



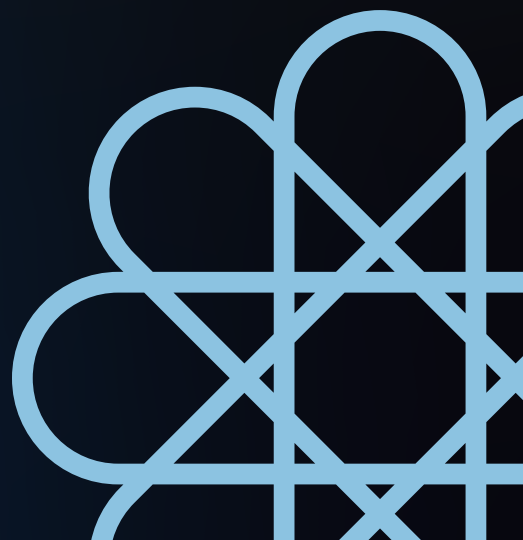
AudioGo



MOO

THE POWER OF LISTENING:

**MOO SAW 6% STRONGER
SALES PERIOD REVENUE
GROWTH WITH AUDIOGO
PARTNERSHIP**



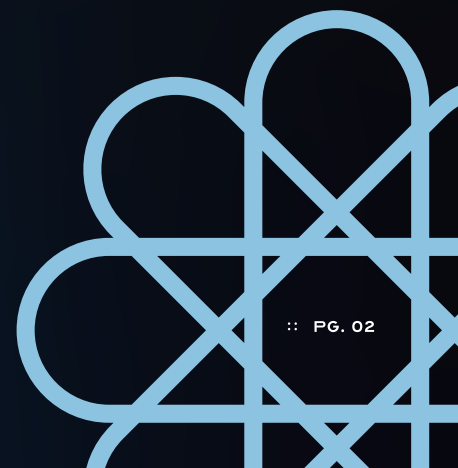


As a B2B custom business stationery brand, MOO was looking to amplify brand awareness in a crowded marketplace through new and creative partnership opportunities. To find efficient avenues for brand visibility and precisely reach its target audience of small business owners, the company brought on Acceleration Partners as its partnership marketing agency. MOO and Acceleration Partners then teamed up with AudioGo, a streaming and podcast advertising partner, for an out-of-the-box partnership to boost its brand in the North American market and grow e-commerce session engagements.

Through a series of four efficient, targeted campaigns over six months, MOO achieved strong growth in brand awareness and e-commerce metrics, exceeding its goals.

THE BACKGROUND

Since 2006, MOO has provided branded items such as business cards, notebooks, water bottles and more to businesses in the United Kingdom and North American markets. Nearly 20 years after its founding, MOO began working with Acceleration Partners to increase overall brand awareness and customer acquisition in a crowded marketplace. As a mid-market B2B brand, the company wanted to accomplish these goals as efficiently as possible and lean on the agency's expertise in scaling sustainably through partnerships. Brand differentiation in a saturated market and precisely targeting small business owners were especially important to MOO leadership.





Acceleration Partners leveraged its market knowledge, deep North American experience and relationships with unique partners to recommend an outside-the-box opportunity: a partnership with AudioGo, a streaming and podcast advertising partner that runs content on platforms such as Pandora, TuneIn, the SiriusXM Podcast Network and SoundCloud. For growing brands, audio advertising can serve as an innovative and less saturated medium. Based on our deep partnership expertise and existing relationships with AudioGo, the Acceleration Partners team recommended this partnership for several reasons:

+ AUDIENCE TARGETING:

AudioGo had a tailored audience relevant to MOO and the brand's target consumer of small business owners. The AudioGo platform makes it possible to home in on desired audience targets, including city/state, age range, listening device type, audience segments, and podcast topics, which allowed MOO to reach its ideal consumer.

+ STRONG RETURN ON AD SPEND:

Acceleration Partners had witnessed AudioGo's proven track record of delivering strong ROAS for brand campaigns. Case studies across various sectors showed their ads consistently generating positive returns, particularly in retail and B2B.

+ HIGH NEW CUSTOMER IMPACT:

Previous AudioGo campaigns had shown high engagement and strong conversion rates among new audiences, a large focus in MOO's overall strategy.

+ LOW-COST TESTING:

Mass media can be expensive, but AudioGo offers a low barrier to entry. While AudioGo has a \$250 minimum, MOO has historically only run \$1k campaigns for better reach.

THE STRATEGY

MOO and Acceleration Partners launched the AudioGo campaign in 2025 with a dual focus: brand awareness, with advertising scripts aimed at building MOO's overall brand visibility, and conversion-focused, with scripts designed to drive immediate sales and conversions based on promotions running on MOO's website. The team was able to take advantage of AudioGo's large podcast network, bringing these scripts into rock, country and classical channels and history, social studies, English, business and career growth podcasts.

To optimize campaign performance, the team continually tested various scripts, talking points, and clickable banner designs.

Acceleration Partners also worked with AudioGo to secure ad credits on each campaign and provided recommendations on audience and topics for the campaign focus. After aligning those topics with MOO leadership, the team then used assets from MOO to go live with content on AudioGo.

AudioGo reports performance results differently than traditional affiliate channels, running metrics on its own platform. Acceleration Partners and MOO worked together to develop an alternate tracking and attribution solution by creating a MOO account on the AudioGo platform, inputting campaign details and assets, reviewing prior to running the campaign live, and then reviewing the reporting metrics. MOO also referenced its own internal attribution tools for more in-depth tracking, leading to greater insights for smarter, data-led decisions that maximized efficiency and scaled growth.

THE RESULTS

AWARENESS CAMPAIGNS:

The awareness campaigns, primarily in place in the lead up to MOO's busiest seasons supported session, revenue, order and new customer order growth compared to the pre-campaign period

+2%

SESSIONS VS.
PRE-CAMPAIGN

+12%

ORDERS VS.
PRE-CAMPAIGN

+2%

NEW CUSTOMER REVENUE
VS. PRE-CAMPAIGN

+7%

NEW ORDERS VS.
PRE-CAMPAIGN

SALES CAMPAIGNS:

Sales campaigns significantly increased traffic, total revenue, total orders, and new customer orders compared to the equivalent sale periods in the previous year when no campaign was running.

+6%

TOTAL REVENUE POP
(WHEN AUDIOGO WAS
RUN VS NOT)

+6.5%

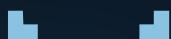
NEW CUSTOMER
REVENUE POP
(WHEN AUDIOGO WAS
RUN VS NOT)

+4%

TOTAL ORDERS POP
(WHEN AUDIOGO WAS
RUN VS NOT)

+1.5%

SESSIONS POP
(WHEN AUDIOGO WAS
RUN VS NOT)



UNLOCK GROWTH THROUGH PARTNERSHIPS

Contact us:

ACCELERATIONPARTNERS.COM