

## Nearly 20 Times the Engagement vs Typical Mobile Display Ad Using AdsWizz Patented ShakeMe Ad Format



### THE SITUATION

Shell Car Wash in Germany is consistently looking for new ways to reach their customers. "We are always open to new media ideas, and are continually trying new digital solutions within our campaigns," says André Humbert, Brand & Communications and Customer Journey Manager with Shell Germany. In this campaign, Shell wanted to reach users on ANTENNA BAYERN, Germany's leading digital audio streaming radio service. Shell's goal was to optimize coupon downloads for 50% off of a car wash.

### THE SOLUTION

In the summer of 2018, Shell worked with audio-marketing group SpotCom and with GroupM, the world's largest media investment group, to develop an innovative campaign that used AdsWizz's ShakeMe technology. Listeners were invited to shake their phone during the Shell Car Wash audio ad and download a coupon for 50% off. The ad instructed the listener to shake their phone, and the coupon appeared on the screen, making it easy for the user to engage with the ad and click and redeem



the coupon, without them even having to unlock their phone. Brands and agencies know that listeners are often multi-tasking during audio ad, so devising a simple way to interact with the ad was important.

### THE RESULTS

The Shell Car Wash ad campaign achieved an astonishing engagement rate of nearly 4%, nearly 20 times higher than a typical mobile display ad, which has a click through rate of 0.14%. The three-week campaign delivered more than 400,000 audio impressions, resulting in 15,782 shakes, a 3.95% interaction rate that's well above industry averages for engagement with mobile and audio ads.

"We are happy with the successful launch of the interactive audio advertising ShakeMe™ format, and the positive feedback we have received from the market. Our goal is always for our customers to develop new products that help them meet their goals, and with ShakeMe™ we have succeeded. I am proud of the campaign and we are thrilled with market response and new requests we see."

**Thomas Kanschat**  
Managing Director of SpotCom

