

Luxury Trade

CASE STUDY

The Objective

Tasked to create a campaign that targeted Females 25+ in the metro areas of New Zealand to raise brand awareness we were able to encourage the key audience to visit the Luxury Trade website and increase the conversion rate. A crucial objective was to translate Luxury Trade's strong social media presence into a digital audio campaign.

Strategy & Solution

A comprehensive schedule across the NZME podcast network targeting the Luxury Trade's key audience demo that complimented their existing social strategy was the foundation of the campaign's success.

Website attribution pixels were used to measure web visitors to different pages on the Luxury Trade website, household frequency, household conversion rates and listener location.

This provided the detailed level of reporting that Luxury Trade required to see how their campaign was performing, and the individual conversion rates for each audience.

Results

Listener engagement from November 7 2023 – July 31st 2024 was tracked through Ad Analytics. We found that digital radio streaming across our NZME channels targeting Females in New Zealand metro areas performed the best and had the highest conversion rate during our monitoring which allowed us to make mid-campaign improvements to further improve performance.

The results speak for themselves.



573,989
Total impressions delivered

128,201
Household reach

4.48
Frequency

7,301
Website visitors

5.7%
Conversion rate

Spotify Ad Analytics, January 2024