

## CASE STUDY

# Roaring Success: How Santa Barbara Zoo's Audio Campaign Increased Site Traffic by 30%

## OVERVIEW:

Cybba leveraged Spotify and iHeart on behalf of Santa Barbara Zoo to launch an audio campaign targeting parents with young children interested in visiting zoos. The goal was to increase site traffic and attract new visitors to the zoo.

## STRATEGY:

The campaign utilized Spotify and iHeart to reach the target audience of parents with young children. The audio ads highlighted the unique experiences that the Santa Barbara Zoo offers for families and encouraged listeners to visit the zoo's website for more information.



## RESULTS:

The campaign exceeded expectations and delivered significant results. There was a 30% increase in site traffic compared to the previous period, as well as a 26% increase in new users to the site. The average click-through rate (CTR) on companion banners was also strong, at 0.05%. These results indicate that the campaign successfully attracted new visitors to the zoo.

## CONCLUSION:

Cybba's leveraging of Spotify and iHeart on behalf of Santa Barbara Zoo was a success in driving site traffic and attracting new visitors to the zoo. By utilizing these platforms, the campaign was able to reach a highly targeted audience of parents with young children who were interested in visiting zoos. The results of the campaign demonstrated the effectiveness of audio advertising in engaging with audiences and driving real business results. The success of the campaign can be attributed to the use of highly targeted platforms, the effective messaging in the audio ads, and the ability to engage with the target audience and encourage them to visit the zoo's website. Overall, the Santa Barbara Zoo's audio campaign serves as a successful case study for leveraging audio advertising to drive site traffic and attract new visitors.

## KEY METRICS:



**30%**

increase in site traffic period over period



**26%**

increase in new users to site



**0.05%**

average CTR on companion banners

