

Wise

DIGITAL AUDIO CASE STUDY

NZME.
PODCAST NETWORK

The Objective

Wise chose well when they challenged NZME to build a podcast advertising campaign across NZ's most popular podcasts. With the objective of uncovering Kiwis in need of their services – in particular, those with international ties of family, friends or businesses – they needed a solution from experts in audio with a deep understanding of Aotearoa's audio consumption to be able to put their brand in front of as many potential customers as possible.

Strategy & Solution

The strategy combined host reads, sponsorships and run of network campaigns to reach highly engaged audiences at scale. Geo-listening data was analysed to determine the podcasts with the highest international audience, ensuring we reached listeners with global connections. This information was overlaid against our top 20 NZME podcasts in the New Zealand market covering the most popular genres to create a tailored network for maximum impact.

Results

Conversion rates for the entire campaign and individual podcasts were tracked using Ad Analytics to provide insights into Wise's customer base. This data enabled us to identify where New Zealand's travel intenders and internationally connected audiences were, allowing for

strategic mid-campaign adjustments. The result saw an impressive **11.87%** conversion rate, surpassing the global Spotify benchmark of 1.09% highlighting the campaign's exceptional effectiveness.

1,402,239



Total impressions delivered

208,607



Household reach

6.72



Frequency

24,761

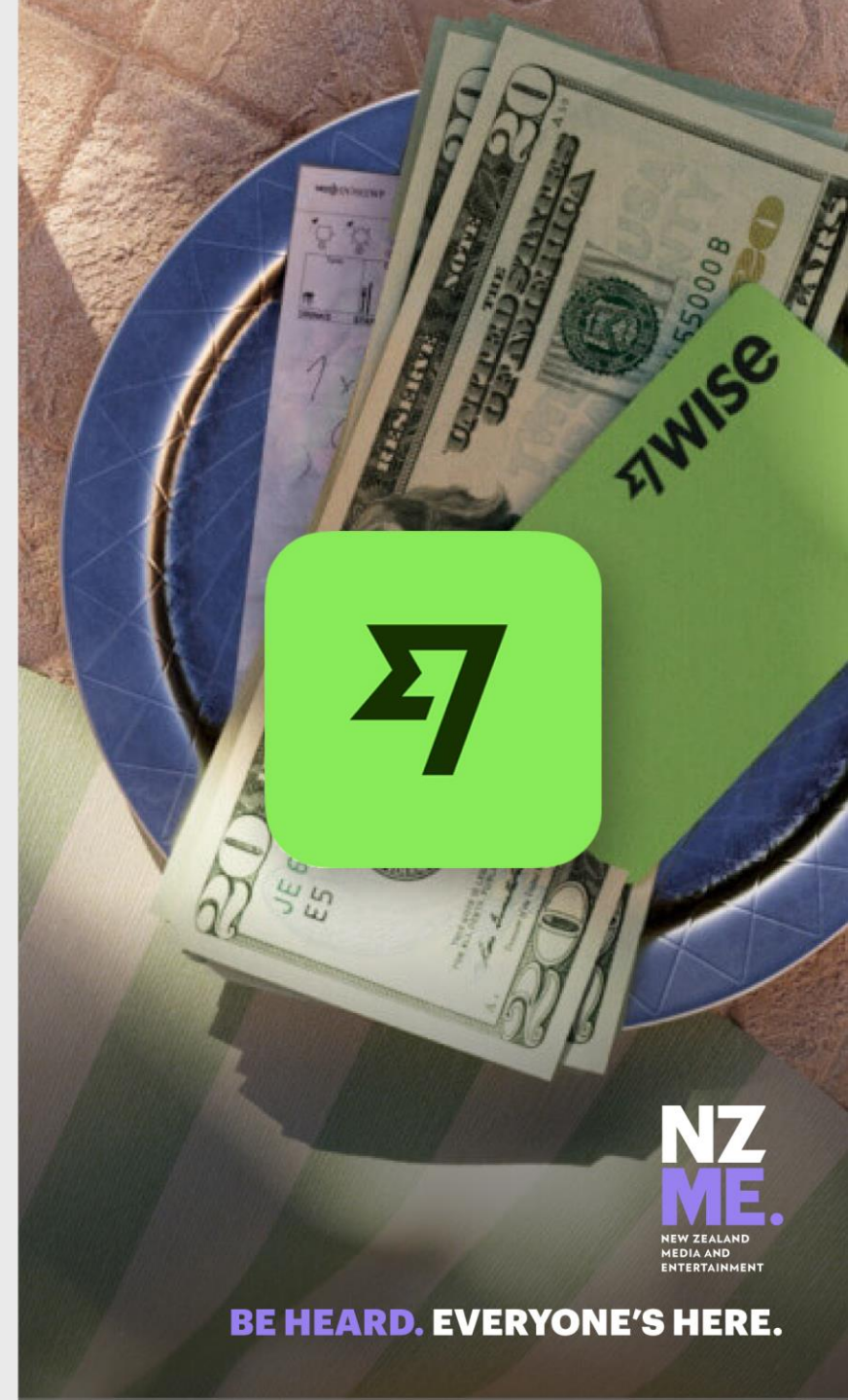


Website visitors

11.87%



Conversion rate



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MEDIA AND
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BE HEARD. EVERYONE'S HERE.

Wise x Fletch, Vaughan & Hayley

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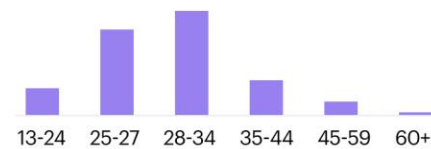
Fletch, Vaughan & Hayley

This podcast was the most effective component of the campaign, providing the highest conversion rate for Wise.

This suggests that the majority of our travel intender audience can be found here.


Audience Demo & Age

👤 68% 📉 31%




Best Music Network
Breakfast Show

 **41,809**
Household reach

 **3.59**
Frequency

 **4,044**
Website visitors

 **9.67%**
Conversion rate



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