



SUCCESS STORY

The whole-home sound system for music lovers saw a significant return on ad spend after using video ads to drive awareness of its new product and promotional dynamic ads to drive conversions.

19X

return on ad spend during promotion period

17-point

lift in ad recall

8-point

lift in brand preference

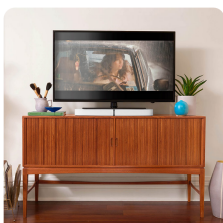
19 million

people reached

THEIR STORY

Pure, immersive sound

was established in 2002 with the aim of reinventing home audio for the digital age. Through innovative engineering and intuitive design, the Sonos Home Sound System seamlessly fills homes with clear, beautiful sound.



THEIR GOAL

Launching a new product

Sonos wanted to introduce its new home theatre speaker, PLAYBASE, with a bang. The brand would then follow its PLAYBASE launch with a promotion featuring its home theatre companion components, the PLAY:1 and SUB.

THEIR SOLUTION

Amplifying a sound strategy

Sonos' 2-phase campaign ran in the US, Canada and Australia on Facebook and Instagram and was designed to help establish it as the go-to brand for innovative home audio products. The brand worked with Facebook Marketing Partner Sprinklr and also consulted with Facebook Creative Shop.

Awareness

During Phase 1 (April–May 2017) Sonos ran short video ads introducing its new home theatre speaker, PLAYBASE. This initial phase aimed to increase awareness about the product and inspire people to revisit their home audio solution.

The video ads, which were developed by creative agency Anomaly, used classic cinematic themes to drive home the message "What's on your TV is only as good as what your TV is on", a reference to the product's sound and sleek tabletop design.

Sales

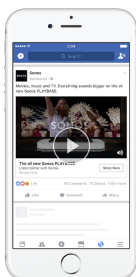
In Phase 2, which ran June 1–15, 2017, Sonos used dynamic ads and other ad formats to advertise a promotion for its PLAY:1 and SUB products, which, when combined with the new PLAYBASE, create a 5.1 home-theatre experience. By rolling these campaigns out sequentially, Sonos encouraged people to think about their full home sound system offering.

The brand used progressive targeting throughout the campaign. The Phase 1 ads were targeted to a mix of Sonos' primary audiences, including movie lovers and music streamers, and excluding existing customers. The Phase 2 ads were then retargeted to people who viewed the Phase 1 video ads, as well as to lookalike audiences based on those video viewers and past purchasers.

Using Sprinklr's single, unified platform, the Sonos managed services team monitored targeting variations and adjusted advertising campaigns. The team also used first-party audience segmentation and reporting dashboards to inform the optimisation strategy in real time.

Measurement

Sonos conducted a Facebook brand lift study to measure its Phase 1 awareness-focused campaign, and ran a Facebook conversion lift study to measure sales results from its Phase 2 campaign. These results were based on data collected by the Facebook pixel on the Sonos website.



THEIR SUCCESS

Results that resonate

Sonos' inventive Facebook campaign helped establish it as a leader in home audio. The 2-phase campaign delivered outstanding results:

- 19X return on ad spend during the promotion period
- 17-point lift in ad recall
- 8-point lift in brand preference
- 19 million people reached



We've been impressed with Facebook and Instagram as a full-funnel advertising platform for our brand. With the PLAYBASE launch, we built buzz around our newest product and then followed up with a promotion to drive sales among engaged audiences. It was a perfect one-two punch.

Donna Queza

Global Paid Social Media Lead, Sonos

Products used



Dynamic adverts

Personalise your adverts without any manual work.



Link ads

Point more people to your website using link ads.



Lookalike Audiences

Find people who are similar to your customers and contacts.



Facebook Marketing Partners

Get support and strategy help from our experts.



Sprinklr enabled the Sonos managed services team to create, edit, publish and monitor many ad variations efficiently within a single platform. As a result, Sonos increased its return on ad spend by accurately targeting its customers through the reach of Facebook video ads, exemplifying how Sonos, Sprinklr and Facebook work together to create value.

Adrian Salonga

Director, Product Management, Sprinklr