

global
Making everyone's day brighter

dax
DIGITAL AD EXCHANGE



odeeo

**Expanding your
audio ad
campaign
with DAX**

Overview - Audio ads in casual mobile games!



Advertisers are always on the lookout for ways to reach new audiences.

Audio ads are trusted. Digital audio and podcast campaigns have had proven success. So where else can audio ads be utilised to deliver even better results?



DAX is the exclusive sales partner for Odeeo whose pioneering technology provides advertisers with access to mobile gamers at scale.

In-game audio ads are non-intrusive. They respect player experience and privacy whilst also offering advanced targeting and a highly attentive audience for advertisers.

Results



Increased site visits ✓

An increase in online orders ✓

Improved cost per acquisition efficiency ✓

By adding mobile games to an existing digital audio campaign, a US based health & fitness brand saw a **50%** increase in website visits, a **40%** uplift in website orders over the course of three months, and a more efficient cost per acquisition (CPA).



Website visits

+50%



Website orders

+40%



CPA efficiency

+18%

If you'd like to add mobile games to your audio media plan, get in touch with your DAX sales rep for more information and game on!

