Programmatic Audio

Best Practices
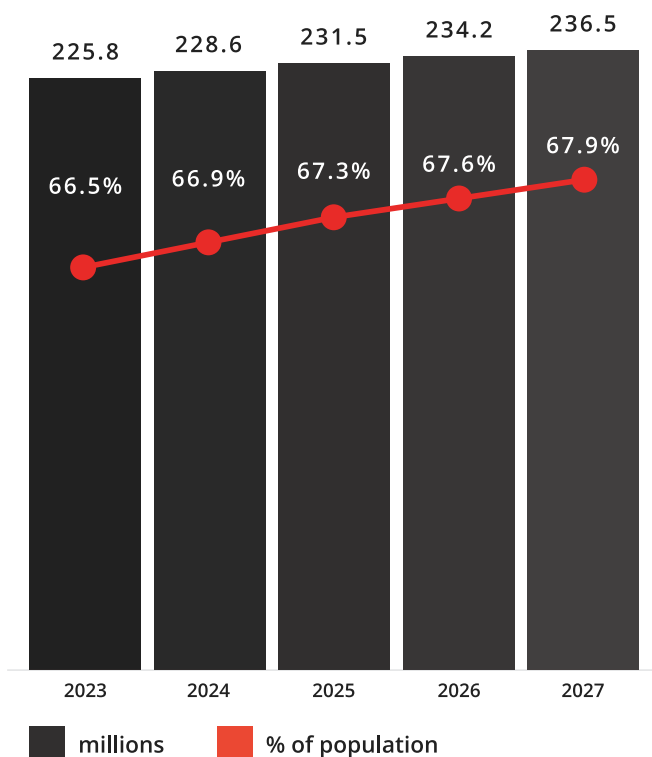
AUDIENCEX

What is Programmatic Audio?

As more consumers are listening to digital audio - up to more than 225 million in the US alone this year - major advertisers have shifted their strategies for audio advertising as well, **turning away from radio in favor of programmatic digital audio advertising**, which can extend their audience reach, manage message frequency, and of course target custom audiences.

Programmatic audio uses technology to automate the process of buying audio ads across digital radio, podcasts, and music streaming services. This streamlines the ad-buying workflow by strategically delivering ads to users in real-time based on intelligent targeting, without manually purchasing ad space from individual publishers.

When integrated into a larger campaign, programmatic audio can create a cohesive and personalized advertising experience that is more likely to result in conversions.

Digital Audio Listeners 2023-2027

	2023	2024	2025	2026	2027
millions	225.8	228.6	231.5	234.2	236.5
% of population	66.5%	66.9%	67.3%	67.6%	67.9%

Targeting On Programmatic Audio

Audience targeting on programmatic audio is very similar to the other channels you may already be familiar with. With AUDIENCEX, you can leverage our data science and predictive analytics with custom algorithms to build intelligently targeted audiences and reach them throughout programmatic channels. On audio, you can also use additional tools to help you match mood, genre or topic. **You can apply the same audience targeting parameters from your video, mobile, and cross-device campaigns**, and use data from audio partners to target specific genres, playlists, and demographics.

With programmatic audio, you can strategically target premium digital audiences against traditional broadcast parameters, such as day parting, geo, and format, measured against familiar tGRP and CPP KPIs.

Or, retarget users who have completed an audio ad to keep them moving along their customer journey.

DELIVERY & TARGETING CAPABILITIES

Geotargeting

- IP-based targeting
- Geo-fencing

Demographic

- Content Targeting
- Behavioral Targeting

Audience Targeting

- 1st party
- 2nd party
- 3rd party

Contextual

- Keywords
- Topics

Sequential Ads
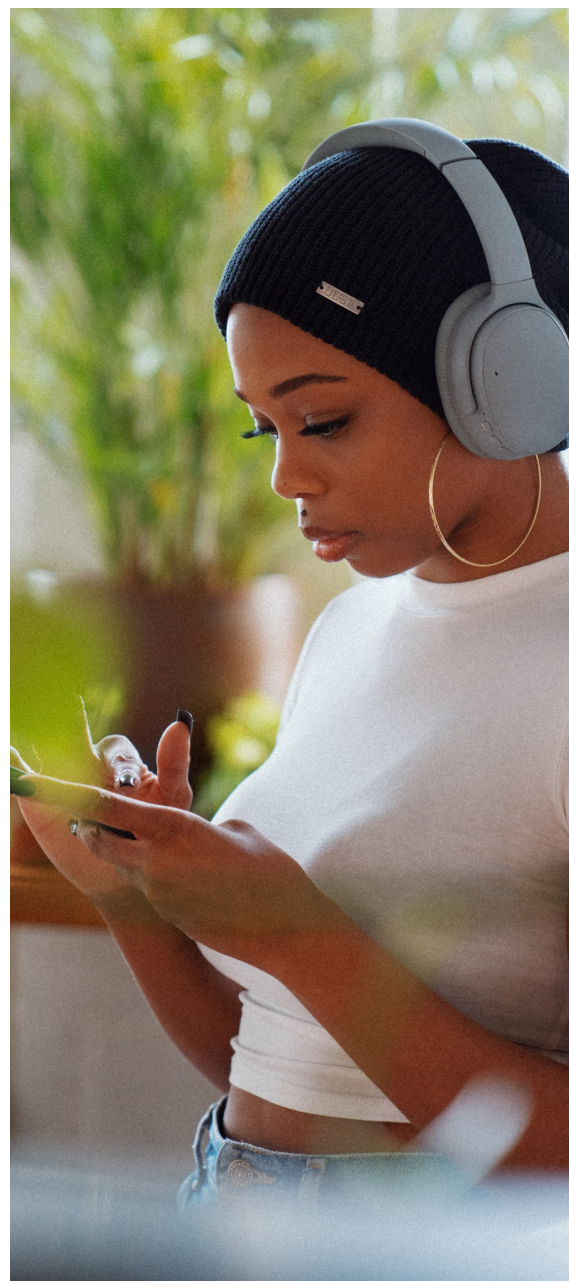
- Retargeting
- Re-engagement

Dynamic Audio

- Location
- Demographics
- Date & Time
- Music Genres
- Phone Operating System

Technographic Targeting

- Web Browser
- Wireless Carriers
- Listening Platform
- Operating Systems
- Devices

AI-Enabled Predictive Audiences

- Custom Audience Modeling
- Predictive Expansion Audiences

Advantages of Programmatic Audio Advertising

Digital audio has been used to **build holistic, cross-device campaigns to generate brand awareness and to drive users further down the funnel**, especially when used in tandem with display, video, native, and other branding initiatives.

Precise Targeting

Full-suite of targeting capabilities, including: AI-Modeled Audiences, Custom Audience Targeting, Geo Targeting, Device Targeting, and more.

Frequency Control

Manage how often viewers see or hear ads and minimize wasted impressions with frequency control across channels.

Holistic Reporting & Attribution

Gain insights on the entire customer journey, including audio activity to optimize and attribute conversions.

Data Intelligence

A seamless way to use first-party data to improve effectiveness and performance.

Efficiency

Ensure maximum reach through specific targeting, effective discovery, negotiation and execution to reduce operational cost and increase time spent on more valuable activities.

Real Time Campaign Optimization

Enables real-time dynamic creative which can target, refine, and expand on a variety of specific parameters to optimize and reach the pre-established KPIs (e.g. universal campaign management, setting filters for devices, geos, sites, audience frequency cap cross publisher, etc).

Advanced Targeting

Unlike traditional radio ads, digital audio can more definitively target specific locations and tailor custom messaging to meet marketers' needs and drive engagement.

Highly Engaged Audience

Audio is engaging, emotional, and an entirely different experience for consumers. Because of the nature of the podcast listening experience, for example, the ads, which are designed to seamlessly blend with the content, are more welcome and effective. 78% of listeners actually approve of podcast sponsorship, and 61% pay for a product or service they learned about on podcasts.

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Best Practices For Programmatic Audio Advertising

01 **Use A Consistent Tone And Tempo**

For 30 second ads, aim for 55-75 words. For 15 second ads, aim for 40 words.

02 **Be Conversational**

A friendly tone transitions listeners between entertainment content and ads.

03 **Include A Call To Action**

Give listeners a chance to engage. A direct call to action drives higher clickthrough rates.

04 **Tell A Story**

Transport the listener through the use of subtle effects and environmental sounds that create imagery in the mind.

05 **Create Multiple Versions**

Develop a variety of audio ads tailored to unique audience preferences.

Creative Considerations

01   **Understand Your Audience**

Research shows a personalized message is more engaging across mediums.

02   **Companions**

Use a companion to reinforce your message. A visual companion is the strongest connection back to the brand. Use the brand logo, repeat the call to action, and other elements that reference the audio ad.

03   **Consider The Context**

Understand platform specs and which ones support companions. Consider how people listen to content on different platforms.

04   **Keep It Brief And Memorable**

Shorter clips have higher recall. Include a clear call to action. Repeat the brand name 2–3 times.
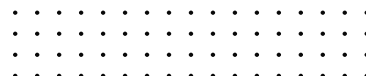
05   **Be Thoughtful With Sound**

Balance the mixing between voiceover, music, and other sound effects. Use storytelling techniques for engagement and recall.

06   **Match The Mood**

Reach audiences with audio ads that match the genre and mood of the content they are consuming.

> "Shorter clips have a higher recall."

01 **Custom Audiences**

With predictive analytics and data science, you can analyze your existing audience to more fully understand them and scale into custom expansion targets that are likelier to convert.

02 **Sequential Messaging**

With cross-device targeting and attribution, you are able to serve sequential messaging across all channels and devices while managing a frequency cap across the entire buy.

03 **Extend CTV Buys To Digital Audio**

Extending connected TV reach via digital audio is one approach some advertisers take, and it's a sound one, since you can carry your data through both channels seamlessly to retarget the same users or reach expansion audiences.

04 **Take an Omnichannel Approach**

To ensure a cohesive experience, integrate audio, video, and display with your targeting, measuring against KPIs including uniques, capping, geo, and demo across all media and devices.

05 **Diversify Your Programmatic Budget**

Use the same targeting and reporting tools from your video, mobile, and cross-device campaigns.

Audio Inventory Integrations

SOUNDCLOUD   targetspot   Entercom   MLB   ESPN ((RADIO))

tunein   iHeart RADIO   COX MEDIA GROUP   Billboard

Spotify   YouTube Music   pandora

Let Your Brand Be Heard

Digital audio presents a huge opportunity to build your brand with an audience of engaged listeners. Used appropriately, **it can complement your other programmatic advertising tactics to help increase the reach of your omnichannel campaigns**.

If you're ready to achieve real results with programmatic digital audio, reach out to AUDIENCEX today. We offer the technology, media access, data science, and expertise required to find the right audience and reach them anywhere. We'd love to discuss how we can help your campaigns succeed.

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