

CASE STUDY



Online audio campaign drives online sales



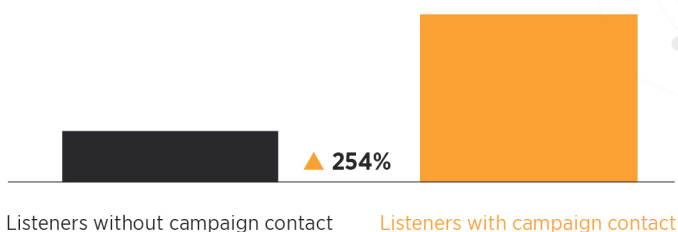
ELV®
Kompetent
in Elektronik

ELV is an international operating group of companies with more than 1,200 employees worldwide. For more than 30 years, ELV has been one of the innovations and technology leaders in home automation and consumer electronics in Europe. Today, ELV is one of the largest electronics mail order companies in the German market. The company's online offers comprise of more than 10,000 products.

The aim set by ELV was to increase the short-term turnover of the online store and to raise awareness through an online audio campaign. To prove this effect afterwards, AllMediaDesk accompanied the campaign with market research.

Over the course of three weeks, ELV placed 20- and 30-second audio spots on all offers in the audio CC portfolio. An adult male target group between 20 and 59 years of age was addressed.

Measured short-term sales in the two groups



We used the AllMediaDesk Direct Conversion Tracking tool, which was specifically developed for products and services sold over the Internet, to determine the short-term return on investment generated by online audio. With this tool, the purchasing behavior is technically measured for a selected sample. By comparing whether there was any contact with the campaign on online audio, the turnover generated by the campaign can be quantified and projected onto the total.

ELV increases turnover with online audio campaign

ELV was able to increase short-term turnover significantly through the three-week campaign: the short term increase in sales generated by listeners with campaign contact at ELV were 254% higher than those of an equally large control group of online audio listeners who had no campaign contact. The campaign thus generated additional turnover for ELV in the high five-digit range.

All in all, the effect of online audio advertising convinced the customer: The short-term increase in sales was above the budget of the campaign and therefore generated more than it cost. In addition, the campaign even showed a long-term effect: The detailed evaluation showed that the campaign still generated customers several weeks after the last spot broadcast.

THE SPOT

And this one goes to the Clever and the Precise. To all soldering iron oscillators, home networkers and LED-illuminators. To inventors, hobbyists, circuit diagram readers and program writers. E, L, V! The electronics supplier that really helps you get ahead.

Over 10,000 quality products online and many from our own production. E.L.V. competence in electronics. All information under www.elv.de!