

Programmatic for broadcast radio and online audio area: audio spots specifically adapted to the number of visitors in the branch



Programmatic advertising is the next big step towards an efficient and individualized media landscape. The principle behind it is the assumption that although traditionally planned campaigns can deliver near-perfect results in static markets and unchanged customer behavior, they are very vulnerable to external influences.

Programmatic campaigns start exactly where traditional approaches reach their limits. By taking external influences such as traffic information, weather data or customer behavior into account, advertising can be targeted even more precisely at potential customers. This revolution in the advertising market has already largely arrived in the online display sector, where it plays an important role in increasing efficiency.

The Apollo-Optik chain saw their chance in the future of radio advertising with its media agency Mediaplus. The online audio portfolio of AllMediaDesk was also including in the campaign. The campaign was not only implemented on 56 online audio offers, but also ran simultaneously on the local FM radio stations of "The Radio Group".

Vanessa Haubitz, Unit Director at Mediaplus, explains the campaign approach: "On the one hand, the aim is to increase the frequency of visitors in the Apollo stores in real-time and thus as quickly as possible, and on the other hand to increase the frequency of visitors in the Apollo stores precisely according to the effective traffic requirements."

The campaign was implemented via the technical platform of AllMediaDesk, which allows the programmatic delivery of audio advertising on online audio streaming services and FM radio.

In order to achieve the campaign goal optimally, AllMediaDesk developed an ingenious campaign mechanism in cooperation with the media agency. Instead of the static booking of radio spots according to a fixed spot laydown, the programmatic approach aims to air the spot according to demand and availability. In the campaign for Apollo, the spots were only shown on days on which there were few visitors to the store, with the aim of encouraging listeners to visit the optician in the short-term.

"The campaign concept serves the purpose of providing targeted support to stores on days when they are less frequented", Vanessa Haubitz continues.

To make this technically possible, the software solution from AllMediaDesk evaluated the number of visitors to the individual Apollo stores in real-time. The data was received from Apollo-Optik as they determined the number of visitors using light sensors in their branches. If an Apollo branch office had lower visitor numbers than the average, the software registered this and switched the spots around the branch accordingly.

To enable this real-time booking of FM radio and online audio spots, AllMediaDesk provided the agency with AdPerform, a special DSP for radio advertising, which was used to book and control the campaign. Beforehand, AllMediaDesk had connected the radio stations and online audio offers to its platform to the DSP. AllMediaDesk thus also created the basis for the programmatic campaign at the station.

Yvonne von Eyb, Director of Marketing and Supply Chain at Apollo-Optik, underlines the relevance of programmatic radio and online audio advertising and explains the initiative for realizing the campaign: "With the programmatic audio campaign, we see great potential to push the frequency in the stores in a very targeted way and highly efficient in real-time."