

# ShakeMe Campaign in UK Generates Nearly 10X the Interaction of Display Ads



## THE SITUATION

TalkSPORT is the world's largest sports radio station and is a global audio partner of the Premier League, the top level of the English football system. Smarkets, a UK-based peer-to-peer betting exchange, is one of Europe's fastest growing technology companies. TalkSPORT was seeking new and innovative ways to drive awareness and downloads of the Smarkets and NetBet apps from Google Play and the Apple App store.

## THE SOLUTION

TalkSPORT teamed up with us, employing our ShakeMe™ technology to create a UK radio first. ShakeMe™, the interactive audio ad format developed by Adswizz, enables people to seamlessly migrate from audio listening to a digital platform with a simple shake of their phone to trigger a call to action.

For the Smarkets campaign, the audio ad format works by providing listeners with a call to action at the end of the ad, inviting them to shake their phone to download the Smarkets app directly to their device.

“We're delighted to have teamed up with Adswizz. Their innovative ShakeMe™ product is the next generation in audio advertising and means that talkSPORT can help advertisers reach their key audiences in more engaging and immersive ways, including using behavioural data like mood or geo-targeting.”

**David Wilcox**

National Sales Director for Wireless Group



## THE RESULTS

By utilizing Adswizz interactive audio format, talkSPORT went beyond what was expected. The campaign led to 1,775 phone shakes for Smarkets and 166 phone shakes for NetBet UK. TalkSPORT understood that ShakeMe technology can provide a more engaging and interactive experience for the listeners and create more effective and innovative opportunities for the advertisers.

**1,775 (1.9%)**  
phone shakes for Smarkets

**166 (1.7%)**  
phone shakes for NetBet UK