



How ARM Helped Miro Drive New Customer Acquisition

Tailored audio campaign resulted in 10% lift while delivering 60% under CPA goal



Goal

Build brand awareness and drive new customer growth with positive ROI

Software company Miro has built a digital collaboration platform that empowers distributed teams to create together seamlessly. Over 70 million users and 99% of Fortune 100 companies rely on the company's platform to clarify complex ideas, center customer needs, and deliver products and services faster while leveraging best-in-class security, compliance, and scalability. Miro looked to expand its reach and build brand awareness through podcast advertising. Since this brand was new to the world of audio, it sought the expertise of a specialized partner to bridge knowledge gaps and provide a long-term strategy. Miro selected ARM to be their specialized partner.

Strategy

Employ a multi-phased strategy testing both live and produced ads

Miro sought a full-funnel podcast ad approach to grow awareness by reaching new, qualified audiences while driving cost-efficient customer acquisition. The company worked with ARM to build a comprehensive plan that included both produced programmatic ads as well as live host-read ads on approximately 30 shows that indexed well with their target audiences. In the latter, ARM experts worked to brief hosts on the platform to facilitate strong first-person endorsements of the digital collaboration tool while incorporating video integration with shows also distributed on YouTube to emphasize aspects of the platform best

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showcased visually. Choosing the right shows was essential to reach the right audiences. “Large shows with large reach are great, but much of our audience is quite niche,” said Brandon Lutz, Miro’s Head of Offline and Experimental Media. Miro’s media buy consisted of a variety of larger, smaller, and newer shows to balance its mix.

Results

New user uplift and a CPA 60% under goal

Initial tests yielded materially positive results. At the end of the period, Miro saw a 10% uplift in new users with a CPA that was 60% under their stated goal. Miro’s team compared their internal conversion data against ARM’s conversion data for an ultra-accurate read, creating greater confidence in the agency. “We gained comfort and knowledge that podcast advertising works,” said Lutz.

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leverage ARM’s best practices for audio messaging to drive these notably positive results. “Working with ARM to understand what levers we have in terms of targeting capabilities, contextual, third-party audiences, and geographic selection gets us closer to what improves efficiency and overall lift,” Lutz said.

Miro and ARM’s measurements yielded similar results, building confidence in both audio and the agency

10% lift
in new users

60%
under CPA goal

“ARM understood Miro’s business challenges and did not pigeonhole us into one strategy. They have holistic expertise, which is great because it made them flexible to our business needs, and they were open to teaching us. Miro’s entry into podcast advertising would not have been so successful without ARM’s expertise and guidance”

Brandon Lutz
Head of Offline and Experimental Media, Miro

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