

PRODUCT INFO

STREAMING AUDIO



Reach your target audience with programmatic streaming radio advertising.

Music is everywhere in today's society. It is with us when we get up in the morning, go to work, sit at our desks, go to the gym, while we eat, and everywhere in between. Is there a better way to touch your target audience?

OVERVIEW

It is easy to introduce non-skippable, brand-safe programmatic audio advertising to your local marketing campaigns. Programmatic audio allows you to choose inventory by location and hour of day to reach your target audience.

It also allows you to run traditional radio campaigns while also receiving the benefit of real-time decision reporting, conversion metrics, cross-device targeting, and omnichannel optimization.

The US has **228 million** digital audio listeners, with Spotify making up **106 million** of those users.

Consumers carry these channels with them at all times via their mobile device, revolutionizing audio advertising, allowing marketers to reach consumers anywhere they are at any time they're listening.

DETAILS

- Utilize robust interest, demographic, and geographic targeting to reach your specific audience.
- Target audio ads to relevant geographies and time slots to hone in on valuable prospects.
- Reporting tracks metrics including completion rate, clicks, and conversions so you understand how audio works with other channels and strategies.
- Include a companion banner that clicks through to a landing page on most inventory.
- Retarget users who have reached the midpoint or end of your audio ad.

Source: [eMarketer](#)