

YoursTruly - Interactive Audio Ads

Customer & product



Audi, as the leading premium automotive group, successfully experimented with this new reach channel of interactive audio ads on smart-speakers to promote the new A3 model and direct test-drive bookings.

Challenge & goal

Strengthen brand image of innovation driven car manufacturer through worldwide first interactive campaign on radio.

➤ **218 730**

Unique Listeners

➤ **99**

Locations

➤ **500**

Interactions

Campaign execution

Campaign time

September 16th-25th, 2020

Campaign model

CPM, completed audio spots

Advertising channel

Amazon Alexa enabled smart-speakers, geo targeted to listeners from Greater London area.



Our Customer Success team will work with you to set the best interactive scenario for your business.

sales@adtonos.com

YoursTruly



Works on a smart-speakers and Android mobile phones



Enabled by our publishers, radio networks or mobile apps



Three interactions available: direct calendar booking, booking contact request or voucher/email/txt request