



**How Brax helped audibene
streamline their native
channel & improve ad spend
ROI by 20%**

SUCCESS STORY



“We’ve been using Brax for years and it’s still the most solid platform on the market. The customer support is good and the usability is great.”

EELCO ROL,
DIRECTOR ACQUISITION MARKETING,
AUDIBENE / HEAR.COM

audibene / hear.com is an innovative provider of high-quality hearing aids at reasonable prices. They work with a global network of hearing specialists to provide their customers with hearing tests and independent, expert advice that is trusted around the world.

HIGHLIGHTS

CHALLENGES

- Using native advertising to reach more users & communicate brand value
- Reducing the cost per acquisition from native networks
- Aggregating & analyzing data from across multiple native networks

SOLUTION

- One dashboard that aggregates all native ad accounts in one place
- Clear connection between revenue & ad spend based on audibene's KPIs
- Ad uploader for bulk campaign management, editing & optimization
- Rules to automate optimization that result in more consistent campaigns

RESULTS

- 20% increase to ad spend ROI on native channel
- 5+ hours saved each week creating & managing ad campaigns
- Deeper insights at ad and publisher level, leading to better optimization

Challenges

FINDING A COST-EFFECTIVE WAY TO TELL THEIR BRAND STORY

Eelco Rol, Director of Acquisition Marketing, and his team are always on the lookout for better ways to promote audibene's products and communicate their services to as many people as possible.

"We help people who suffer from hearing difficulties. With our expert advice and state-of-the-art hearing aids, we help people find hearing aid solutions that are right for them. We want people to hear our story—especially the people we help," he says.

That's why audibene invests heavily in native advertising—and it's the reason they're one of the top spenders with Taboola, Outbrain, and various local advertising networks.

"Native advertising is the best way to communicate our story and get user attention," Eelco says.

Naturally, generating as many leads as possible and minimizing their cost per acquisition was important. But Eelco and his team realized that comparing campaign performance and finding ways to improve is difficult when every network has its own dashboard.

“We needed to work in a lot of different spreadsheets to analyze campaigns. Some of the dashboards didn’t have the functionality we wanted,” he explains.

They needed a way to streamline campaign management and expedite the time it took to create and upload ads.



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Solution

RULES TO AUTOMATE OPTIMIZATION FOR NATIVE ADS

Brax aggregates all of audibene’s native ad accounts in one place, simplifying management, analysis, and optimization. It’s one of the things Eelco loves most about Brax.

“Now we don’t have to log in to each dashboard and upload campaigns individually. We can do it all in Brax, which makes it easy to set up and manage campaigns,” he says.

- **Ad uploader** to quickly create new ad groups across multiple networks.
- **Optimization rules** which make it easy to optimize campaigns and automate budget changes.

“Brax’s bulk upload feature saves us time when we need to upload different ad groups to different campaigns. The optimization rules help us create more consistent campaigns,” Eelco says.

Brax has also helped Eelco and his team clearly connect their revenue and lead data to campaign performance. This makes it easy to measure campaign success based on Audibene’s predefined key performance indicators (KPIs).

“Once you define a baseline of the metrics you want to achieve, Brax will help you aggregate data and compare campaign performance. It’s helped us be a lot more cost-effective,” he says.

Best of all, Brax has proven to be a nimble and responsive partner that continues to evolve as the industry changes.

“We’ve been using Brax for years and it’s still the most solid platform on the market. The customer support is good and the usability is great. They’re quick to update their platform whenever there’s a new change to the API of one of their partners,” Eelco says.



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Results

20% INCREASE TO AD SPEND ROI FOR NATIVE CHANNEL

According to Eelco, Brax has helped audibene streamline and optimize their native channel. As a result, he says they've been able to improve their return on investment (ROI) on ad spend by 20%.

"Thanks to Brax, we're now optimizing more consistently and more efficiently as well," he says.

Brax's rules and custom formulas for analysis have simplified audibene's optimization process. Now, they have faster and more granular insights into what's working and where there's waste.

"Brax has given us deeper insights at the ad and publisher level. Now we can aggregate and analyze data faster, and implement more cost-effective optimizations," Eelco says.

His team has also been able to shave the time it used to take to create and upload ads by five hours or more every week. This leaves them with more time to build creative content that will better meet audibene's goal—and get their story out into the world.

"We're always exploring new landing pages and different types of content to better reach people who need our help. Brax enables us to focus more time and attention on this creative content. The insights we've gained from certain ads or publishers have even influenced the types of content we create" Eelco says.

Brax is now an integral part of day-to-day optimization efforts for Eelco and his team.

“The team loves it. Working in Brax is just part of our daily routine,” he says.

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brax

**Manage, analyze and
optimize your native channel.
All in one place.**

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