

Elevating the Power of Audio Advertising with Creative that Resonates



A wise person once said *“you can’t optimize without a baseline,”* and audio is certainly no exception to this rule. Like display, video, and most other forms of advertising, **good audio creative results in a higher ROI.**

SO HOW DO YOU ENSURE YOUR AUDIO CREATIVE IS COMPELLING?

The answer? Testing. To get started, you need to first define how you are measuring success by identifying your KPI’s. What performance metrics are you most interested in basing the success of your audio campaign around?

Here are a few that we see often:

- **Brand Awareness**, or the extent to which consumers are familiar with the distinctive qualities or image of your brand, goods, or services.
- **Memorability/Recall**, or the degree to which consumers remember your brand and/or product/service after being introduced to it and then returning to it after time.
- **Favorability**, or the degree to which consumers recognize your product or brand by name. This may include positive perceptions of the qualities that distinguish you from your competitors.
- **Purchase Intent**, or buyer intent, describes the extent to which customers are willing and inclined to buy a product or service from you within a certain period of time, typically over the next 6 or 12 months.

Once you’ve identified what your performance metrics are, it’s time to ensure that your audio creative stacks up. **This can be done:**

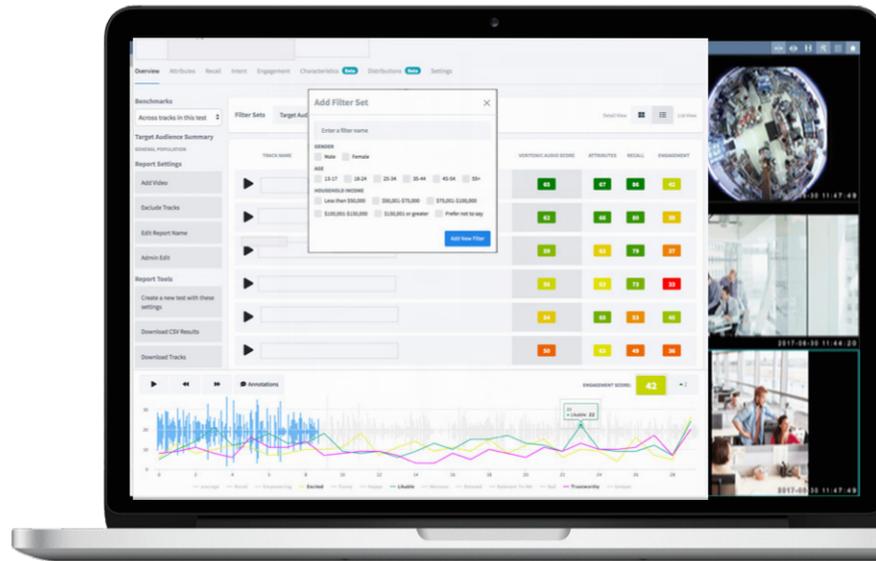
✔ **Before your audio is in-market**
(ensuring it will result in ROI)

✔ **While your audio is in-market**
(in-flight optimization)

✔ **Post-flight**
(for future decision making)

CURIOUS TO KNOW HOW IT WORKS? IT'S EASY:

- STEP 1** – Upload your audio asset(s) (in this case, ad) into the Veritonic platform.
- STEP 2** – Choose your preferred method of measurement: A robust panel test, or an instant predictive score.
- Panel Test:** If you have specific questions and KPI's that you'd like to evaluate your asset against, you can accomplish this through a panel test. Put your asset in front of representatives of your target audience and collect in-depth feedback regarding their perception of the audio ad, how it makes them feel, how it scores in terms of memorability, familiarity, intent, and more.
- Predictive Score:** If time is of the essence, the platform can also provide an instant, predictive score to give you a general idea of how well your ad will resonate with your target audience. This is based on a proprietary algorithm that scores your ad based on data aggregated from more than 7 years of asset ingestion and scoring. **Now that you have this data in hand, you can confidently optimize your campaign and confidently set your audio asset live in-market.**



If you are interested in learning more or testing your own audio assets, contact sales@veritonic.com.



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