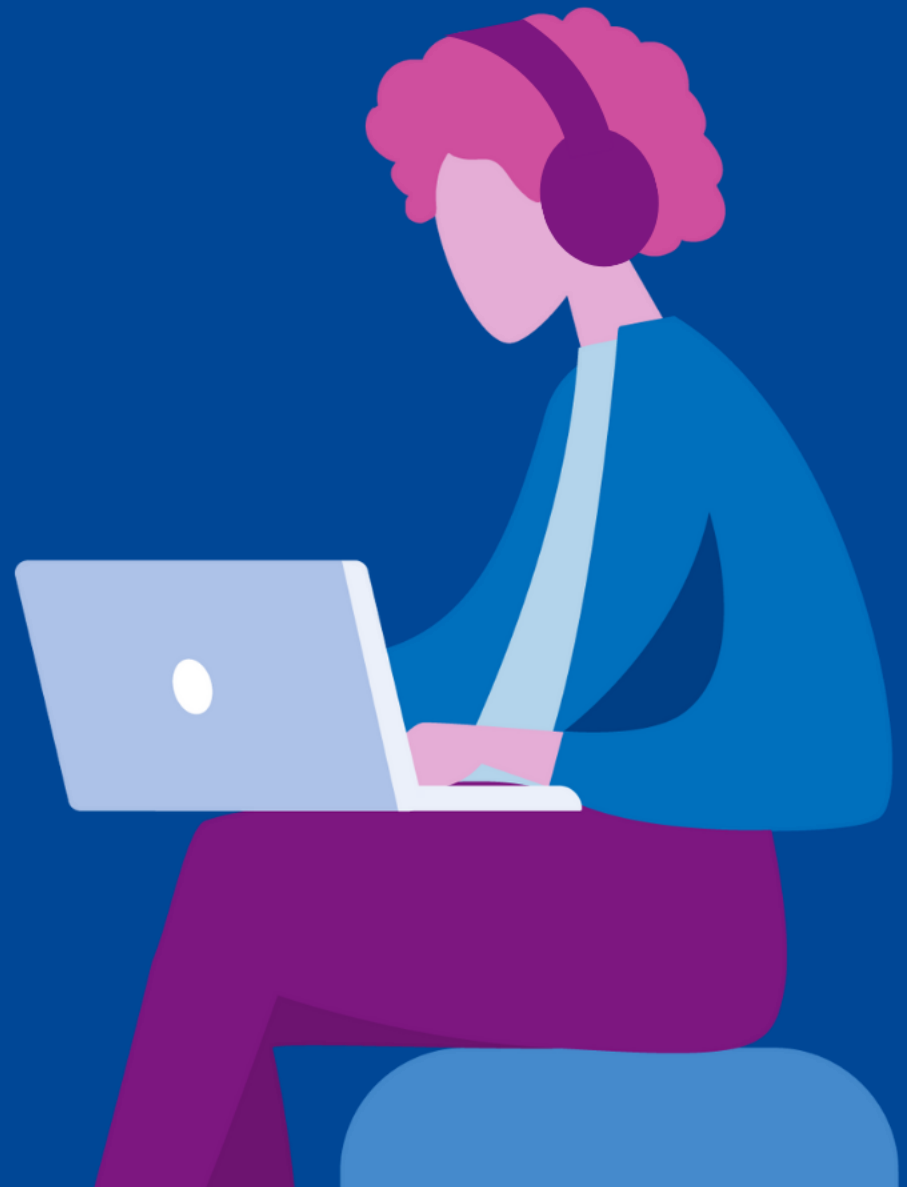
Case study

How a pet brand beat audio campaign goals by 63% with Experian Curated Deals



Case study

The challenge

A national e-commerce pet supplier wanted to expand its digital strategy into audio. Although their display campaigns were mature, audio remained a question mark, both in performance and team capacity. With limited bandwidth, a single team member had to set up a new audio channel, prove results fast, and justify the ongoing budget to the C-suite.

To make the case, they needed early indicators of success:

- Purchase intent
- Engaged site visits
- Completion rates

More than that, they needed a partner that could run point on execution and give them time back to focus on what mattered most: strategy.

Recognizing their resource constraints, we leaned in to support their supply path optimization efforts to ensure that every dollar spent drove maximum efficiency and performance. By streamlining access to premium inventory and eliminating unnecessary intermediaries, we made it easier for the team to validate results quickly and confidently.

Their goals included:

- Prove performance in a new channel
- Run lean with limited bandwidth
- Support growth without slowing down

Case study

The solution

They turned to Experian Curated Deals to build and scale audio campaigns using curated inventory and data. What started as a test on a smaller campaign evolved into a core investment.

Audigent, a part of Experian, handled setup and supply-side optimization, acting as an extension of their team. Real-time data from demand-side platform (DSP) reports helped fine-tune targeting, and ongoing collaboration gave their team confidence to pitch audio internally and expand spend.

By mid-year, the campaign grew from a test buy to a full partnership. The team increased investment, expanded from a limited test in a niche vertical to broader, evergreen programs, and began outperforming category benchmarks for awareness and conversions.

"We were building the plane as we flew it: a brand-new team, a new channel, and a lot riding on early results. What stood out about Experian was their real-time control and the depth of their trading team. I knew I could hand them a campaign, and they'd run with it, no hand-holding required. That gave me room to focus on proving out audio as a viable channel internally."

Programmatic Media Lead
National e-commerce pet supplier

Case study

Results

The early results spoke for themselves. What began as a test quickly turned into a top-performing channel and laid the groundwork for long-term growth.

- Audio campaigns exceeded KPIs by 63%.
- Ads drove more engaged site sessions and stronger purchase intent than competing platforms.
- Conversion performance in audio matched display, without added lift from creative refreshes or incentive overlays.
- Budget increased meaningfully after early success, with ongoing investment planned.
- Internal setup time dropped thanks to Experian's support, freeing their team to focus on strategic pitches, new integrations, and other channels.

"Experian became more than just a media partner: they filled critical gaps that would typically require outsized investment in internal resourcing. Their ability to deliver performance while handling the backend gave our team the space to think bigger: pitch new channels, scale programs, and move faster with data onboarding. That kind of trust is rare and incredibly valuable."

CMO
National e-commerce pet supplier

Case study

Summary

How a pet brand beat audio campaign goals by 63% with Experian Curated Deals

Challenge

A national e-commerce pet supplier wanted to test audio advertising for the first time. With a one-person team launching a new channel, they needed fast results—and a partner who could manage the heavy lifting so they could focus on internal strategy and long-term growth.

Solution

The brand partnered with Audigent, a part of Experian, using Experian Curated Deals across display and audio. With real-time supply-side support, campaign setup, and performance monitoring handled by the trading team, the programmatic lead had time to pitch audio internally, expand budgets, and build additional integrations.

Results

What began as a small test evolved into a core program:

- Audio campaigns exceeded KPIs by 63%
- Ads drove more engaged site sessions and stronger purchase intent than competing platforms
- Budget expanded for H2, with plans to grow audio investment year-over-year