



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?

DETAILS

It is easy to introduce non-skippable, brand safe programmatic audio advertising to your hyper local marketing campaigns. Programmatic audio allows you to choose inventory by age, gender, location, musical interest, or 3rd party data.

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 omni channel optimization.

BENEFITS

Targeted, high-impact messaging.

- Target audio ads to relevant geographies, time slots, and audiences to hone in on valuable prospects.
- Reporting tracks metrics including completion rate, clicks, and conversions so you understand how audio works with other channels & 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.

201.5M US digital audio listeners eMarketer projects this year. This number makes up 76.6% of internet 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.**