

Fun & games for Audible France with Facebook Playable Ads



Audible, an Amazon Company, is a seller and producer of spoken audio entertainment, information, and educational programming.

A NEW AD FORMAT

With the launch of **Facebook Playable ads** in early August 2018, Audible France was one of the few advertisers lucky enough to gain access to the new ad format, still in beta. This innovative advertising solution **allows users to engage with the experience of an app or game in their Facebook news feed, before clicking through to download it from the app store.**

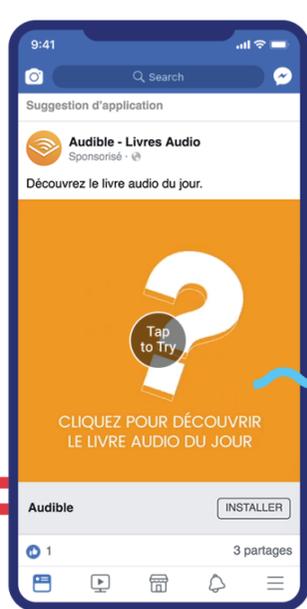


Results so far suggest users acquired through Playable ads are of **higher value for brands**, since they've had the chance to preview the app and **become more invested before downloading.**

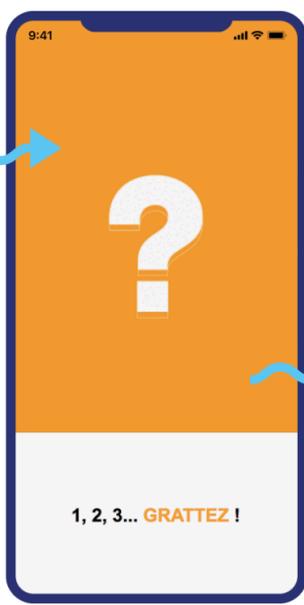
Networks like Facebook are getting more crowded with ads every year, and advertisers worldwide are asking themselves what it takes to stand out. Early signs suggest Facebook Playable ads offer the cut through innovative advertisers have been looking for, by taking **interaction and engagement with the ad itself to a whole new level!**

THE CAMPAIGN

Audible France were one of a handful of non-gaming brands to gain **access to the beta**, which they trialled through the **MakeMeReach platform**. As a leading **Facebook Marketing Partner (FMP)**, with a long track record of success and innovation dating back to 2009, MakeMeReach is able to regularly offer select clients access to exclusive Facebook betas. **A trusted partner to 4000+ advertisers and agencies worldwide**, MakeMeReach has made it their mission to "help social ad experts level up". And there's no better way to do that than by working alongside our clients to test the latest and greatest innovations in Facebook advertising.



For Audible France, the aim of the Facebook Playable ad campaign was to **promote a series of audiobooks, and drive downloads of the Audible app.** With the invitation in the ad text to "discover the audiobook by scratching on the image", the ad built intrigue of what might be waiting for the user behind the question mark.



By rubbing away the orange background, the user discovered an image of the audiobook on offer, as well as some detail on the author and content, followed further down by a bold **CTA button encouraging download of the app.**

IMPRESSIVE RESULTS

One of Audible France's major findings from the initial test was that **users who installed the app, after having engaged with the ad, were more likely to make purchases in the app later on.** The conversion rate between app install and purchase is the metric that Audible France most care about, and they were happy to see Playable ads contribute to improving it. In fact, compared to their average conversion rate of 5.32% for classic Facebook Video ads, in the Playable ads test **6.15% of app downloaders went on to make an in-app purchase.** Audible France believe this improvement in the conversion rate can be attributed to users being more highly engaged with the app after having interacted with the Playable ad in their Facebook News Feed.

Added to this success, the client was also impressed to see **a 16% lower Cost per Purchase (CPP) for the Playable ads test**, compared to the initial objective they had set for the campaign.



6.15%

OF APP DOWNLOADERS WENT ON TO MAKE AN IN-APP PURCHASE, COMPARED TO THEIR AVERAGE CONVERSION RATE OF 5.32% FOR CLASSIC FACEBOOK VIDEO ADS



16%

LOWER CPP COMPARED TO THE INITIAL OBJECTIVE

Constanze Stypula, VP & Country Manager, Audible France.

"Having the opportunity to test Facebook Playable ads, while still in beta, was very valuable for us. The initial results are promising and suggest that this interactive ad format can really drive higher value app downloads, even for non-gaming businesses like ours. We enjoyed discovering the new format alongside our partner MakeMeReach."

