

CONATIVE

SUCCESS STORY



Agency Hearts & Science creates awareness and listeners for podcasts using CONATIVE



Hearts & Science

Hearts & Science are the Omnicom Media Group's specialists for data-centric marketing. The digital experts provide comprehensive know-how and years of experience in the field of digital marketing.

The client of these two podcast promotion campaigns is one of the world's leading healthcare companies. The pharmaceutical company is committed to the research and development of new drugs and vaccines and creates corporate podcasts to give interested parties a look behind the scenes of a global healthcare company as well as educating them about various diseases.



"We have been working with DEFINE MEDIA for more than five years and have great trust in their innovative ad formats and their AI-based delivery. We were very pleased to be selected first mover partner and to therefore have the opportunity to use the CONATIVE Podcast Distribution Ad as the first partner ever. And once again, we were very satisfied with the results CONATIVE achieved."

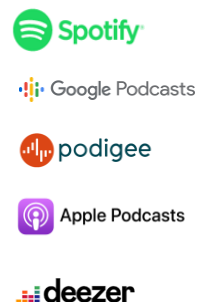
Laura Hildenbrand | Group Manager Native Advertising | Hearts & Science

MISSION

Hearts & Science wants to generate attention for the two corporate podcasts of its pharmaceutical client on the topic of "health" and "neurodermatitis". Additional goals were the acquisition of interested listeners and the distribution of audio samples.

SOLUTION

Hearts & Science uses the CONATIVE Podcast Distribution format, which was specially developed to generate reach for podcasts. The CONATIVE AI delivers both campaigns within the high-reach premium network, specifically targeting potentially interested users.



Similar campaign advertising material

RESULTS:

- The addressed users actively interact with the podcast audio teaser, which is proven by excellent audio start rates for both campaigns. For the special interest topic "neurodermatitis" the audio start rate is 0.77%, the more general health topic even reaches 1.01%.
- Due to the excellent results, Hearts & Science is already planning campaigns with the CONATIVE Podcast Distribution Ad for other clients.

CONATIVE PODCAST DISTRIBUTION AD: THE IDEAL STAGE FOR NEW PODCAST LISTENERS

The health-interested target group is directly addressed with AI-optimized teasers. Interested users can start the audio sample by clicking on the ad, which then delivers a first impression of the podcast. At the same time, the ad expands and shows the user the various audio platforms through which the podcast can be streamed. Users can click to be directed to the platform of their choice, where they can listen to the entire episode or subscribe to the podcast. That way, users become aware of the podcast the very moment they are specifically looking at topics on a website that match the podcast's content, rather than when they intent to listen to another podcast, as is often the case on podcast platforms or in-audio formats.

Hol Dir wertvolle Tipps im neuen Gesundheits-Podcast!

PODCAST-EMPFEHLUNG

Tipps & Tricks bei chronischen Hautkrankheiten

Ihr leidet auch unter einer chronischen Hautkrankheit und möchtet Tipps und Tricks für den Alltag? Dann seid Ihr bei diesem neuen Podcast genau richtig. Gemeinsam mit der Dermatologin Dr. Ute Frischler nimmt Euch Stefan List auf eine Wissens- und Unterhaltungsreise mit. Hier geht es zum Podcast.

Jetzt Reinhören!

Distributed by CONATIVE

Hier kannst Du weiterhören

Spotify

Google Podcasts

Apple Podcasts

deezer

podigee

Similar campaign advertising material

PRODUCT FACTS

The CONATIVE Podcast Distribution Ad is an advertising format specially developed to increase the reach of podcasts. The AI-based delivery addresses potential new listeners at the exact right moment.

CONATIVE FACTS

CONATIVE is an expanding "in-read" advertising format that places a wide variety of media content within the user's reading flow.

With the AI-supported optimization technology *Momentum*, multivariate creative optimizations, algorithms and neural networks are used to achieve maximum campaign performance.

