

Digital Audio Provides Brand Lift & Engagement for Product Launch

Corsa Digital's audience of 50 million+, coupled with a wide array of targeting possibilities allows us to deliver personalized and targeted campaigns with nuanced feedback and analytics.

Objective

A top Financial Services Advertiser wanted to raise initial interest in a new product launch, that would also translate to engagement beyond a landing page. Corsa Radio proved to be up for the opportunity.

Target

Current and prospective owners of consumer financial products.

Execution

Existing Media



2 Awareness Ad Networks



2 Premium Homepage Takeovers

Corsa Brand Suite



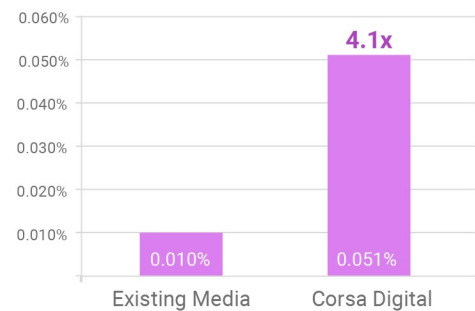
Corsa Digital



Corsa Radio

Results

Interaction with the site was significantly higher when users were also exposed to Corsa Radio. Corsa Radio users had spent more time on the advertiser's site due to increase in sequential messaging, leading to improved ad recall with concise targeting.



↑ 4.1x lift

Conclusion

Corsa Digital has a track record of being an effective partner in a media plan, and has positively contributed to raising both engagement and awareness.