

AUDIO

CFUK

COINFLOOR X AUDIOMOB

ENHANCED

Democratising  
cryptocurrency  
investment via **in-game**  
audio ads

📈 2,000%+ relative average CTR increase

🔥 Best performing inventory  
8,400%+ relative CTR increase  
6.72% CTR, post-optimisation.

Having built an innovative platform that makes cryptocurrency more accessible, Coinfloor needed a way to reach large numbers of financially-minded consumers.

AudioMob's audio ads for games and apps provided **the perfect tool to directly engage that audience.**



Cryptocurrency famously offers the potential to make tremendous returns. Yet, to the financially curious or casual investor, it's a world that can seem complex, counterintuitive and risky.

With that in mind Coinfloor built a new platform that lets anyone with money to invest automatically buy Bitcoin on the UK's longest running exchange for the cryptocurrency. Coinfloor keeps things remarkably simple and safe, powerfully democratising cryptocurrency investment.

## Demographics

Location	UK wide	Keen to engage with prospective users that are pensioners - or soon to be one - Coinfloor turned to AudioMob's audio ads for games and apps.
Age group	50 year+	Coinfloor opted to use our unique Audio Enhanced Banners to engage its target audience. The Audio Enhanced Banners serve an audio ad to a game or app user, without asking them to stop playing or interacting. A small visual element such as a banner accompanies the audio ad.
Interests	Finance Investment	It's a powerful combination, letting brands directly address their ideal demographics with an audio message that can also encourage listeners to click on the visual banner.

## Outcomes

# 1.63%

Average click-through rate

# 2037.5%

Click-through rate increase

Relative to the average CTR of a traditional non-audio banner (0.08%)

Best performing inventory

# 8400%

Click-through rate increase

Relative to the average CTR of a traditional non-audio banner (0.08%)

# \$0.14

Cost-per-click

# 6.72%

Click-through rate

The CTR increases Coinfloor saw in using AudioMob over traditional approaches speak for themselves, highlighting the fact that audio ads served in games and apps can reach and engage highly distinct audiences - including financially-minded users interested in investment.