Adwanted Consulting & Solutions_



ADWANTED CONSULTING CASE STUDY

The UK's trusted platform for audio campaign delivery

AudioTrack_

1. Challenge

Creating a great audio advert is only part of what makes a successful campaign. Getting that commercial live across multiple stations and delivery points to reach listeners involves several admin steps that requires coordination between advertisers, agencies, media owners and broadcasters.

Before Audiotrack, this was a laborious process for brands and creative agencies, who relied on manual processes, vulnerable to delays and errors. While TV and video advertising benefited from well-established delivery solutions, the audio industry lacked a dedicated platform that could provide the same level of confidence, control and efficiency for getting their creative to audiences exactly as intended.

2. Our Approach

Having already solved a similar problem before, with J-ET, which transformed the way radio airtime was traded, Adwanted UK recognised an opportunity to modernise another critical part of the audio campaign lifecycle.

Rather than develop a standalone product, Audiotrack was designed to integrate with existing industry workflows, creating a seamless connection between campaign booking and campaign delivery.

Working closely with media owners, agencies and creative partners, Adwanted UK partnered with Cape.IO in 2016 to build a solution tailored to the specific needs of the audio marketplace.

The goal was simple: create a single platform that would make audio campaign delivery faster, more reliable and easier for everyone involved.

"Using Audiotrack has dramatically improved our distribution process for radio commercials. It saves us time and effort every time we use it, and the distribution costs are very reasonable."

OGILVY

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3. The Solution

Today, Audiotrack is the UK's leading audio campaign delivery platform, providing a single workflow for agencies, brands and broadcasters.

By connecting directly with campaign booking data, Audiotrack eliminates unnecessary admin and ensures all stakeholders work from a single source of truth. Creative agencies now only need to log into one system to provide copy instructions and match their audio files for it to be delivered exactly where it needs to go. Every ad is diligently checked before delivery - both by the system and the client service team – to make sure they meet technical specifications and clearance requirements. A comprehensive receipts system for deliveries provides peace of mind.

Agencies can manage campaigns efficiently, make updates with confidence and have visibility throughout the delivery process.

Supported by an experienced client services team, Audiotrack combines powerful technology with industry expertise, helping users navigate campaign changes, resolve issues quickly and maintain the highest standards of accuracy and compliance.

4. Impact

Since launching in 2016, Audiotrack has become the industry standard for audio advertising delivery in the UK.

Trusted by leading agencies and media owners, the platform has supported thousands of campaigns and facilitated the delivery of more than 782,000+ hours of advertising content.

By reducing administrative burden and minimising delivery errors, Audiotrack saves time for agencies, simplifies operations for broadcasters and gives brands greater confidence in campaign execution.

The platform continues to play a vital role in supporting the growth and evolution of the UK audio advertising industry.

"Audiotrack holds all the information that we could possibly need for a commercial to go to air correctly. It presents that information in a very clear and easy to read way and that makes it a joy to work with."

Bauer Media