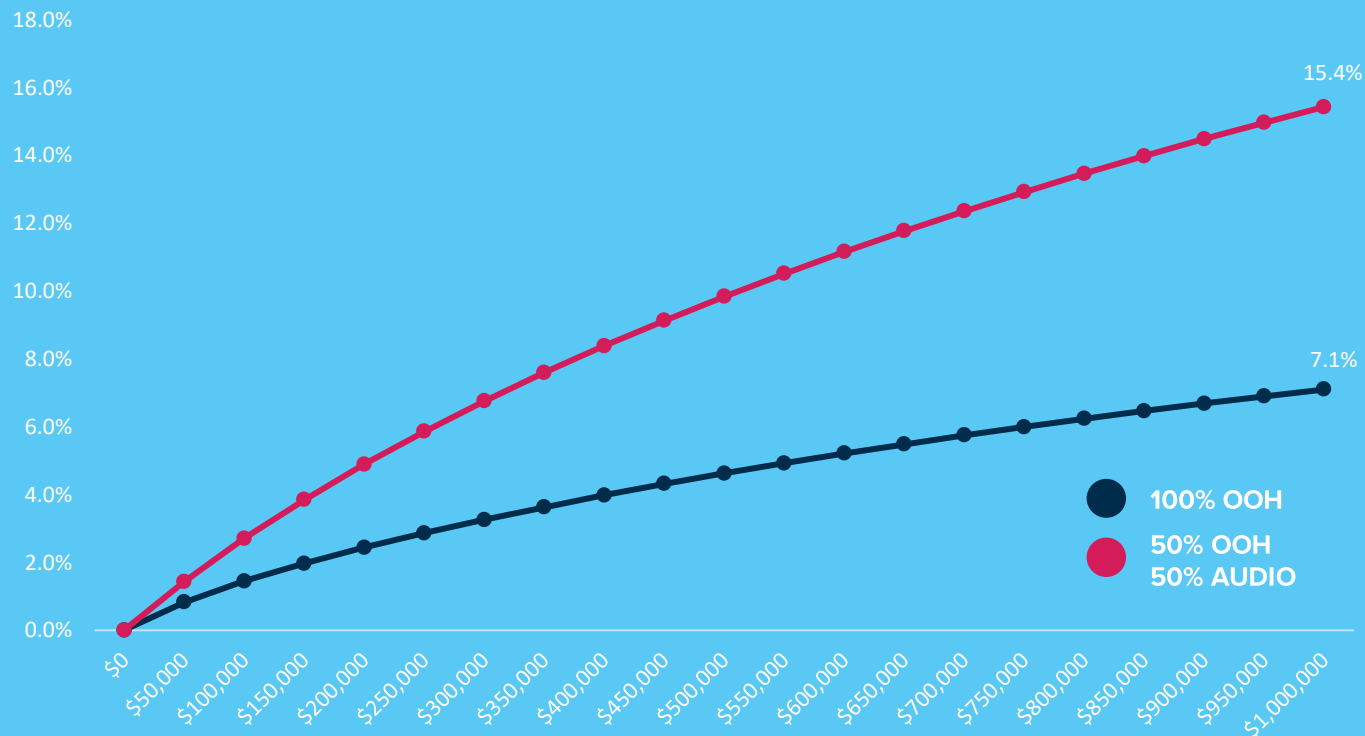
| TOTAL CHANNEL INVESTMENT (\$) | SEARCH (% influenced) | SEARCH & AUDIO (% influenced) | INCREASED CUSTOMERS |
|---------------------------------|-----------------------|-------------------------------|---------------------|
| \$50,000 | 0.89% | 1.46% | 63.51% |
| \$100,000 | 1.61% | 2.77% | 72.01% |
| \$150,000 | 2.21% | 3.96% | 79.20% |
| \$200,000 | 2.72% | 5.05% | 85.44% |
| \$250,000 | 3.17% | 6.05% | 90.80% |
| \$300,000 | 3.57% | 6.97% | 95.56% |
| \$350,000 | 3.92% | 7.83% | 99.89% |
| \$400,000 | 4.24% | 8.64% | 103.86% |
| \$450,000 | 4.53% | 9.40% | 107.56% |
| \$500,000 | 4.79% | 10.11% | 111.03% |
| \$550,000 | 5.03% | 10.79% | 114.28% |
| \$600,000 | 5.26% | 11.43% | 117.35% |
| \$650,000 | 5.46% | 12.03% | 120.24% |
| \$700,000 | 5.66% | 12.61% | 123.00% |
| \$750,000 | 5.83% | 13.16% | 125.63% |
| \$800,000 | 6.00% | 13.69% | 128.12% |
| \$850,000 | 6.15% | 14.19% | 130.50% |
| \$900,000 | 6.30% | 14.67% | 132.78% |
| \$950,000 | 6.44% | 15.13% | 134.95% |
| \$1,000,000 | 6.57% | 15.57% | 137.05% |



Source: Nielsen Commspoint Influence 2021 | Channel Planning Module, Category (merged) "Real Estate Services, Loans & Mortgages" | Demographic: Home Buyers N12M or Live in home that is mortgaged 7.2m.
SEARCH = Internet search.
AUDIO = Radio ads, Online radio ads, Music streaming ads and Podcast ads. TASK = DEAL 100%

Include audio and grow your campaign's customer base As much as **117%** more influence than OOH alone.

% of "Finance customers" prompted into making a Financial purchase – 4weeks (Homeowners or have a Mortgage)



| TOTAL CHANNEL INVESTMENT (\$) | OOH (% influenced) | OOH & AUDIO (% influenced) | INCREASED CUSTOMERS |
|---------------------------------|--------------------|----------------------------|---------------------|
| \$50,000 | 0.82% | 1.43% | 74.65% |
| \$100,000 | 1.44% | 2.70% | 87.03% |
| \$150,000 | 1.96% | 3.84% | 95.68% |
| \$200,000 | 2.43% | 4.89% | 101.23% |
| \$250,000 | 2.85% | 5.85% | 104.99% |
| \$300,000 | 3.25% | 6.75% | 107.75% |
| \$350,000 | 3.62% | 7.59% | 109.55% |
| \$400,000 | 3.97% | 8.38% | 110.80% |
| \$450,000 | 4.31% | 9.13% | 111.75% |
| \$500,000 | 4.62% | 9.83% | 112.74% |
| \$550,000 | 4.92% | 10.51% | 113.54% |
| \$600,000 | 5.21% | 11.15% | 114.18% |
| \$650,000 | 5.48% | 11.76% | 114.73% |
| \$700,000 | 5.74% | 12.35% | 115.19% |
| \$750,000 | 5.99% | 12.92% | 115.61% |
| \$800,000 | 6.23% | 13.46% | 116.00% |
| \$850,000 | 6.46% | 13.98% | 116.41% |
| \$900,000 | 6.68% | 14.48% | 116.78% |
| \$950,000 | 6.89% | 14.96% | 117.11% |
| \$1,000,000 | 7.10% | 15.42% | 117.38% |



Source: Nielsen Commspoint Influence 2021 | Channel Planning Module, Category (merged) "Real Estate Services, Loans & Mortgages" | Demographic: Home Buyers N12M or Live in home that is mortgaged 7.2m.
OOH = Large outdoor billboards.
AUDIO = Radio ads, Online radio ads, Music streaming ads and Podcast ads. TASK = DEAL 100%

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, 8](#)

- 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 10](#), [11](#), [12](#), [13](#)

Multi-channel curves. 1+

Demographic: Home Buyers N12M or Live in home that is mortgaged, national (pop: 7,240,084).

4 week campaign / impact.

Category (merged): Finance: Real Estate Services, Loans & Mortgages

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 | \$30.39 | | 40% |
| Online Radio | \$48.34 | | 4% |
| Music Streaming | \$44.20 | | 3% |
| Podcast | \$74.58 | | 3% |
| Live FTA TV | \$59.35 | 80% | 44% |
| BVOD | \$118.78 | 10% | 3% |
| Online Video | \$58.01 | 10% | 3% |

| DISPLAY & AUDIO | CPMs [\$] | DISPLAY ADS [% splits] | DISPLAY ADS & TOTAL AUDIO [% splits] |
|-----------------|-------------|------------------------|--------------------------------------|
| Radio | \$30.39 | | 40% |
| Online Radio | \$48.34 | | 4% |
| Music Streaming | \$44.20 | | 3% |
| Podcast | \$74.58 | | 3% |
| Digital display | \$37.29 | 100% | 50% |

| SEARCH & AUDIO | CPMs [\$] | SEARCH ADS [% splits] | SEARCH ADS & TOTAL AUDIO [% splits] |
|-----------------|-------------|-----------------------|-------------------------------------|
| Radio | \$30.39 | | 40% |
| Online Radio | \$48.34 | | 4% |
| Music Streaming | \$44.20 | | 3% |
| Podcast | \$74.58 | | 3% |
| Search | \$128.45 | 100% | 50% |

| OOH & AUDIO | CPMs [\$] | OOH [% splits] | OOH & TOTAL AUDIO [% splits] |
|--------------------------|-------------|----------------|------------------------------|
| Radio | \$30.39 | | 40% |
| Online Radio | \$48.34 | | 4% |
| Music Streaming | \$44.20 | | 3% |
| Podcast | \$74.58 | | 3% |
| Large outdoor billboards | \$71.82 | 100% | 50% |



Banking & Finance

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