

# MIT Sloan Management Review

Me, Myself, and AI Podcast  
Case Study

# INSEGMENT SERVICES



SPOTIFY



PAID SEARCH



SOCIAL ADS



REDDIT/QUORA







# BACKGROUND

The MIT Sloan Management Review (SMR) is a research-based magazine and digital platform for business executives published at MIT's Sloan School of Management. MIT SMR explores how leadership and management are transforming in a disruptive world.

MIT SMR approached inSegment to run an advertising campaign for the launch of a new podcast called **Me, Myself, & AI**, which explores Artificial Intelligence in business. Each episode features leaders from companies like Walmart and DHL who've achieved big wins with AI in their companies.

The campaign's goal was to drive downloads of the podcast and was part of a larger marketing strategy, which included PR, email, and social media.

## DELIVERABLES

- Identify and target appropriate audience segments
- Design testing options for key insights
- Craft an effective budget strategy
- Plan and seamlessly executive media buy
- Closely monitor performance with regular optimizations
- Deliver performance reports along with recommendations for future campaigns.

# THE SOLUTION

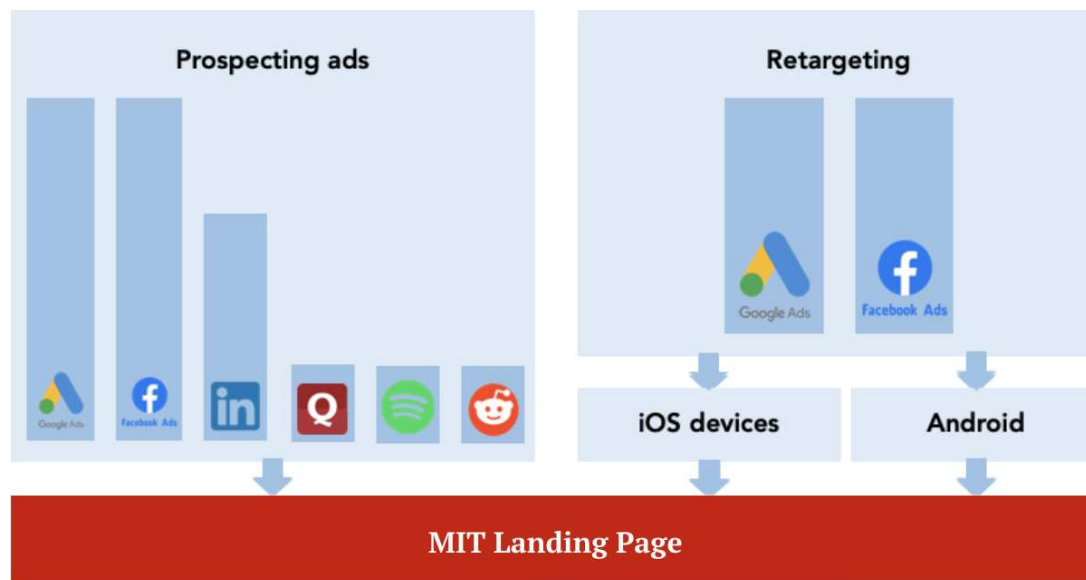


# Me, Myself, and AI

## A PODCAST ON ARTIFICIAL INTELLIGENCE IN BUSINESS



inSegment crafted a comprehensive paid media strategy comprised of hyper-targeted prospecting and retargeting campaigns.



For a new-to-market podcast, a cross-channel and multi-touch approach was needed. inSegment would reach interested audiences through various targeting tactics, including demographic, job title, keyword, and lookalike targeting. Understanding that asking users to download a podcast from the first touch would be a heavy-lift, visitors were taken to a landing page that was designed to make it easy to listen to an episode and subscribe with a favorite podcast platform.



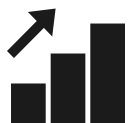
# THE RESULTS



After a month-long campaign, inSegment delivered nearly **16,000** conversions.

This campaign's success can be primarily attributed to a finely-tuned audience targeting strategy and strategic use of effective ad formats across social platforms.

Google Display proved to be the most successful medium for reaching the target audience, accounting for over 13,000 conversions. Facebook was the second-best performing platform. Carousel Ads were uniquely effective at presenting a significant amount of information in one ad due to their larger real estate.



**16k** total conversions at  
**\$1.35** CPA across all  
channels



**80%** ad completion rate on  
Spotify, delivered to **+27k** US  
Spotify users



**\$.86** CPA on Google,  
with over 80% of  
conversions