



MATCHED AUDIENCES FOR UNMATCHED AUDIO PERFORMANCE

REACHING THE RIGHT PEOPLE
THROUGH DIGITAL AUDIO

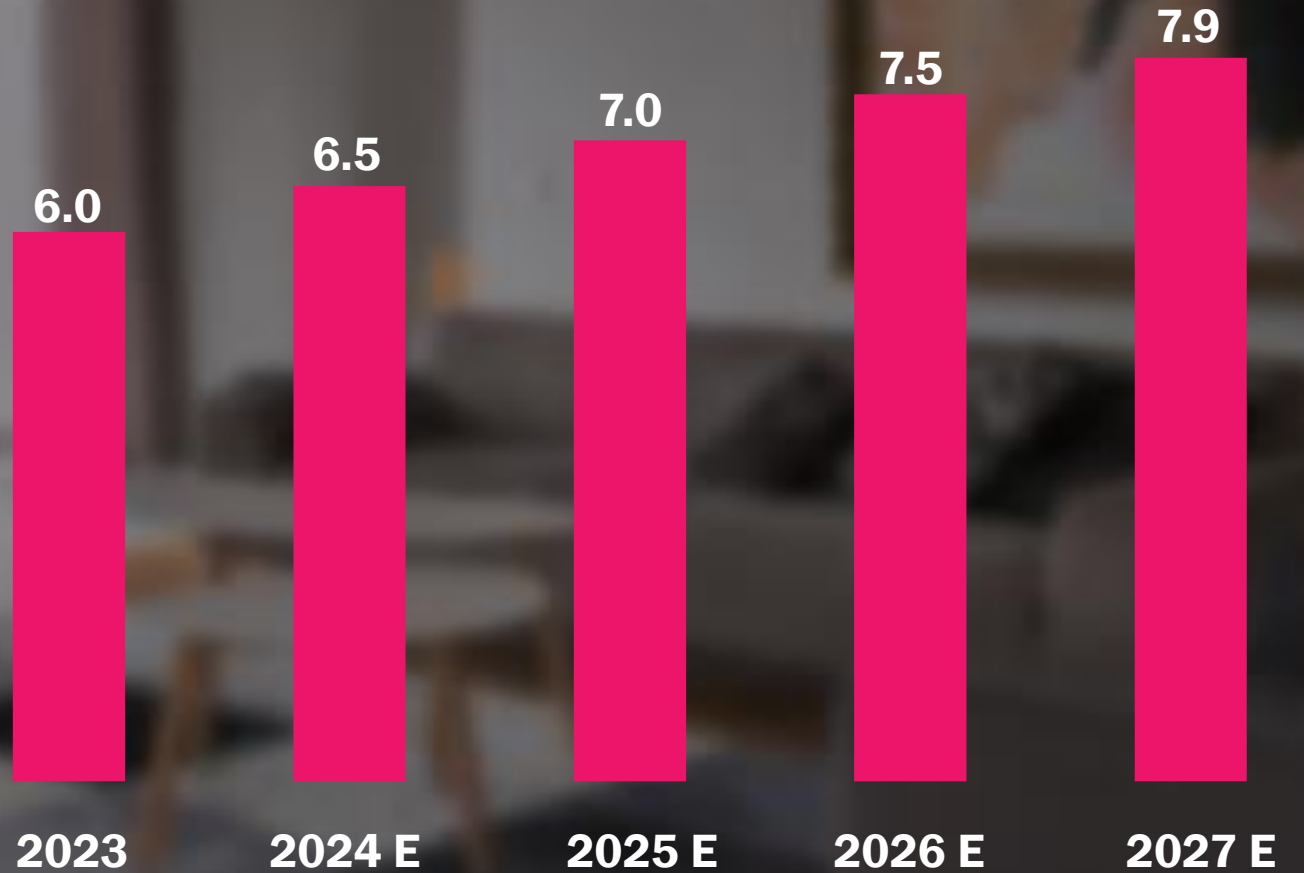
MAGNA MEDIA TRIALS

SiriusXM **STREAMING
NETWORK**

DIGITAL AUDIO SALES ARE CLIMBING

Sales in digital audio advertising are anticipated to grow by a third over the next five years

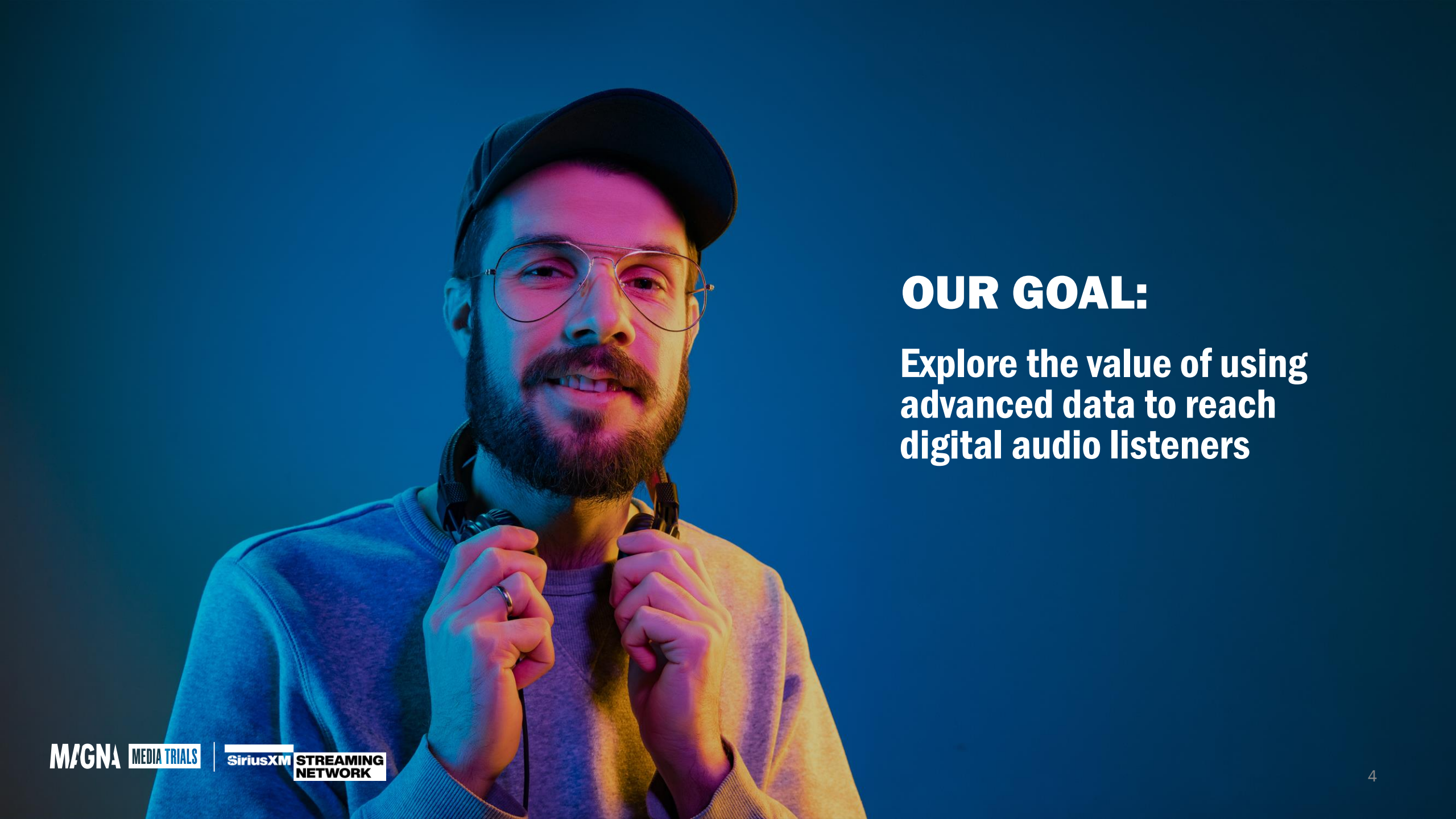
DIGITAL AUDIO ADVERTISING SALES (\$BN)



Source: MAGNA US Media Landscape, Fall 2023



HOW CAN BRANDS
**TAKE FULL ADVANTAGE OF THE
'DIGITAL' IN DIGITAL AUDIO?**



OUR GOAL:

**Explore the value of using
advanced data to reach
digital audio listeners**

MATCHED AUDIENCES, EXPLAINED.

Matched audiences are audience segments created through a one-to-one match between 1st or 3rd party data and digital audio platform users

Data Sources:

1st Party

Data collected directly from interactions between marketer & customer

Examples: demographics, purchase history, website activity, mobile app data, email engagement, sales interactions, support calls, customer feedback programs, interests, and behaviors

3rd Party

Data acquired from a data aggregator, which does not directly collect data but obtains it from other companies, compiling it into a single dataset

Examples: data provided by Acxiom, which may include demographics, category status, psychographics, etc.

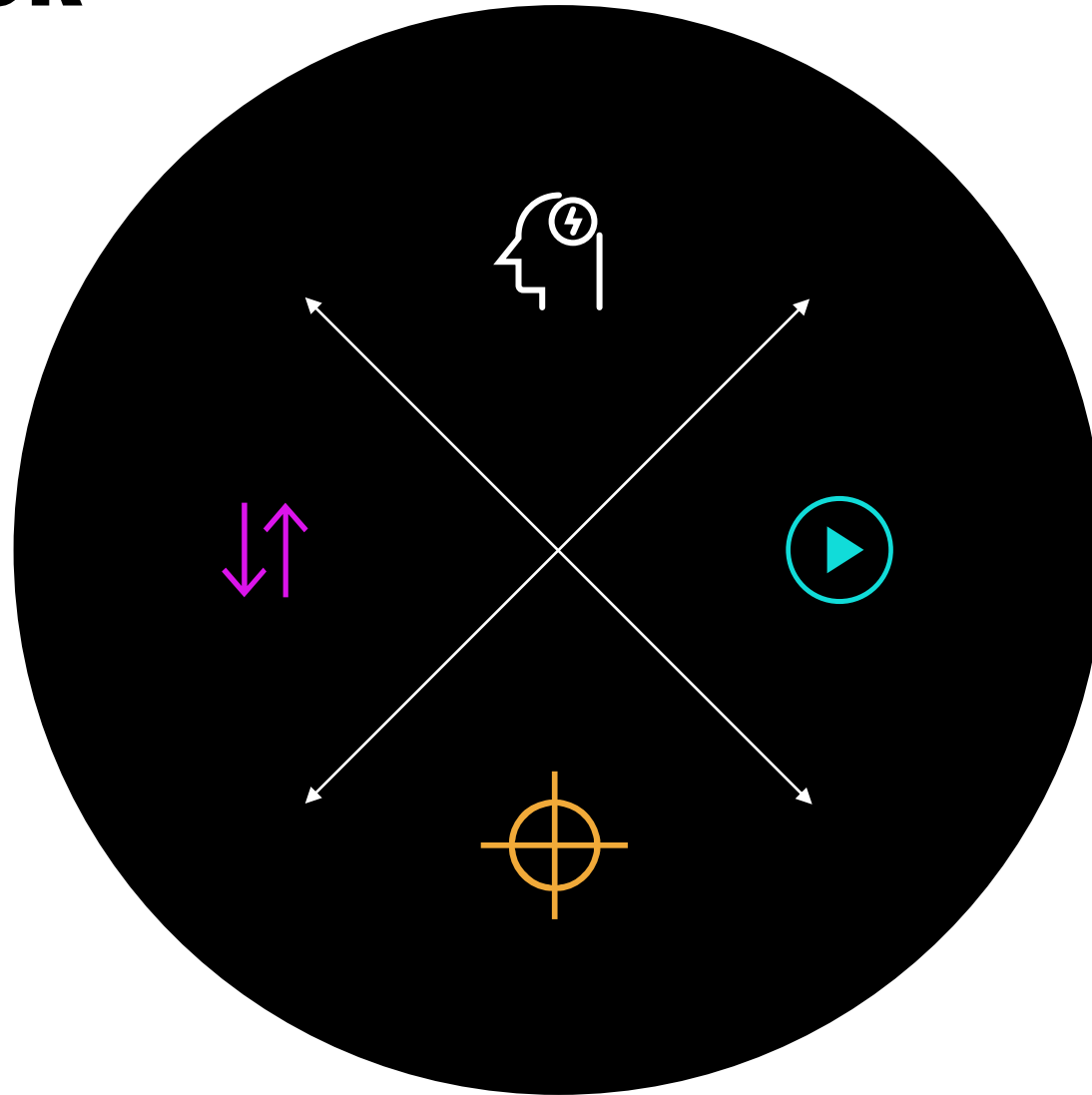
ACXIOM

OUR SOURCE FOR 3rd PARTY DATA



Acxiom provides high-performing audiences generated from ethically sourced and dependable data.

These audiences are curated from a vast catalog of more than 12,000 global data attributes, emphasizing a focus on personalized experiences.



Behavioral

TV, digital, mobile & tablet viewing habits

Shopping/Purchase and Search Behavior

Conversion

Site visitation

Branded content search

Transactional data

Exposure

TV & Digital (mobile & online)

Demographic

Client CRM

Self-Identified Info

HOW WE DID IT

EXPERIMENTAL DESIGN

Controlled ad effectiveness testing to measure the impact of leveraging 1st party and 3rd party data types for reaching audiences

SAMPLING

Recruited digital audio listeners from a nationally representative online panel. Participants identified for recruitment using database match with panel in clean room

Demographic Audiences n=485

Matched Audiences (1st & 3rd Party) n=700

DIGITAL AUDIO LISTENING

Listeners chose music playlist based on interest and listened on chosen personal device in their own environment (home, on the go, etc.)

Test and control ads served based on pre-randomization

BRAND LIFT

Survey to measure impact on branding metrics and gather feedback on creative

WHAT WE TESTED

DEMOGRAPHIC AUDIENCES



Broad demographics, such as age, gender and/or income to identify audiences for ad delivery

MATCHED AUDIENCES

1ST PARTY AUDIENCES



1st party data collected by the marketer (e.g., email lists, past customers) used to identify audiences for ad delivery

e.g., demographics, purchase history, website activity, mobile app data, email engagement, sales interactions, support calls, customer feedback programs, interests, etc.

3RD PARTY AUDIENCES



3rd party data sourced by a trusted partner used to identify audiences for ad delivery.

e.g., data provided by a trusted partner, which may include demographics, category status, psychographics, etc.

AD TYPES



GENERAL MARKET ADS:
Ads created for broad audiences



ADS CUSTOMIZED TO MATCHED AUDIENCE:
Ads created to connect directly with matched audiences



INDUSTRY VERTICALS



TRAVEL



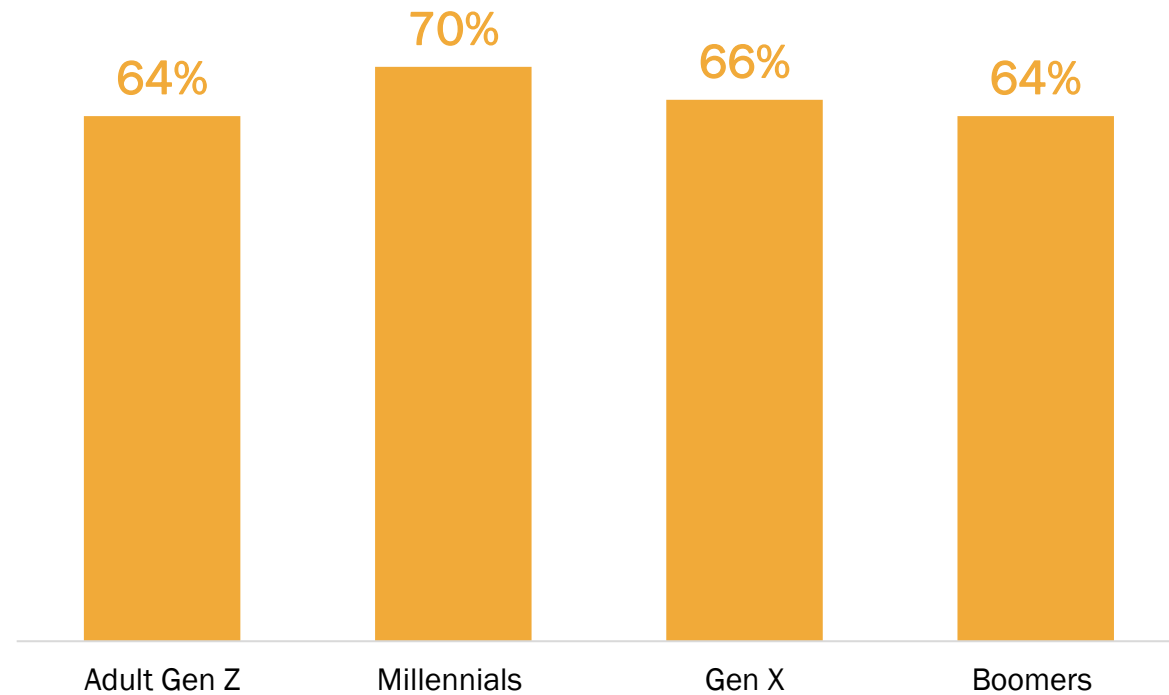
AUTO

Finding #1

PEOPLE OF ALL AGES ARE RECEPTIVE TO AUDIO ADS

AD RECEPTIVITY

% Strongly/Somewhat Agree



Gen Z n= 77; Millennials n=291; Gen X n=431; Boomers n=386

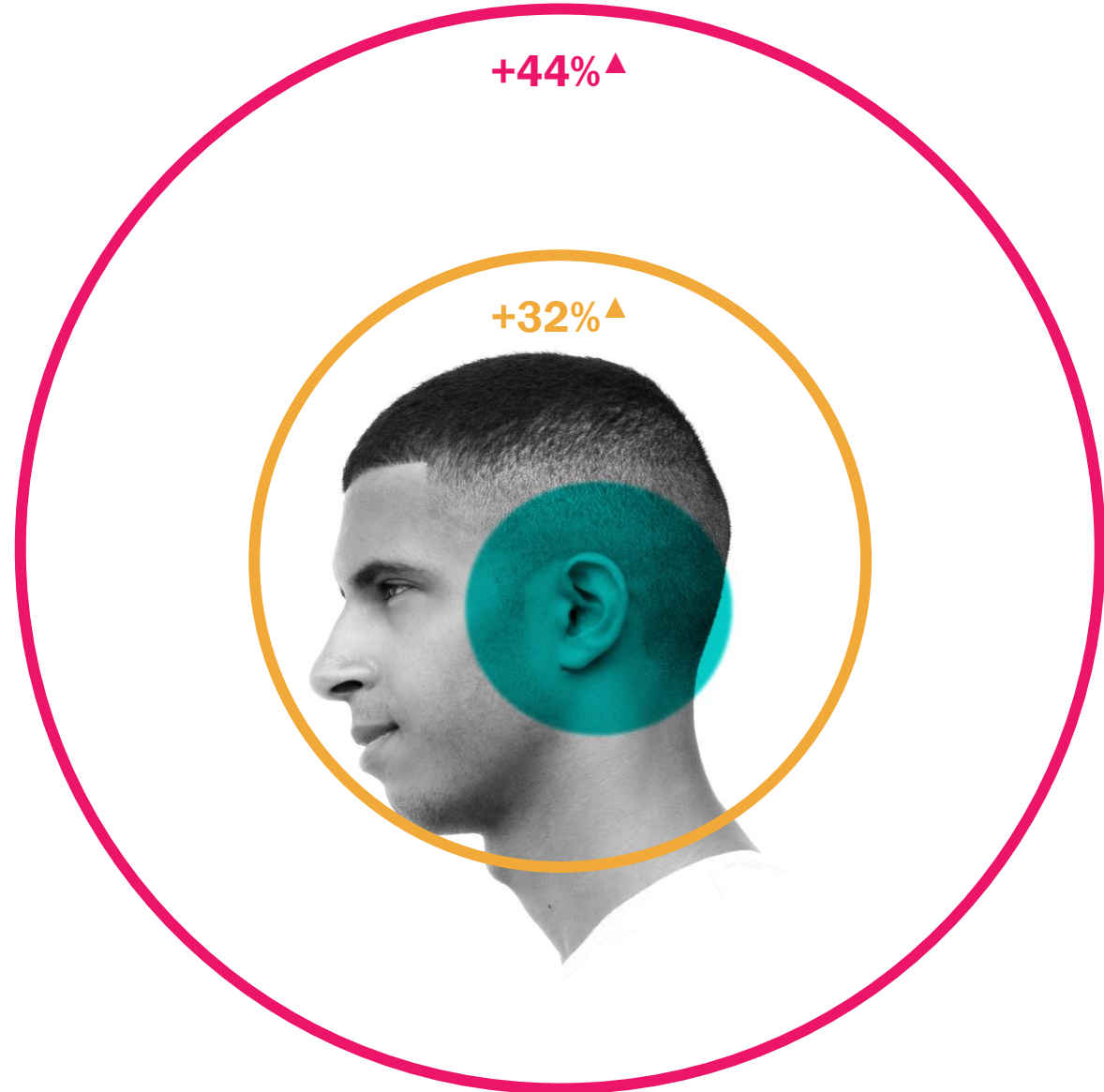
Finding #2

AUDIO ADS ARE MOST MEMORABLE AMONG MATCHED AUDIENCES

IMPACT ON AIDED AD RECALL

Delta (Exposed - Control)

- 3rd Party Matched Audience
- Demographic Audience



Finding #3

BOTH 1ST AND 3RD PARTY DATA BEATS DEMOGRAPHICS ALONE

UNAIDED AD RECALL

+13%▲

1st Party Audience

+10%▲

3rd Party Audience

+6%▲

Demographic Audience

AIDED AD RECALL

+52%▲

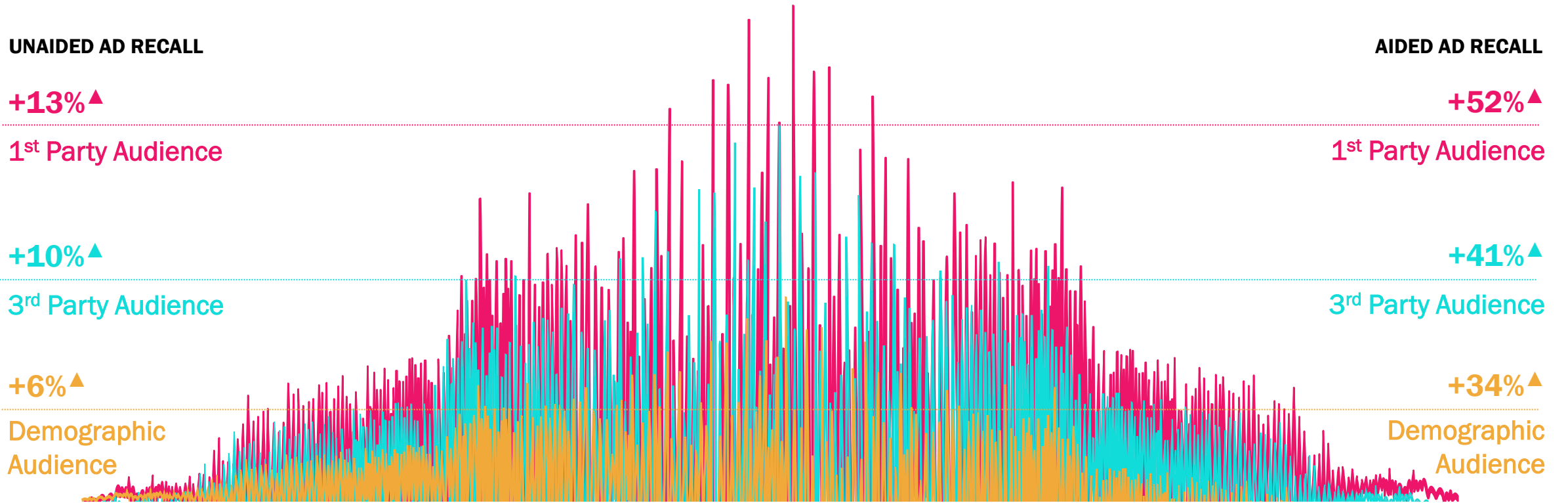
1st Party Audience

+41%▲

3rd Party Audience

+34%▲

Demographic Audience



IMPACT ON AD RECALL

Delta (Exposed - Control)

Brand 1; 1st Party Audience: Exposed: n=100, Control: n=100

Brand 1; 3rd Party Audience: Exposed: n=100, Control: 100

Brand 1; Demographic Audience: Exposed: n=100, Control: 100

▲ : Significant difference at 90% confidence between two groups

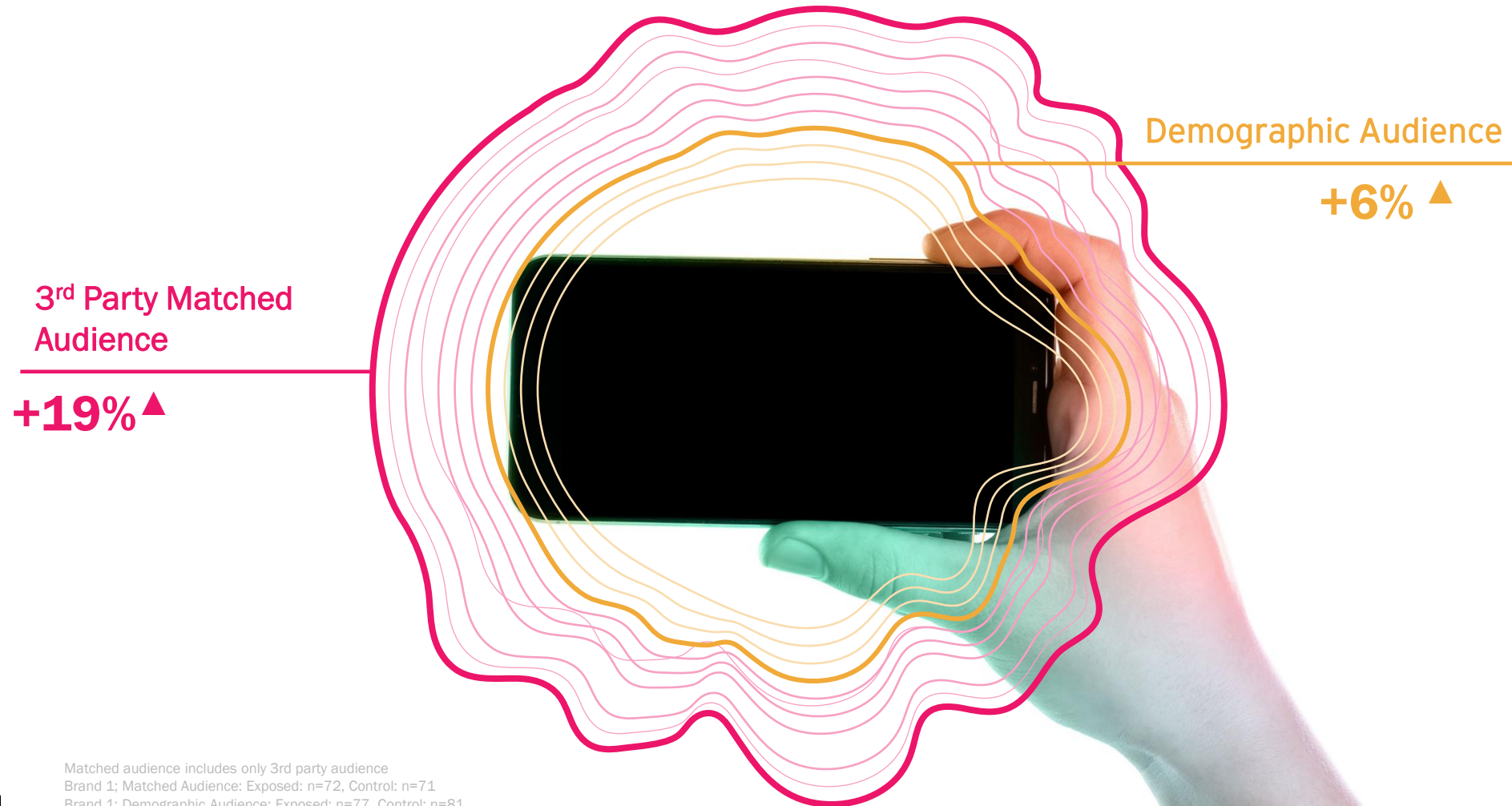
Finding #4

MATCHED AUDIENCES DRIVE 3X IMPACT ON PURCHASE INTENT AMONG THOSE NEW TO CATEGORY

IMPACT ON PURCHASE INTENT |

Those New to Category

Delta (Exposed - Control)

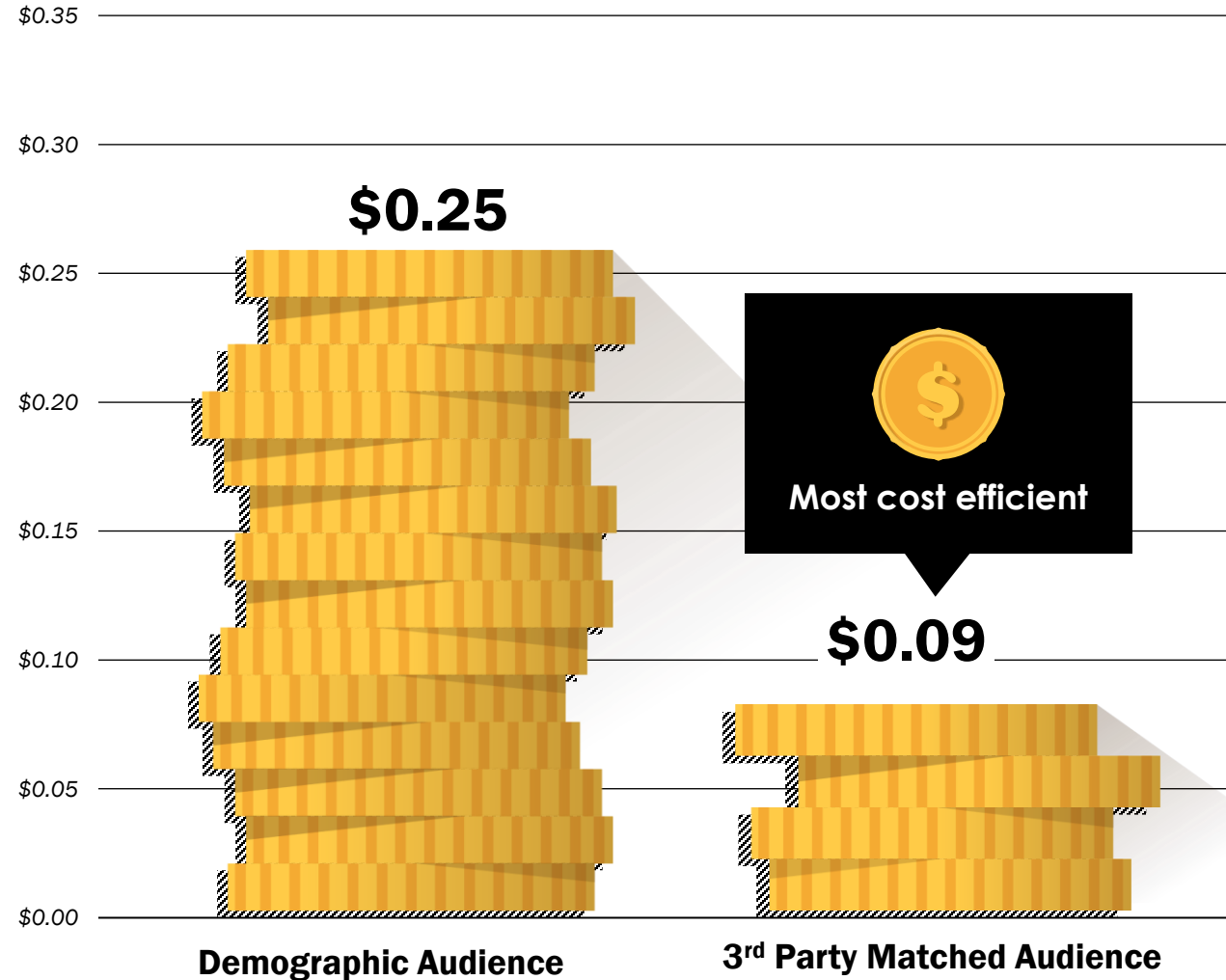


Matched audience includes only 3rd party audience
Brand 1; Matched Audience: Exposed: n=72, Control: n=71
Brand 1; Demographic Audience: Exposed: n=77, Control: n=81
▲ : Significant difference at 90% confidence between two groups

Finding #5

MATCHED AUDIENCES ARE NOT ONLY MORE EFFECTIVE, BUT ALSO MORE COST EFFICIENT AT DRIVING PURCHASE INTENT

Purchase Intent - Cost Per Person



Brand 1: Those new to category
Matched audience includes 3rd party audience
Brand 1: Matched Audience: Exposed: n=72, Control: n=71
Brand 1: Demographic Audience: Exposed: n=77, Control: n=81

Finding #6

CUSTOMIZING MESSAGING TO MATCHED AUDIENCES PROVIDES MORE UTILITY

AD "PROVIDED HELPFUL INFORMATION"

% Strongly/Somewhat Agree

— General Market Ad

— Customized Matched Audience Ad



Brand 2; In-Market for Product: General Market Ad: n=120
Brand 2; In-Market for Product: Customized Matched Ad: n=124
Brand 2; General Market Ad: n=199
Brand 2; Customized Matched Ad: n=200
▲ : Significant difference at 90% confidence between two groups

Finding #7

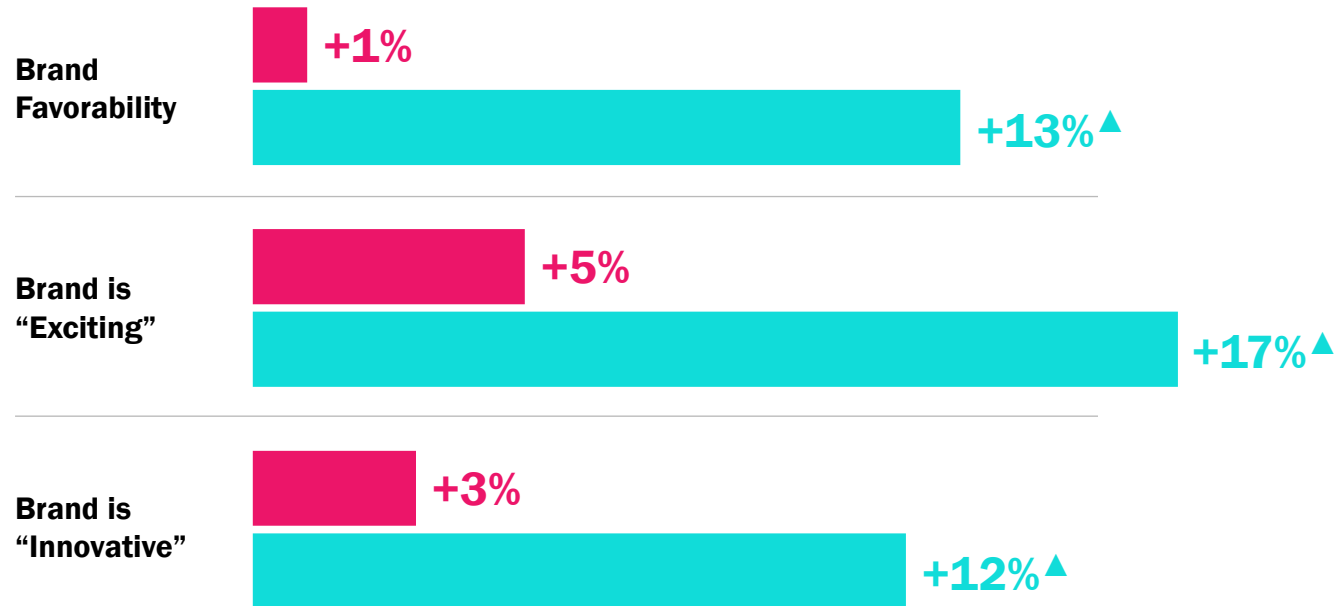
ADS CUSTOMIZED TO MATCHED AUDIENCES SWAY THOSE IN THE DISCOVERY PHASE

IMPACT OF AD TYPE BY THOSE IN DISCOVERY PHASE OF PURCHASE JOURNEY

Delta (Exposed – Control)

— General Market Ad

— Customized Matched Audience Ad



Brand 2; General Market Ad: Exposed: n=74, Control: n=65
Brand 2; Customized Matched Ad: : Exposed: n=84, Control: n=65
▲ : Significant difference at 90% confidence between two groups





SUMMARY



IMPLICATIONS

1

1:1 MATCHING > DEMOS

Brands miss out on impact when delivering ads based on demographics alone. Matched audiences enable impressions to work harder for less \$\$

2

PRECISION CREATIVE

Ethically sourced data should also be used to create messaging that resonates more strongly with matched audiences

NEXT STEPS

**WIN CUSTOMERS'
HEARTS AND MINDS
BY CREATING
ENGAGING AUDIO
EXPERIENCES USING
THE RIGHT DATA**

**DISCOVER THE IDEAL
DATA COMBINATION
FOR REACH AND
PRECISION BY
CONSULTING WITH A
3RD PARTY DATA
PROVIDER TO FIND
YOUR ADDRESSABLE
SWEET SPOT**

**ENHANCE AD
RELEVANCE & IMPACT
BY COLLABORATING
WITH A CREATIVE
STUDIO SUCH AS
STUDIO RESONATE TO
ALIGN YOUR AD
MESSAGE WITH THE
APPROPRIATE
AUDIENCE**



**THANK
YOU**

M/GNA MEDIA TRIALS

SiriusXM **STREAMING
NETWORK**