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Segmentation Criteria for Better Audio Advertising

Personalized audio ads are a game-changer in the audio advertising industry. Here's how to segment your audience for better results from your audio advertising.

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8 min read
12/11/2023

Radio advertising – a highly effective promotional tool since the early days of radio.

Personalized audio ads take this effectiveness to the next level. By using data to create messages that really speak to people, brands can make a stronger connection with their audience. We've seen engagement rates increase, conversions spike, and brand loyalty impacts. They're a game-changer in the audio advertising industry.

Here's a little more on why we recommend personalized audio ads:

Higher Engagement Rates

When listeners feel that an ad speaks directly to them, they're more likely to pay attention and engage. For example, this 2017 MailChimp study on segmented vs. non-segmented email marketing campaigns found that email opens were 14.31% higher for segmented campaigns and clicks were 100.95% higher.

Improved Listener Experience

We've all encountered pitches for products that fail to resonate with our interests. These ads can range from uninteresting to downright irritating. By strategically segmenting your audio advertising, you enhance listeners' experience, fostering a positive association with your brand.

Better ROI

By reducing waste and enhancing relevance, personalized audio ads can offer a better return on investment. They ensure that your advertising dollars are spent on reaching the most promising potential customers.

Brands can create a more personalized audio experience by segmenting their audience based on geographic, demographic, behavioral, and listening habits. This approach helps to optimize ad spending while also enhancing the connection between the audience and the brand.

Segmentation Criteria

Whether or not you've launched a segmented audio campaign in the past, you likely have a mental image of some of your brand's target groups. With this in mind, consider each group's unique interests and needs.

This could be as simple as a home services company differentiating between hot- and cold-weather climates or a department store promoting student discounts to younger demographics.

Possible segmentation criteria include:

Geographic: Digital audio enables granular geo-targeting, allowing advertisers to segment audiences by state, region, city, or even zip code. Geographic segmentation can be useful for tailoring messages to reflect regional language, offering climate- or area-specific products or services, running local promotions, and much more.

Demographic: This tried-and-true approach involves grouping audiences based on age, gender, income, education, family status, and other personal attributes. These criteria are often the most readily available, and they can have a profound impact on engagement and purchase behavior.

Behavioral: Behavioral segmentation digs deeper into the listeners' actions and preferences, including purchase history, brand interactions, and online behavior. It can help advertisers understand how different groups make purchasing decisions and can be a goldmine for creating highly relevant and timely ads.

Listening Preferences: Unique to online audio advertising, this approach segments audiences based on their listening habits, genres, podcast preferences, and more. Since podcasts cater to a range of niche interests, consumers' listening habits can reveal insights not found on other channels.

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