

StackAdapt Success Story

BlueBet Takes a Chance on Their Digital Strategy With Programmatic Audio



Summary

Looking to promote their betting platform to a high volume of punters during the premier racing season in Australia (Spring Carnival), BlueBet tested programmatic audio inventory with StackAdapt. With reach and awareness at the forefront of their goals, BlueBet targeted various sports podcasts and audio channels to ensure efficient CPM rates across a scalable and relevant audience.

Ultimately, their first-time audio campaign for the Spring Carnival led them to drive over 5,700 actions on site, and even inadvertently drove sign-ups and first deposit conversions for BlueBet, leading to a big win across the board!

Background



BlueBet is an Australian Securities Exchange (ASX) listed sports wagering provider committed to providing their customers with the most entertaining wagering experience.



Simon Frazer

Head of Paid Media, BlueBet

“BlueBet operates in an ultra-competitive and highly-regulated category,” says Simon Frazer, Head of Paid Media at BlueBet. “That was no issue for our StackAdapt team. They helped us strategise a plan to stand out from the competition, while ensuring we were launching ads in a compliant way. All of this garnered awareness, reach and fantastic performance marketing results during a busy Spring Carnival.”

Challenge

BlueBet needed to cut through the noise of a saturated industry in a creative way, and reach relevant users during the busiest time of year for their wagering category.

Strategy

To outsmart their competition during a highly competitive time, BlueBet leveraged a brand new digital strategy, programmatic audio, to deliver their messaging to relevant users. Using StackAdapt's pre-built and custom audio deals, they were able to target relevant users across Australia during Spring Carnival, and tested different targeting tactics while doing so.

BlueBet leveraged the following tactics for their horse racing campaign:



Programmatic Audio

BlueBet rotated 15s audio clips demonstrating their value and product, and launched messaging across various audio providers through Australian-specific audio outlets.



Inventory Deals

Targeting Spotify and Adswizz inventory across sports lovers, punters and males aged 18+, BlueBet leveraged StackAdapt's deal capabilities to effortlessly bundle relevant inventory together, creating precise targeting for their scalable audio campaigns.



Creative Messaging

To diversify their target audience, BlueBet tested multiple audio messages in their creatives. They reached a wider audience that would either respond to the mention of Aussie lingo, or that spoke to users with specific interests such as sports, business and finance.

Execution

BlueBet leveraged some of StackAdapt's optimisation tools to best scale and drive awareness for their campaign on specific inventory and bidding goals. They also installed tracking for their audio ads to measure their impact and derive insights for future campaigns:

Inclusion List

Working with their StackAdapt team, BlueBet was able to create a tailored inclusion list of audio domains such as Spotify, Audioboom and iHeart Radio to best optimise their campaign performance.

Pixel Tracking

In order to attribute conversions and actions on site from an audio ad, BlueBet installed the StackAdapt Pixel sitewide. They were then able to measure performance by domain, device and creative, optimising accordingly to drive the most engagement.

Bid Factors

BlueBet set up bid factors to automatically increase or decrease their bids on specific campaign parameters, removing any manual work that mid-flight optimisations typically need. Instead, they relied on StackAdapt's AI technology to drive top performance for reach and scale.

Results

As a result of their audio campaigns with StackAdapt, BlueBet was able to drive efficient CPMs and reach net new users, while consequently driving 150 low-funnel conversions of new users depositing funds into a BlueBet account. Reaching a unique audience of nearly 200,000 users and driving over 5,700 actions on site, BlueBet and StackAdapt deem their first campaign together a big win. In their new partnership, they look forward to leveraging their insights in future campaigns, and are exploring expanding to multiple channels with the all-in-one platform.

StackAdapt and BlueBet were able to drive the following results from their month-long audio campaign:



eCPM

\$20.52



Impressions

487,004



CPA

\$62.84



Actions on Site

5,700



Unique Reach

192,806

“We were incredibly pleased with our first campaign with StackAdapt and our incremental reach” says Simon Frazer, Head of Paid Media at BlueBet. “Now that we have gone through initial testing and set up the StackAdapt Pixel sitewide, we can't wait to see what we can do next with StackAdapt's targeting and multi-channel options that we have yet to test.”