



Allbirds + ARM Partnered to Launch Programmatic Audio

Audio transformed Allbirds' approach to audio across podcast and streaming inventory, yielding 39% lower CPO



Goal

Improve revenue and grow order volume while maintaining other benchmarks

Allbirds had a very public rise to fame, as well as a later downturn. The global brand, with origins in New Zealand, crafts shoes from soft, lightweight materials such as merino wool and eucalyptus and is a Certified B Corporation for societal and environmental performance. In 2022, the brand's net revenue was around \$298 million. As Allbirds entered Q4 of 2022, market reports indicated starkly declining stock prices and slowing sales. This prompted an aggressive pivot for the brand's leadership team and a new focus on revenue and order growth. They looked to audio to help drive the results they needed and partnered with ARM to create and deliver podcast and streaming strategies and campaigns.

Strategy

Integrate programmatic audio testing to gauge efficacy and drive strategy

With guidance from ARM strategists, Allbirds conducted tests on competitive, high-reach CPM investments, such as programmatic. Previous to its partnership with ARM, Allbirds had not tested audio programmatically, neglecting this uniquely effective strategy to garner awareness and connect with targeted audiences. Programmatic testing was approved in Q4 of 2022. ARM developed a strategy for targeting that involved focusing on the most successful direct podcast and streaming audience segments as well as the highest-performing interest groups identified by Allbirds' paid search and social campaigns. Through this methodology, strategies with the greatest ROI were identified.

“ARM is very good at what they do. They are strategic, insightful, and extremely fun to work with.”

Mark Huang
Sr. Marketing Director, Allbirds

Results

Programmatic unlocked new possibilities with greater traffic, higher ROAS, and 39% lower cost per order

Within two months of launch, programmatic testing produced 47% more site visits, a 39% lower CPO, and a 24% higher ROAS score compared to direct podcast investments. When compared to overall Q4 campaign investments across channels, programmatic accounted for only 15% of spend, yet yielded 21% of order volume, 22% of total reported revenue, and 62% of site visits. Given programmatic's performance, it was identified as a major opportunity for the brand to expand spend in order to generate returns and revenue. This positive impact was in part produced through fine-tuned creative focusing on the long-term value of the products, which yielded higher conversions compared to other messaging active in marketing channels during the

same period. Given the resounding success of Allbirds' partnership with ARM, leadership at the brand decided to continue investing in programmatic audio, setting the stage for greater resilience in the future.

47%

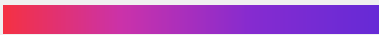
more site visits

39%

lower cost-per-order (CPO)

24%

higher return on ad spend (ROAS)



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For more information on how ARM can help accelerate your sales velocity, please visit adresultsmedia.com or contact us at contact@adresultsmedia.com