



AUDIO ATTRIBUTION SUCCESS STORY

Podcast Advertising's Impact on Website Traffic and Conversion Rates



OBJECTIVE

The UK's largest builders' merchant, Travis Perkins, was interested in testing podcast advertising as an effective way to reach and engage their target audiences. Having only used digital audio sparingly before, the team at Travis Perkins was interested in seeing the impact of podcast advertising in driving traffic to and conversions on their website.



APPROACH

Travis Perkins collaborated with Voiceworks Sport, the home of The Sport Social Podcast Network, to develop four spot ad campaigns over the course of 2023 which were strategically placed within the Sport Social Podcast Network. The first campaign consisted of podcast ads that promoted their garden and landscaping supplies, as well as ads that promoted their tool hire offering. The podcast ads ran in two campaigns – one placement in the first campaign, and two placements in the second campaign. Travis Perkins and the Sport Social Podcast Network recruited the help of Veritonic's Audio Attribution Solution to measure the performance of the podcast campaigns in terms of traffic-driving and conversion rates.

17%

Conversion rate to the Travis Perkins website within the first 15 days of the campaign.

74%

Of the conversions happened within three days of the ads being heard.

2ppt

Attribution data showed a 2ppt lift in which the landscaping ad outperformed the tool hire ad in terms of conversions.

RESULTS

The tremendous reach of digital audio proved to be incredibly beneficial for Travis Perkins, allowing them to successfully reach, engage, and promote their brand and services to a vast audience of leaned-in sports enthusiasts.

For the first campaign, Veritonic's attribution solution reported a **17%** conversion rate to the Travis Perkins website within the first 15 days of the campaign. Additionally, Veritonic's dynamic attribution conversion window capability enabled Travis Perkins and Voiceworks to recognise that **74%** of the conversions happened **within three days of the ads being heard**, providing them with invaluable data around the efficacy of the script points in the ad and the window in which their audiences took action.

For the second campaign, Travis Perkins compared two podcast ad placements – one for landscaping supplies and one for their tool hire offering. Veritonic's comprehensive attribution data showed a **2ppt** lift in which the landscaping ad outperformed the tool hire ad in terms of conversions.

The team at Travis Perkins were so satisfied with their audio advertising test that they ran an additional three podcast ad campaigns, as well as launched their own branded podcast series, "Trade Talk," which they plan to use to share valuable insights, industry trends, and expert knowledge with their target audience while strengthening their brand presence in the audio space.



I am thrilled to have had the opportunity to collaborate with Veritonic on the Travis Perkins campaigns. **Together, we have achieved remarkable success in reaching and engaging a wider audience** for the brand through the Sport Social Podcast Network and have seen fantastic results through Veritonic's attribution. Tracking and measuring campaigns has become a must on all my brand partnerships. This collaboration exemplifies the power of strategic collaboration and innovation in the ever-evolving world of digital marketing."

Paul Swaine, Brand Partnerships Director, Sport Social Podcast Network



Working with Veritonic and the Sport Social Podcast Network has been a positive experience for Travis Perkins. Not only have we discovered an innovative and effective way to allocate our marketing budget, but it has also produced **remarkable, measurable results and conversions**. The success from our first campaign motivated us to extend our partnership for the entire year, running spot advertisements for our tool hire, landscaping, and other services we offer and even launching our own podcast series. We are excited to continue exploring the vast potential of the digital audio market moving forward."

Matthew Aiken, Head of Marketing, Travis Perkins



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