

## CASE STUDY | AUDIO

# Qwamplify Display

Qwamplify Display uses Xandr Invest to run audio campaigns at scale

## The Challenge

**Qwamplify Display wanted to run a brand awareness campaign on audio inventory for one of its customers.**

Qwamplify Display, a leading independent trading desk, needed to run an audio campaign for one of its customers, a major retailer with more than 100 stores across France. The retailer was looking to increase the brand awareness of its local stores and wanted to run a targeted audio campaign to make sure to promote the right store to the relevant customers.

## The Solution

**Qwamplify Display selected Xandr Invest to run the audio campaign on a premium audio marketplace at scale.**

Through Xandr Invest, Xandr's flexible buying platform the Qwamplify Display team was able to create a differentiated branding strategy and reach audio inventory at scale, in a premium environment including audio platforms such as Spotify, Deezer, Soundcast. The Xandr team partnered with Qwamplify Display to develop a geo localised bidding strategy on Xandr Invest (based on postal code) to serve tailored audio ads to consumers in target for each relevant store.

“Xandr Invest allowed us to reach a premium audio inventory at scale and meet our customer's KPI. Xandr was the right partner in helping us to customize and successfully tailor a complex audio campaign.”

**BORIS HERNANDEZ**

Head of Programmatic

**Qwamplify display**

## The Result



**20M**

of audio ads streamed



**44,5%**

brand uplift



**93,3%**

listen-through rate