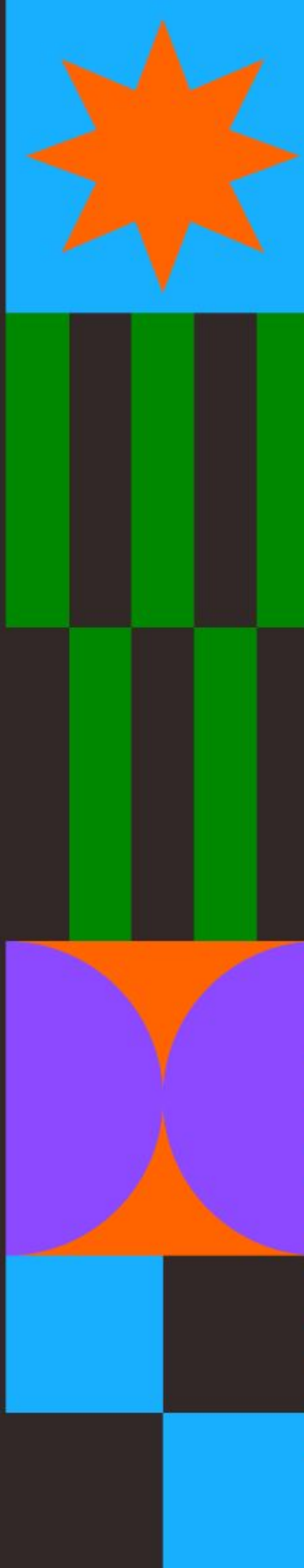


# SXSW 2024



## AUDIBLE CASE STUDY



**SXSW** with Audible.

Paid Partnership · 🌐



Let your imagination run wild with [Audible](#) at [#SXSW](#)! As the leader in audio content, Audible is here by your side, helping you to discover the stories that will inspire you, entertain you, enrich you, surprise you, and above all, stretch your imagination. Check out [audible.com/sxsw](#) and stop by to see Austin from the top of Audible's Ferris wheel, play carnival games, win prizes, and discover your next listen. [#SXSWxAudible](#)



Friday  
March 8<sup>th</sup>  
12-5pm

Saturday  
March 9<sup>th</sup>  
1-8pm

Sunday  
March 10<sup>th</sup>  
12-5pm

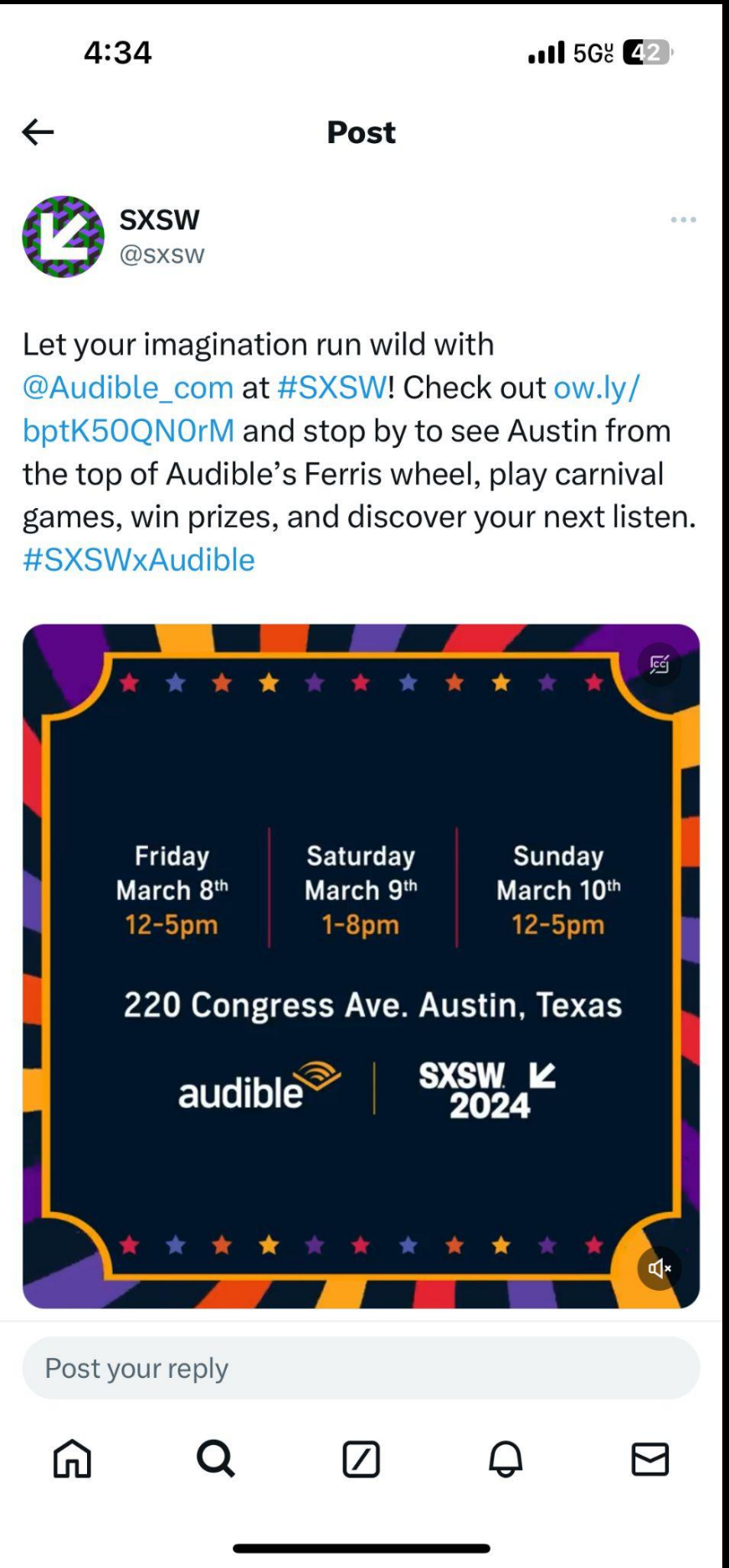
220 Congress Ave. Austin, Texas

audible 

**SXSW**   
**2024**







Audible specializes in the production and distribution of audiobooks, offering a vast library of spoken-word content including books, podcasts, and original programming.

### THE TARGET

To drive in-person traffic to the multi-day Official SXSW Event presented by Audible, as well as promoting the SXSWxAudible collection. An Elite package includes promoted posts to the SXSW Facebook, X, and Instagram accounts.

### THE APPROACH

With boosted posts on SXSW’s most popular social accounts, Audible could reach a wide range of potential attendees and listeners. They could choose the exact date of post, and how long to promote using the ad budget included in the package. By starting the campaign a day ahead of the event festivities, Audible capitalized on the engaged SXSW audience through the full duration of their event.

### AT A GLANCE

- Location: Headquartered in Newark, NJ
- Employees: 1,500+
- Industry: Media
- SXSW Product Featured:
  - Digital Elite Package

### THE IMPACT

With a combined reach of 1.8+ million, 61k+ combined post engagements, and 1k+ clicks across Facebook, X, and Instagram, Audible exceeded expectations with a perfect combination of relevant content, timing, and audience targeting.