

Case Study

Volkswagen and Bauer Media tune audio into a measurable performance driver with Adform Attribution



Results: Volkswagen Sweden, one of the country's leading automotive brands, wanted to understand whether audio advertising could do more than build awareness. Together with Bauer Media and PHD, the team used Adform's Audio Attribution capabilities to connect audio ad exposure with real user behavior across devices and measure the direct impact on visits and conversions on Volkswagen's Swedish website (Volkswagen.se). The campaign proved that audio could drive immediate, measurable business outcomes, transforming the channel from a branding-only environment into a performance-informed media investment.

36K+

audio-attributed
visits

95%

of post-audio engagement
via smartphone

2.8%

of attributed visits within
15 minutes of exposure

16K+

audio-attributed
conversions

438K+

tracked audio
adplays



"This case is a great example of how premium digital audio delivers across the full marketing funnel. Together with Adform and PHD, we've been able to prove that audio not only builds brands but also drives measurable actions and conversions. The results reinforce what we've seen time and again: audio is a proven driver of business performance. It's exciting to see Volkswagen's campaign confirm what we've long believed, that audio is a true performance channel"

Olle Bråne
Head of Programmatic Sales, Bauer Media Group



"As a brand committed to driving innovation, both on and off the road, Volkswagen is constantly testing new ways to connect with consumers. This pioneering audio attribution project enabled us to better understand the role of audio in the customer journey and helped showcase the value of data-driven media innovation."

Petter Mååg
Digital Media & Online Sales Manager, Volkswagen



"Adding traditional media to a digital strategy is something we know is working and has worked historically. Together with Adform we've brought evidence to this, but more importantly - we now have operability within the activities to ensure a shorter path to conversion"

Elias Svedberg
Client Manager, PHD

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Why Adform?

Volkswagen and PHD wanted to challenge long-standing assumptions that audio is mainly a reach and branding channel with limited visibility into downstream online engagement. Adform was selected as an independent omnichannel DSP to enable programmatic buying and performance measurement across Bauer Media inventory, with advanced audio and attribution capabilities built for this use case.

Adform's privacy-safe approach connected household-level audio adplays to cross-device behavior. This let Volkswagen quantify whether listeners later visited Volkswagen.se, how quickly they responded, and what they did on-site, while supporting Bauer Media's goal to evidence measurable outcomes without exposing sensitive campaign data.

Challenges

Volkswagen needed to understand audio's true contribution within the customer journey, specifically whether listeners exposed to Bauer Media audio ads later visited Volkswagen.se and completed meaningful actions such as browsing vehicle offers, exploring leasing options, or initiating contact. Proving downstream impact in audio had been difficult, especially without user-level tracking.

Timing was also critical. Volkswagen needed to understand how quickly users acted after exposure and whether a time-decay pattern existed. As one of Adform's first Audio Attribution case studies, the campaign had to deliver actionable attribution insight, not just delivery validation.

Solution

The campaign was activated programmatically across Bauer Media inventory using Adform's Audio Attribution capabilities, capturing audio adplays at household level. Delivery spanned Bauer Media's premium digital audio ecosystem, including digital radio, podcasts, and streamed music environments, enabling Volkswagen to reach audiences across multiple listening moments and contexts.

Adform then connected exposures to subsequent cross-device behavior within the same household, including mobile and desktop visits to Volkswagen.se, to measure visitation and engagement after exposure.

The analysis showed a clear time-decay pattern. Engagement peaked shortly after exposure, with a measurable share of attributed visits in the first minutes, then declined over time. Smartphone activity dominated post-audio engagement, indicating listeners often moved directly from passive listening to active mobile browsing. Volkswagen used these insights to inform bidding strategy, frequency management, and future omnichannel planning, while Bauer Media strengthened the performance case for premium audio inventory.