Summary

Looking to announce their first-ever foray into national radio, BlueBet leveraged a comprehensive digital strategy, programmatic audio, to deliver their messaging to relevant users. Using StackAdapt’s pre-built and custom audio deals, they were able to target a new digital strategy, programmatic audio, to deliver their messaging to relevant users across Australia during Spring Carnival, and tested different targeting parameters. BlueBet leveraged the following tactics for their horse racing campaign:

- Targeting Spotify and Adswizz inventory across sports lovers, punters and males aged 18-49.
- Rotating 15s audio clips demonstrating their value and product, and launched programmatic audio deals with StackAdapt. With reach and awareness at the forefront of their goals, BlueBet targeted various sports inventory with StackAdapt. With reach and awareness at the forefront of their goals, BlueBet targeted various sports inventory with StackAdapt.
- To diversify their target audience, BlueBet tested multiple audio messages in their creatives. They reached a wider audience that would either respond to the mention of Aussie lingo, or that spoke to users with specific interests such as sports, business and finance.
- BlueBet leveraged some of StackAdapt’s optimisation tools to best scale and drive the most performance by domain, device and creative, allowing them to optimise accordingly to drive the most performance.
- Using StackAdapt’s pre-built and custom audio deals, they were able to target a new digital strategy, programmatic audio, to deliver their messaging to relevant users across Australia during Spring Carnival.

Background

BlueBet’s in australian simulcast exchange (2023) listed sports wagering/jockey undercarding providing to its customers with the most entertaining wagering experience.

Simon Fraser

head of paid media, BlueBet

"BlueBet operates in an ultra-competitive and highly-regulated category," says Simon Fraser, Head of Paid Media at BlueBet. "The environment is demanding. Our business is globally competitive and we are always looking for new and innovative ways to reach our customers. Programmatic audio was a game-changer for us. It allowed us to reach new customers and drive top performance for our campaigns."

Challenge

BlueBet needed to cut through the noise of a saturated market, which is why they needed to come up with something different. With a new product launch coming soon, BlueBet needed to promote their betting platform to a high volume audience.

Strategy

To outsmart their competition during a highly competitive time, BlueBet leveraged a brand new digital strategy, programmatic audio, to deliver their messaging to relevant users while consequently driving 150 low-funnel conversions of new customers with the most entertaining wagering experience.

Programmatic Audio

BlueBet resolved to utilise audio clips demonstrating their value and product, and launched programmatic audio deals with StackAdapt. With reach and awareness at the forefront of their goals, BlueBet targeted various sports inventory with StackAdapt.

Creative Messaging

In order to attract new customers and audience is site from an audio ad, BlueBet created an audio ad that spoke to users with specific interests such as sports, business and finance. They also tested multiple audio messages in their creatives. They reached a wide audience that would either respond to the mention of Aussie lingo, or that spoke to users with specific interests.

Inclusion List

Working with their StackAdapt team, BlueBet was able to create a tailored inclusion list of audio providers through Australian-specific audio outlets. BlueBet rotated 15s audio clips demonstrating their value and product, and launched programmatic audio deals with StackAdapt. With reach and awareness at the forefront of their goals, BlueBet targeted various sports inventory with StackAdapt.

What BlueBet did: BlueBet used StackAdapt to optimise their programmatic audio campaigns. They used StackAdapt’s AI technology to monitor the performance of their campaigns and took action accordingly. To optimise their programmatic audio campaigns, they used StackAdapt’s AI technology to monitor the performance of their campaigns and took action accordingly.

The Results:

BlueBet were able to drive the following results from their first-ever audio campaign:

- Unique reach: 192,806
- Impressions: 487,824
- ECPM: $20.52
- CPA: $62.84
- Conversions: 5,700
- Revenue: $203,876
- UX: 55%
- Conversion: 25%
- Clicks: 20%
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Contact your StackAdapt Representative to get started.