



eyeota

A Dun & Bradstreet Company

YouGov® Success Story

## Audio Entertainment Platform Increases Brand Equity on Digital Channels with Custom Research-Based Audiences



Eyeota and YouGov custom **research-based audiences** enable audio streaming brand to enhance brand perception.

### The Client

A **global audiobook and podcast streaming brand** looking to run a brand awareness campaign.

### The Challenge

The brand wanted to gain a deeper understanding of in-market brand perception across three KPIs: **Brand Consideration, Brand Adoption** and **Core Brand Attributes**.

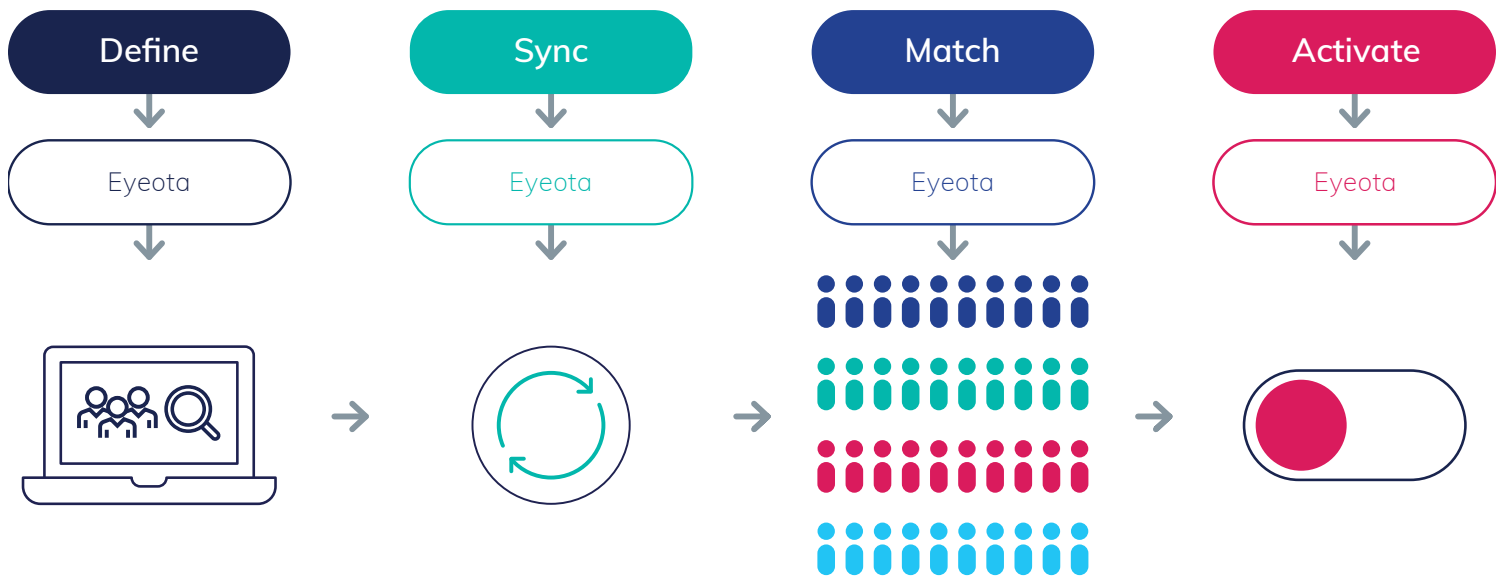
### The Solution

YouGov created an online survey tailored to the brand's business KPIs. YouGov overlaid the custom survey results with their syndicated data to gain further insights. Eyeota used its proprietary privacy-compliant data modelling methodology to transform the survey data into addressable audiences across 6 different segments types based on entertainment & media consumption habits and needs. The bespoke audiences were then pushed directly to the brand's buyer seat in their platform for exclusive activation.

“YouGov allowed us to find our exact target audience and put actionable plans against these segments. The result has been **growth in key brand metrics**, but more importantly have a **positive impact on the business**.”

- Head of Brand and Comms

## The Solution



Eyeota works with YouGov to define the audience segments based on the content and questions of their survey.

YouGov receives a custom tag to sync survey responses with Eyeota's platform. The seed responses are mapped into YouGov's bespoke segments for modeling.

The segments are modelled against Eyeota's qualified online user pool to reveal new similar, lookalike users. The new lookalike users then re-populate YouGov's segments.

The modeled audiences are pushed directly to the brand's buyer seat in their platform for exclusive activation.

## The Results

With Eyeota and YouGov, the brand was able to use research-based audiences to **tailor the message and tone of campaign, activate the audiences in a digital marketing environment** and **track the audiences** every day to understand the impact each of the segments had across the pre-defined performance metrics.

↑ 9% Brand Consideration

↑ 4% Brand Adoption

↑ 8% Core Brand Attributes