



# Blendle benefits from new Audio Ads campaign to present its product innovation



Blendle is a platform that makes it easy to browse through a variety of top newspapers and magazines.



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## The challenge

Blendle is a well-known bundle news subscription app in the Netherlands market that has recently launched a feature that allows users to listen to the news. In order to create awareness around this innovation, Blendle leveraged the latest Google Ads solutions.

## The approach

Blendle and their agency Artefact developed a full-funnel strategy to present the new Audio feature on Google Ads with Youtube, Performance Max and Search campaigns.

The recent launch of the beta Audio Ads on Youtube was a perfect match for the new Blendle to improve consideration among an audience that uses the streaming platform as a background for music or information such as podcasts.

## The results

The campaign has reached over 1,7 million unique users from high-quality audiences such as Avid News Readers and Audio Streaming Subscription Services.

With Audio Ads, Blendle's consideration has increased over +17% and the favorability has also grown by +12% (relative lift).

“Audio Ads was the ideal opportunity and canal to promote our listening offer towards consumers that show the same streaming habits’ of our clients”

—Clément Jacquin , Head of Acquisition

<b>6.5M</b>	<b>1.7M</b>	<b>+17%</b>
Impressions	Unique users	Consideration Relative Brand Lift

## Primary Marketing Objective

Increase Awareness  
(including consideration)

## Featured Product Area

YouTube Audio Ads

ARTEFACT

