



STERLING CONTENT

Audible, Inc. Triples Year-Over-Year Gains in 2021 With the Help of Sterling Content

CASE STUDY PRESENTATION

Here's how we helped the world's largest audiobook producer triple year-over-year revenue from \$41M to \$123M



Introduction

Audible, the world's largest producer of audio content, wanted to increase its 2020 year-over-year sales and membership numbers. As part of a major marketing campaign, they asked Sterling Content to help increase site traffic, boost audiobook revenue, and ignite customer engagement with a blog overhaul.

So we rolled up our sleeves and delivered an attention-grabbing blog curation campaign combining thought-provoking content along with cutting-edge SEO to produce a measurable improvement in site presence and membership sign-up rates.

Our dynamic content contributed to a revenue increase for Audible of **\$123M** into 2021, **up from \$41M** the year before.

Background

Audible is the largest retailer of audiobook content in the world, holding 41% of the global market share. To satisfy stakeholders, Audible prides itself on steady annual growth.

Seeking to correct a lull in revenue growth from 2019-2020, Audible invested in a major marketing overhaul in 2020, including a campaign to revitalize its blog article content.

Big companies expect big results, and Sterling Content set out to deliver in a sizeable way.



Approach

Encouraging readers to open their wallets would require a major increase in consumer engagement.

So naturally, we approached the challenge from a consumer perspective. We asked ourselves two questions: what **product destinations** should these blog readers be visiting, and how do we create a **content road map** to get them there?

Goals



Build attention-grabbing content highlighting new and underperforming titles in trending genres.



Produce magnetic, keyword-focused articles to ignite engagement and fire up sales figures.



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Sterling Content's creative approach to Audible's blog curation produced a measurable improvement in site presence, spotlighting underselling titles and series to help drive subscription sales.



Heather Berstein

Acquisition Marketing at Audible, Inc.

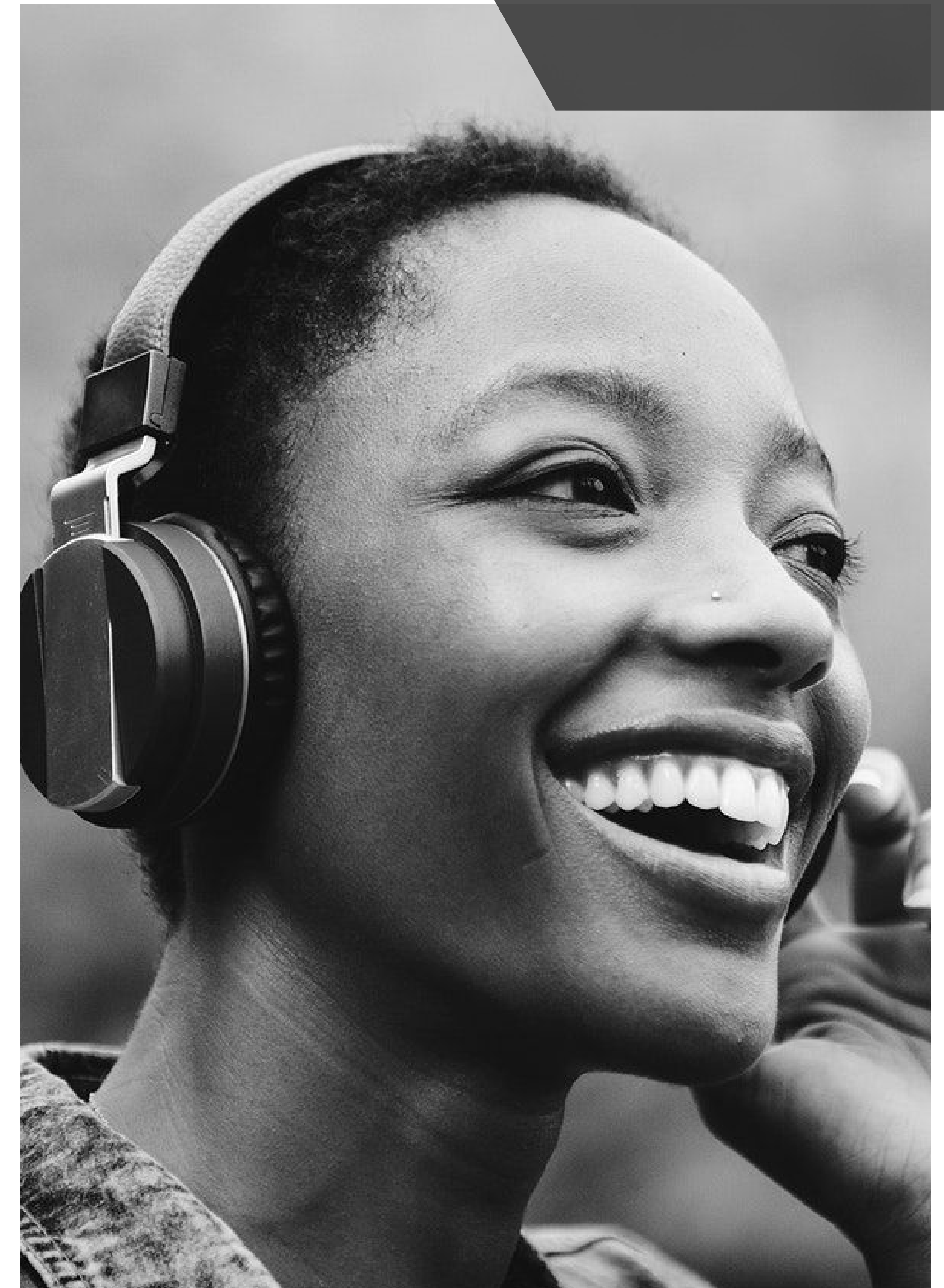
Solution

Sterling Content created the kind of content readers couldn't live without. Our **relevant, engaging, keyword-driven articles** created a sonic boom in customer engagement, turning their attention to the hottest new works and kickstarting interest in underperforming titles.

In one year we turned Audible's slump into a major success story. Our content put fans in the stands and kept them there, turning potential clients into lifelong listeners.



We helped Audible triple their sales and subscription uplift from 2020-2021, starting a trend that hasn't slowed down since



Results



01

The blog campaign wowed the client, measurably increasing page views, dwell time, and engagement numbers.

02

Post-campaign sales of new and underperforming titles and general subscriptions skyrocketed.

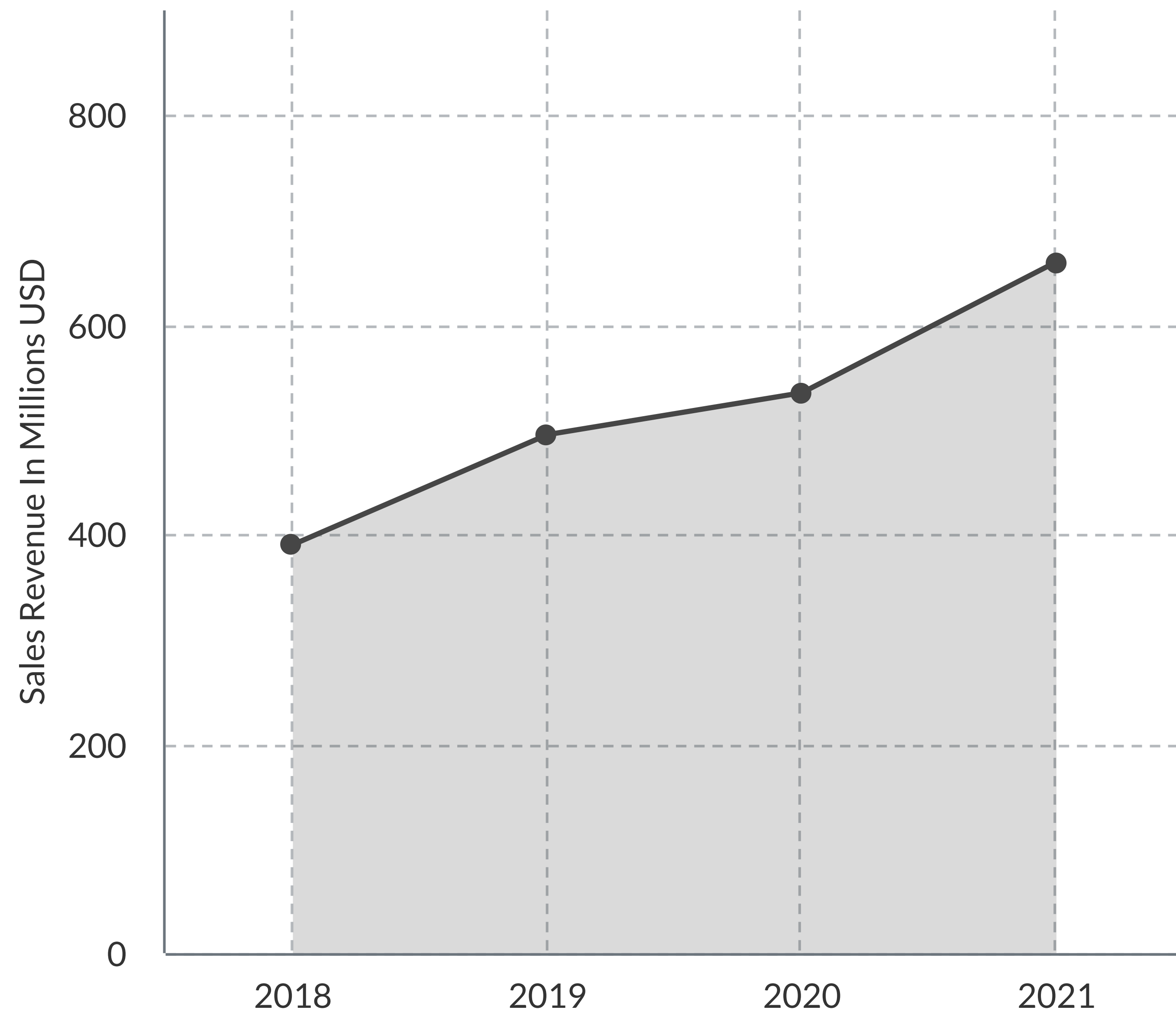
03

Sterling Content fired up the content strategy and produced the white-hot blog articles that helped Audible **triple their 2021 year-over-year revenue**, an increase of **\$82 Million USD** compared to the year prior.

[READ SOME OF THE ARTICLES HERE](#)



Audible's \$82 Million Year-Over-Year Revenue Uplift, 2020-2021



Sources:

[statista.com/statistics/249854/audiobook-industry-size-in-the-us/](https://www.statista.com/statistics/249854/audiobook-industry-size-in-the-us/)

[goodereader.com/blog/audiobooks/amazon-controls-41-of-the-us-audiobook-market](https://www.goodereader.com/blog/audiobooks/amazon-controls-41-of-the-us-audiobook-market)

About Sterling Content

Founded in 2014, Sterling Content produces clear, engaging, search engine optimized content with one purpose in mind: to help customers better understand your business.

We develop the project strategies, target the keywords, write the articles, edit the documents, draft the presentations & optimize the web copy for businesses of every size in nearly every industry.

Give us a shout to find out how we can help you generate more leads and grow your business.



Get in Touch

Sterling Content HQ
41 Northcliffe Blvd,
Toronto, ON M6H 3G9

sterlingcontent.ca
greetings@sterlingcontent.ca

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