Case Study: Global Radio for DAX

Integrating digital audio reach and frequency into the TouchPoints Channel Planner to allow cross media comparison and planning.

DIGITAL AUDIO EXCHANGE

Bringing digital audio into the mainstream with the help of TouchPoints

Introduction

Audio is about so much more than just listening to radio these days. Digital Audio is any digital audio content – radio streaming, music streaming and podcasting – consumed on a connected device.

Note: Logos represent the variety of digital audio services in the market (not all of these services have ads or are in DAX)

Digital audio is a relatively new channel. However, it is growing at a rapid rate - up from 10.8m users in Autumn 2012 to 21.9m users in Autumn 2016 - with a recent study showing that digital audio apps now accounting for 19% of all app time. (Source: Activate using ComScore and Nielsen data.)

The challenge

Global created DAX, the mobile led Digital Audio Exchange to give advertisers a single buying point across 180 different digital audio platforms.

DAX was growing at a phenomenal rate, however a lack of audience data was preventing advertisers understanding the strategic role audio can play in their campaign channel mix. Key questions about how this new audio channel compared to existing channels were difficult to answer; for example:

- How can I compare it to other media channels?
- How does audio work with other channels?
- How best to optimise investment by audience objective?

The solution

By incorporating DAX into the TouchPoints Channel Planner, planners and buyers could evaluate digital audio alongside other formats and they could understand what digital audio can add to overall campaign coverage and frequency for cross media campaigns.

Global commissioned the software company, Telmar, to build a model which matched existing TouchPoints digital audio consumption data to that produced by MIDAS. Combining this with monthly impressions data available via DAX, Telmar was then able to create a reach and frequency model which was then integrated into the main TouchPoints Channel Planner, therefore, allowing digital audio to be analysed alongside and on the same basis as all other media channels.

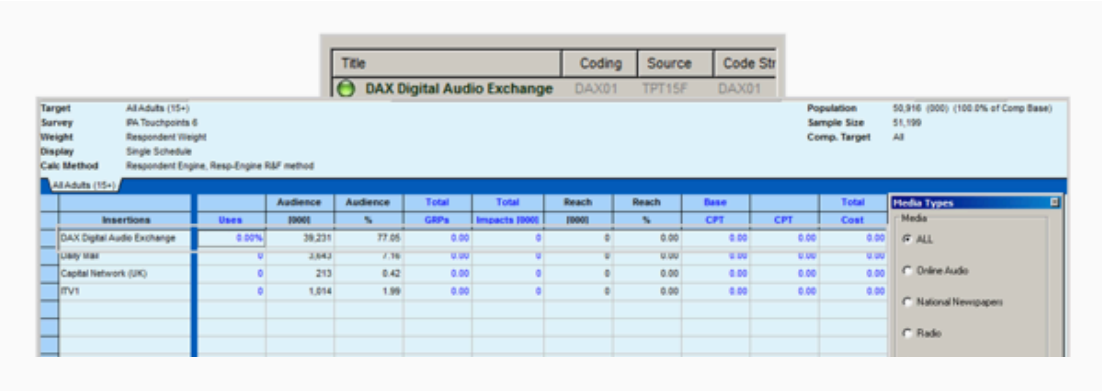
The results

The integrated data set allows digital audio to be:

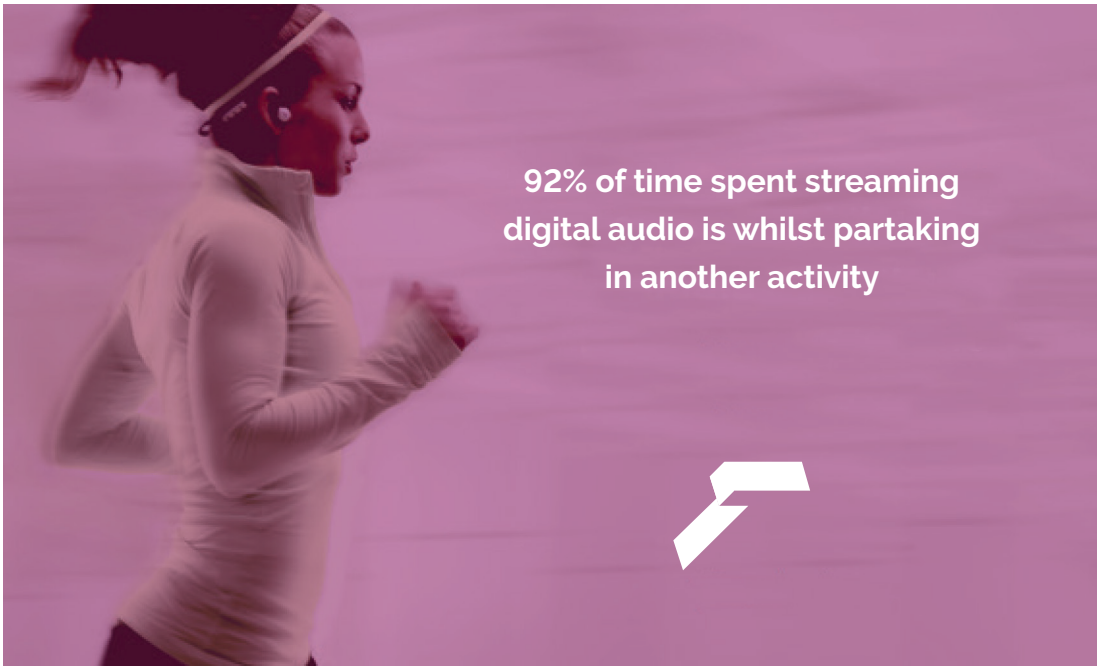
- compared to all other channels in terms of usage:

Source: IPA TouchPoints

- To be planned alongside other media:



- To be both planned and optimised alongside other media channels:

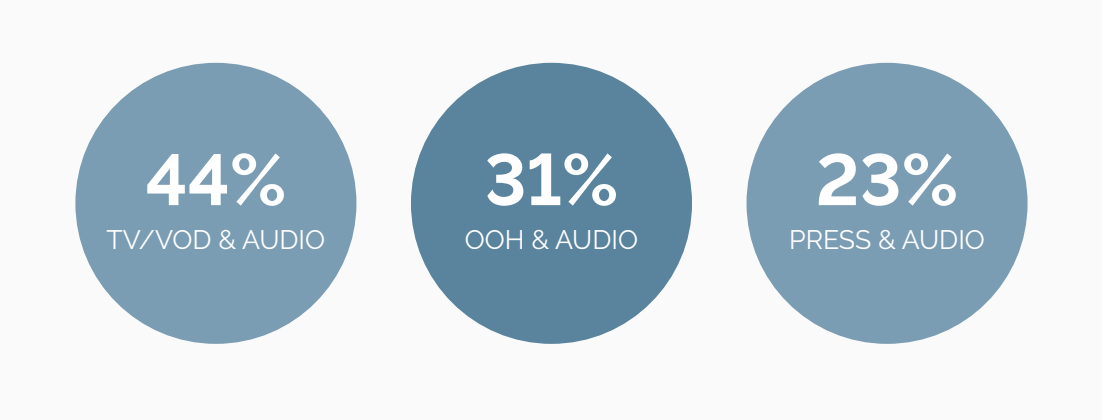


Source: IPA TouchPoints

TouchPoints measures 95% of digital audio listening is done while partaking in other activities including commuting, shopping, exercising in the gym.

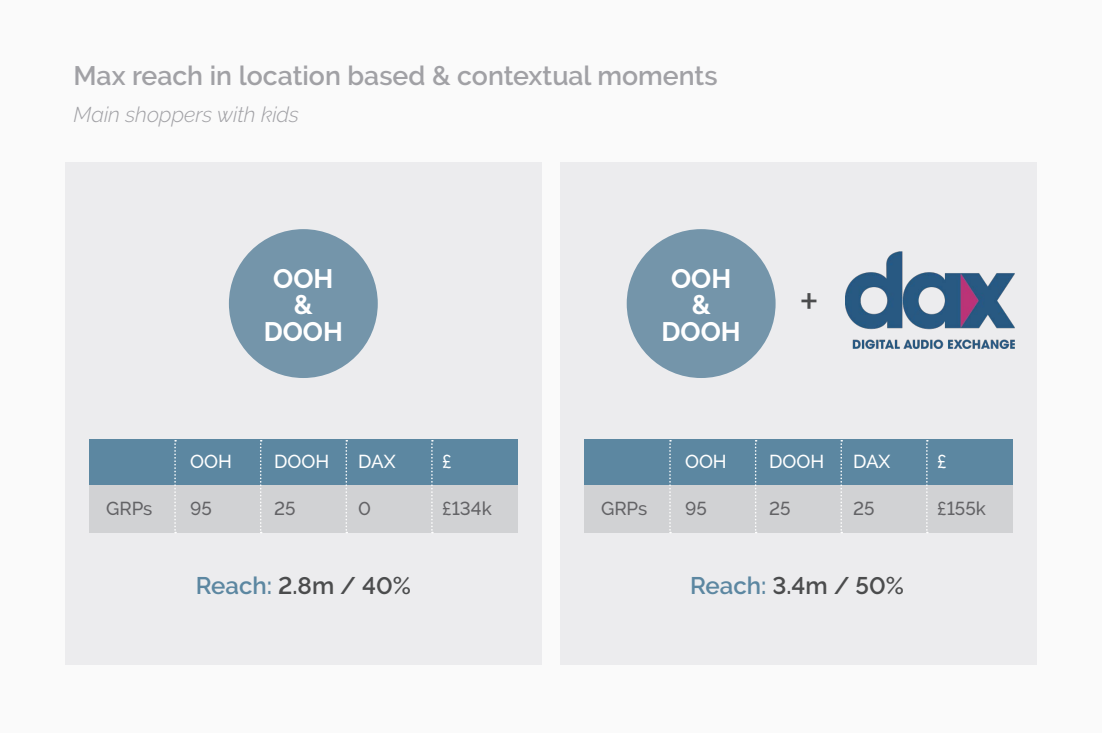
This proves audio's strengths as a complementary channel and agencies are using TouchPoints to plan how audio increases reach with other channels.

Results: Requests from agencies for DAX on TouchPoints analysis (excluding radio)



Source: IPA TouchPoints

Use DAX for an FMCG product launch



	OOH	DOOH	DAX	£
GRPs	95	25	0	£134k

	OOH	DOOH	DAX	£
GRPs	95	25	25	£155k

Source: IPA TouchPoints

It is significant that DAX is on TouchPoints for three reasons:

1. In recognition that digital audio is a major digital behaviour that forms a significant part of people's lives.

2. It enables agencies to plan how audio can work alongside many different channels and for different audiences.

3. Since DAX went onto TouchPoints we have seen a large increase in advertisers syncing the delivery for audio campaigns with locations such as poster sites and store lists.