

# RADIO case study

## Background

- As a result of the COVID-19 pandemic, charities were expected to lose £4.2 billion in funding. To stimulate donations, there needed to be an easy-access channel that makes donating easier.
- Digital Audio listening boomed during lockdown, with over 30M adults tuning in per week, often listening to their favorite stations through their smart speakers.
- Between September - November 2021, say it now partnered with Octave Audio and launched Actionable Audio Ad campaigns for NSPCC, Macmillan, and Crisis UK to make supporting these charities easier than ever before.

## Objectives

- Stimulate charitable donations through highly targeted radio ads (Actionable Audio Ads) that allowed donations to be made using simple voice commands and existing payment methods.
- Work with leading charities to run the largest audio ad to voice transaction campaign that enables listeners to donate money quickly, securely and easily through Alexa-enabled devices

## Solution

- By combining in-market technologies, Say it Now created a simple donation flow that charities can use to drive donations.
- Location and user-targeted Actionable Audio Ads played on smart speakers streaming digital radio and invited listeners to say a few words to open a bespoke voice experience that led to donations.
- The listener is taken through a rich and informative voice skill that provides them with information about how they can support the charity.

## Results

- The average time spent in the voice experience was 1.5 minutes, with 11% of those entering the voice experience completing a donation.
- [Click here](#) to download a whitepaper on Actionable Audio Ad campaigns that ran between September 2020 and April 2021.

sayitnow

NSPCC



MACMILLAN  
CANCER SUPPORT