



# How ARM Supported Growth and Product Conversion for Grammarly

Audio delivered 152% ROAS and a 6% website conversion rate for the communication software company



## Goal


### Reach qualified audiences and raise awareness for new services

Grammarly combines AI-driven systems with natural language processing to offer market-leading writing support. More than 50,000 professional teams and 30 million people use its communication assistance technology every day. In early 2023, the company wanted to launch campaigns to raise awareness of advanced tone suggestions, a new service that helps users adjust the tone of emails, presentations, internal messages, proposals, and more. Grammarly chose ARM to support an awareness-generating audio campaign. ARM enlisted Spotify to run Grammarly's music streaming ad campaign, leveraging Spotify's large listener base to connect directly with qualified audiences at the right moments to generate awareness and growth.

## Strategy

### Leverage streaming audio to deliver ads and incentives

With a goal of driving awareness and conversions for Grammarly's premium, business, and education products, ARM developed creative that showcased the value of the platform by using concise, solutions-oriented language. This message was delivered via targeted ads to Spotify listeners who were primarily 25 to 54 years old and with professional backgrounds. The ads' messages were tailored to each demographic. They also offered incentives for creating a free Grammarly account and discounts on upgrades to premium products. ARM strategists leveraged internal tools and Spotify Ad Analytics to measure ad spend and ROI on defined KPIs, adjusting to ensure campaigns delivered appropriately and successfully.



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## Results

### 6% website conversion, 1200+ incentivised product upgrades, and above-average ROAS

Using Spotify in Grammarly's audio ad campaign delivered above-average results that confirmed the power of audio for lower-funnel sales strategies. Through focused audio campaigns, Grammarly saw a dramatic boost in its first three-month flight. The company's website conversion rate reached 6%, well above the industry average of 2% to 5%. The campaign also drove more than 1,200 purchases of premium products due to incentivized promotions, which confirmed audio's ability to deliver on key awareness and conversion goals.

Grammarly measured a 152% return on ad spend (ROAS), quantitatively confirming the efficacy of streaming audio ad placements in the media mix.

**6%**

website conversion rate

**1,200+**

purchases of premium products

**152%**

return on ad spend (ROAS)



“With this campaign, we were able to drive significant growth and holistically measure return on ad spend across digital audio channels. We've experienced firsthand the value these kinds of analytics bring to our marketing plans, which ultimately brings greater value to our business.”

**Shannon Everley**  
Head of Acquisition, Grammarly

For more information on how ARM can help accelerate your sales velocity, please visit [adresultsmedia.com](https://adresultsmedia.com) or contact us at [contact@adresultsmedia.com](mailto:contact@adresultsmedia.com)