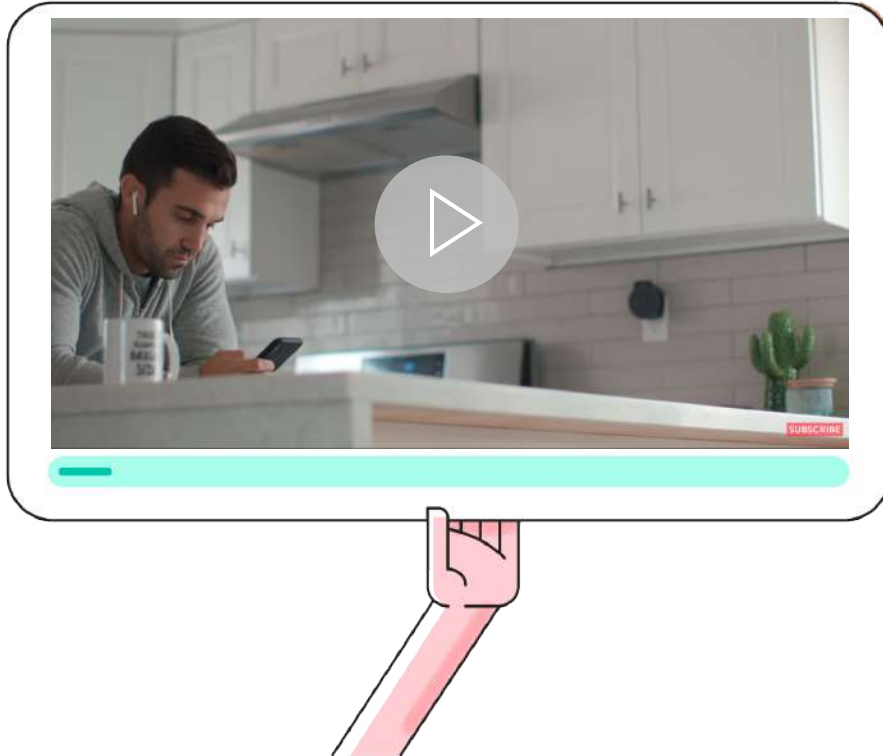


Campaign Teardown

Audible



Amazon Audible

Audible is an online audiobook and podcast platform owned by Amazon, allowing users to purchase and stream thousands of audiobooks and other forms of audio content. Producing over 10K titles a year in the world's largest audiobook store, Amazon Audible has become an undisputed market leader in audiobook production. The platform currently offers content in more than 38 languages and has gained 24.5M unique website views in the last 6 months. In terms of social content, Audible gains 51.97% of their social traffic from Facebook and 34.49% of their social traffic from YouTube.

With its explosive popularity and growth over the years, Amazon Audible has quickly become the United States' largest audiobook producer and retailer, making a name for itself on social media – especially YouTube.

Amazon Audible

The company takes pride in being a leading creator and provider of audio entertainment and audiobooks, offering its subscribers the best content they can stream at any time and anywhere. They bring on a range of talented novelists, journalists, playwrights, screenwriters, and comedians to create original works that users can only get by Audible. Wanting to create unique listening experiences, Audible has traditionally partnered with celebrities and famous talent to create content. **So far, the brand has worked with stars such as:**



David Spade



Leslie Odom, Jr.



Maggie Gyllenhaal



Lily Collins

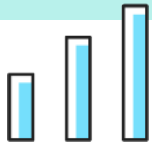


Trevor Noah

Campaign Breakdown

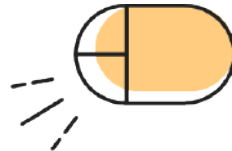
1

In order to reach a new audience, Audible decided to invest more on YouTube to boost brand awareness. **Not only did Audible want to recruit new users to the site, but the platform also aimed to boost their engagement numbers.**



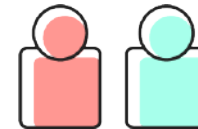
2

At the time, subscribers to the platform listened to nearly 4B hours of content and downloaded 725M audios – **but Audible had a mission to increase those numbers.** Plus, knowing that 92% of consumers trust an influencer more than an advertisement or traditional celebrity endorsement, Audible needed to keep up its bulletproof marketing strategy on YouTube.



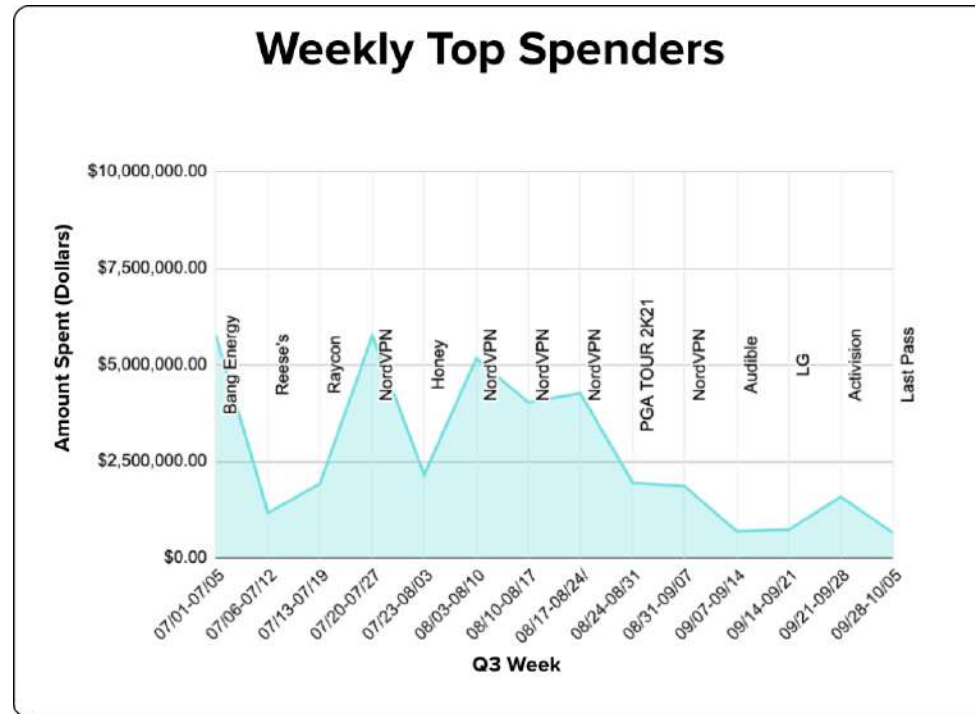
3

Over the years, Audible has worked with hundreds of influencers spanning across a **variety of niches** to ensure they reach every audience they can on every corner of YouTube. This way, each popular creator could draw in different viewer demographics to reach a variety of potential new users that would sign up for a plan on Audible.



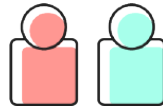
Weekly Top Spender

As a new addition to our quarterly report research, NeoReach added a weekly breakdown of the highest spenders on YouTube. **From September 7 to September 21, Audible came out on top as the highest weekly spender on YouTube,** putting thousands of dollars towards their online media strategy. Overall, all of the weekly top spenders invested \$37.7M total in sponsored videos.



The Find Guru

is a Los Angeles native that shares her favorite curly hair tips and tricks with her audience. She also makes videos on her beauty tips, business advice, fashion advice, and fitness routines.



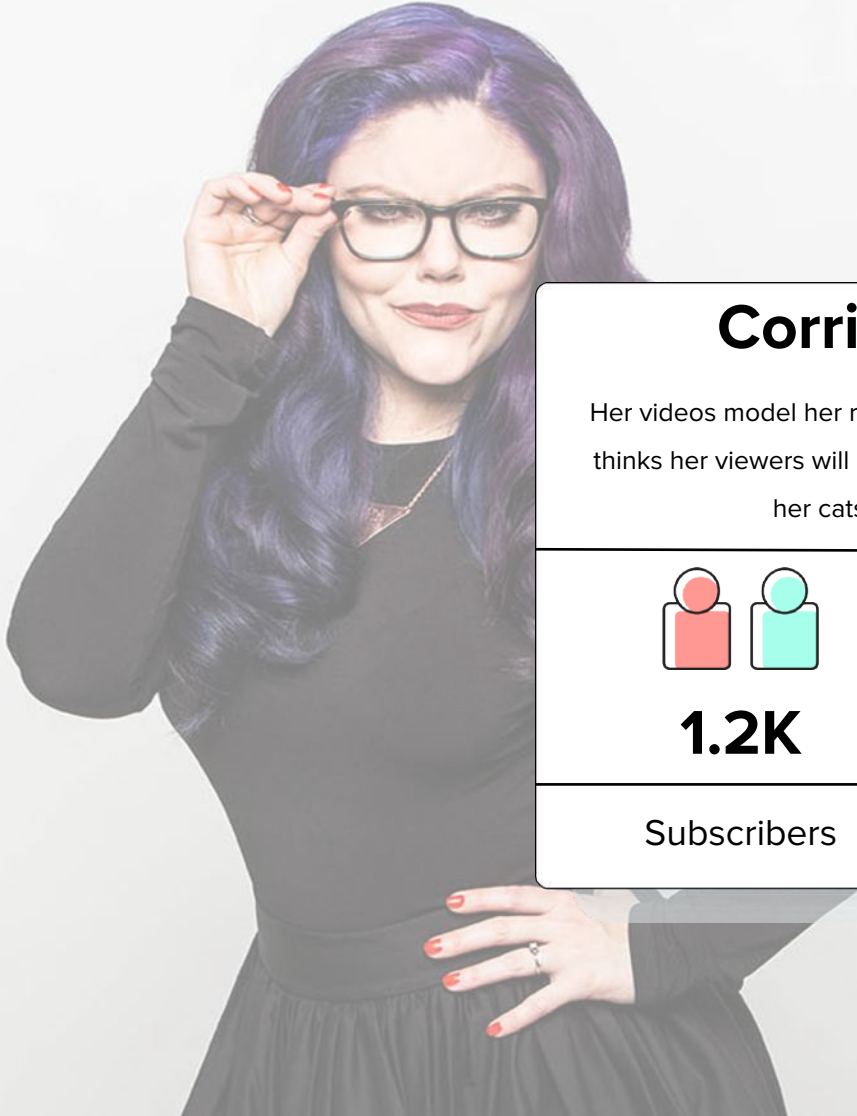
738K

Subscribers



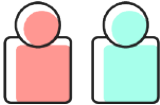
43M

Views



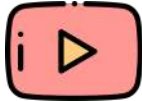
Corrine Leigh

Her videos model her real-life, as she films everything she thinks her viewers will be interested in, like taking care of her cats or styling her hair.



1.2K

Subscribers

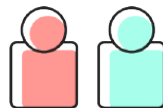


66M

Views

Kendall Rae

Her videos are all about the topics that intrigue viewers and encourage them to think freely, such as true crime, unsolved mysteries, politics, world travel, space and ocean exploration, history, astrology, and more.



2.1K

Subscribers



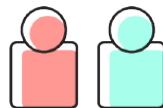
298M

Views



Matt D'Avella

is the filmmaker behind the documentary *Minimalism*. As you might've guessed, Matt makes weekly videos where he discusses filmmaking, creativity, and how to live a minimalist lifestyle.



3M

Subscribers

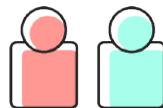


189M

Views

Charisma on Command

is the filmmaker behind the documentary *Minimalism*. As you might've guessed, Matt makes weekly videos where he discusses filmmaking, creativity, and how to live a minimalist lifestyle.



4M

Subscribers



363M

Views

Final Results

Amazon Audible's marketing methods have been working, as its membership has grown by double digits year over year for more than a decade. **In comparison to its competitors, including Scribd, Audiobooks, and OverDrive, Audible still has significant dominance in the market, generating an estimated \$2.5B more revenue than both Scribd and Audiobooks combined this year.**

To put it more in perspective, Audible now accounts for 41% of audiobooks sales in the U.S. and their momentum shows no signs of slowing down. As time goes on and Amazon Audible continues to market on YouTube through influencers, their company will see more substantial growth.

