



Your audio ad sounds great in a conference room. Too bad nobody lives in one.

You have been there. The creative is signed off. The media buy is locked. Everyone in the meeting is nodding along. It is a guaranteed hit. Then it airs.

The numbers do not move. Brand lift is flat. The post-mortem is a series of polite excuses about “benchmarks” and “internal testing.” The truth is, you did not actually test the ad.

Nobody hears ads the way you played them in that room

Listening to a spot in a silent office is not testing. It is a performance for an audience of people who already want it to work.

Your actual audience is somewhere else entirely. They are navigating the school run with one hand on the wheel. They are cooking dinner while a podcast plays in the background. They are at their desk with one earbud in, half-present, half-elsewhere.

They are hearing your ad through a tinny car speaker, or a Bluetooth thing on a kitchen counter, sandwiched between three songs they actually chose to listen to. That is not a neutral environment. That is the environment where your ad either earns attention or disappears completely.

A voiceover that sounds warm and clear in a boardroom can get swallowed by road noise. A call to action that lands perfectly in silence gets blanked in the middle of a commute. A tone that feels premium on studio monitors feels flat on a phone speaker.

If you are not testing in the real world, you are not testing. You are just hoping.

What real testing actually looks like

RoboCrowd does not do focus groups where people sit in a room and listen politely. It does not do surveys that ask them to imagine how they might feel. It recreates the real listening environment. Your ad plays inside a simulated music stream, through our apps, website, and Alexa skills.

We have a panel of 300,000 testers. Real people hearing your ad in the flow of content they actually want. Unannounced, in context, competing with everything else going on around them.

Then our conversational AI asks them about it. Straight questions, no rating scales. Did they remember the brand? Did they care? Did the message land or did they tune out entirely?

From that you get the four metrics that actually matter: ad recall, brand favourability, purchase intent, and brand lift. And you get the texture underneath them. The specific moment the message lost them. The line that landed harder than expected. The thing nobody in the conference room thought to question.

48 hours to know, not guess

Results come back within 48 hours. Usually sooner.

That means you still have time to do something about it. Tweak the call to action. Swap the audio track. Tighten the opening. Test again. And when you are confident, actually confident, then you press go on the media buy.

That is the difference between a campaign you launched and a campaign you knew would work.

The brands who stopped trusting the quiet room

Coca-Cola, Disney, Tesco Mobile and TripAdvisor all use RoboCrowd. When brands at that level decide the conference room is not good enough, it tends to mean something.

Ready to hear what you have been missing?

No commitment. Just a conversation about your next campaign and what testing it in the real environment could tell you before you spend the money.

[Book a Demo] [Start a Test]

You have done the hard work. Now make sure it lands.

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