



How Stamps.com + ShipStation Expanded Reach With ARM

Both brands expanded their offline footprints while improving cost-per-acquisition rates



Goal

Expand offline footprint + meet cost-per-acquisition (CPA) goals

Stamps.com and ShipStation are sister brands providing internet-based shipping and mailing services to individuals and businesses, as well as software to import and manage outgoing orders. These brands collectively manage hundreds of millions of dollars in annual revenue and wanted to continue expanding their audio strategy by diversifying their podcast, satellite, and national terrestrial endorsements.

The two brands have had long relationships with ARM, and after more than six years of collaboration, they wanted to deepen the partnership and dip into more endorsement-based audio advertising. In a competitive digital landscape, this style of advertising is powerful, offering intimate engagement, niche targeting, and the authenticity of a host endorsement.

Strategy

Implement host-read endorsements in specific verticals

ARM leveraged insights and past successes in specific verticals to determine which would best suit Stamps.com and ShipStation. Identified verticals for their new outreach campaigns included automotive, technology, food, and society and culture. ARM assessed podcast opportunities

and crafted unique messages for each brand, pairing them with shows most appropriate in terms of content and demographics.

Additionally, B-roll was provided to the hosts, so each could speak to their own experience and perception of the brands. For each YouTube, vanity URLs and custom landing pages were created to ensure accurate measurement of each YouTube campaign's success.

Results

Increased scale + CPA goals met

Stamps.com and ShipStation were both early adopters of podcast advertising, so their expanded endorsement campaigns were easily integrated into existing strategies. ARM facilitated scaling of their audio strategy, without going over budget and handily meeting CPA goals by lowering the CPA.

ARM scaled the brands' YouTube media spend by more than 8x for Stamps.com and 14x for ShipStation in just over a year. Their success illustrates the benefits of ARM's endorsement strategy and measurement. Stamps.com and ShipStation are a testament to how cost-effective audio acquisition can drive successful scaling.

Scaled media spend by

8x-14x

Reduced CPA

Cost-effectively
expanded audio
initiatives



“The team at ARM has been instrumental in building and implementing an audio strategy that performs for our brands. With their network and expertise, they scaled our reach while monitoring our spend – lowering our CPA along the way. As more consumers tune in, our brands are meeting them where they are listening, thanks to ARM.”

Brynn Greenelsh
Marketing Manager, Auctane

Watch some ShipStation
endorsements:



VIDEO:
Sick Drag Week Day 1

<https://www.youtube.com/watch?v=5ri0lkwSAUY&t=8s>



VIDEO:
Restoring My First Car to Its Original Look!

<https://www.youtube.com/watch?v=5xuW5Xxeu24&t=99s>

Watch some Stamps.com
endorsements:



VIDEO:
Steam Deck Teardown!

<https://www.youtube.com/watch?v=5PB3VBK8VJk&t=82s>



VIDEO:
Your Mom's House Podcast - Ep.649

<https://www.youtube.com/watch?v=EQIhpZIHdII&t=2012s>

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