

# AdsWizz ShakeMe™ Audio Ad Format Successfully Drives App Downloads for Das Örtliche



Das Örtliche

## THE SITUATION

**Das Örtliche** is Germany's leading phone book and address finder service for companies, government organizations, and private clients. They were seeking new and innovative ways to drive awareness and downloads of its app from Google Play and the App store. The **Das Örtliche** app helps users easily find phone numbers, addresses and other contact details. **Spotcom**, Germany's leading national audio advertising sales company, manages **Das Örtliche's** audio campaigns. **Spotcom** uses AdsWizz technology for delivery, tracking, and measurement of audio ads.

## THE SOLUTION

Working with **Spotcom**, **Das Örtliche** ran the first ever interactive audio ad campaign in Germany, using the new AdsWizz interactive audio ad format, **ShakeMe™**. During the ad, mobile listeners using IOS or Android smartphones were invited to shake their phones in order to open and download the **Das Örtliche** app from Google Play or the App store. Listeners did not have to click on the ad to interact with it, but merely shook or tapped their phone during or just after hearing the ad. The interactive audio ad format from AdsWizz is carefully designed to accelerate conversion by immediately enabling listeners to make a purchase, donate, vote, or register for an event. 500,000 audio impressions were delivered during the 3 week campaign.

“Shake Me™ creates a more natural, more intuitive interaction with the user than simply clicking on a banner. This is reflected in the success of the campaign.”

**Sven Ruehlicke**, Managing Director of SpotCom

“For us, this innovative form of advertising offers an entirely new opportunity to interact directly with our users.”

**Daniel Wurl**, Head of Advertising & Communication, Das Örtliche



## THE RESULTS

By utilizing AdsWizz new interactive audio format, **Das Örtliche** exceeded their goals. The 500,000 audio ad impressions across iOS and Android phones resulted in 5,560 shakes, or a 1.12% response rate, nearly 3X the response rate of a typical mobile display ad.

In addition to directing listeners to download an app, the **ShakeMe™** format can quickly help listeners go to a website, place a call, get directions, or download a coupon to their wallet app.

**Das Örtliche** understood that, in today's highly mobile and connected consumer environment, audio is often on when screens are off, and many advertisers are investing in digital audio to reach a large and fast growing audience to enhance their effective reach with mobile consumers. The **ShakeMe™** ad format from AdsWizz allowed listeners to interact directly with the ads without having to unlock their phones or even look at their screens. The intuitive experience helped drive strong conversion for the brand.