

## CASE STUDY



# Increasing store traffic for expert through online audio



The expert AG is a union of 234 independent dealers with 445 specialized stores and markets. The enterprise ranks today among the largest suppliers of electronic products.

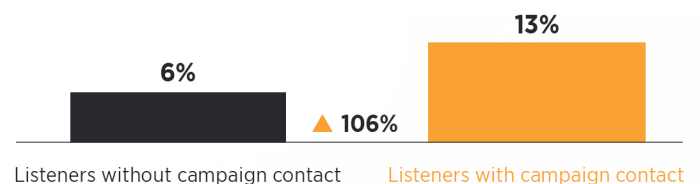
With a four-day online audio campaign, expert AG aimed to increase the awareness of a former offer for a Sony PlayStation Vita as well as increase the number of visitors in the branches.

We examined the efficiency of the online audio campaign with the AllMediaDesk On-Site Survey instrument. For this purpose, 931 people were interviewed about the campaign via the website of the online audio providers. The visit to an expert branch and the awareness of the offer were examined.

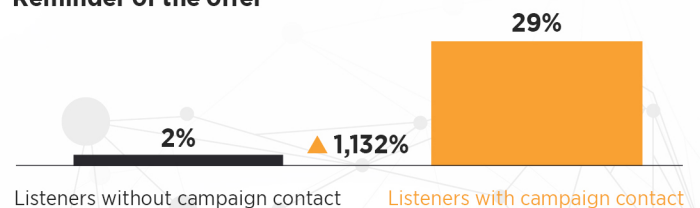
### expert increased number of visitors

With the campaign, expert AG succeeded in encouraging listeners to visit a branch. More than twice as many listeners with campaign contact, namely 13%, visited an expert branch during the campaign week. In the comparison group, the people without campaign contact, it was only 6%. This resulted in an increase of visitors of 106% in the campaign week, thereby achieving one of the campaign's goals. Also, the offer for the Sony Play Station Vita showed a very high level of awareness after the campaign: almost a third with campaign contact could remember the offer.

### Visit of an expert branch in the last week



### Reminder of the offer



The study for expert AG showed that an online audio campaign also positively affects the electronics trade.

### THE SPOT

Miro Klose, you have already played for many top clubs. Are there still offers that would particularly appeal to you?

Yes! The cheering offers from expert are always sensationally cheap.

To the anniversary the PlayStation Vita WiFi inclusive Uncharted Golden Abyss for only 249 euro, friends, 50 years expertise!

That makes you happy!