

# B2B PROGRAMMATIC AUDIO

Programmatic audio is becoming increasingly popular with marketers to target and engage with their audience without requiring a visual element. Adding audio as an additional channel in your media plan is an excellent way to expand your reach and increase touchpoints with top accounts.

## Overview of B2B Programmatic Audio

Programmatic Audio advertising is the automated selling and purchasing of audio content and streaming services such as podcasts, music, and digital radio. Audio ads do not require visuals to make an impact; the unobtrusive nature of audio ads rack up impressions and engagement where audiences are already present.



### Audio Statistics



According to eMarketer, by 2021, the average US adult will spend **86.88 minutes** a day with digital audio.

According to the Midroll Media Report, **60% of podcast listeners** made a purchase after listening to a podcast audio ad.

According to eMarketer, there are **204 million digital audio listeners** in the U.S. making digital audio the second most popular digital activity (based on time spent) for U.S. adults (behind video).

## Programmatic Audio Ad Inventory (Sample)

**Examples of sources:** Radio.com, Midroll Media, Emmis Communication, Cumulus, Urban One, Spreaker, DBC Radio, and more.

**Examples of podcast shows:** Freakonomics Radio, Oprah's SuperSoul Conversations, Office Ladies, The Fox News Rundown, ESPOT RADIO, and more.

*Actual inventory subject to change based on campaign details.*

### Benefits

Audio advertising offers **real-time insights, expansive inventory, and reporting on key accounts**. Additionally, programmatic audio adds a powerful channel to your **media type combination** to reach B2B professionals where they are engaged, whether they are streaming podcasts or jogging to music.

Most impressively, AdDaptive's signature B2B ABM Analytics provide performance metrics and audience insights on your programmatic audio campaigns, enabling you to **tailor your sales outreach** based on audience engagement and **shape future B2B strategies**.

**Interested?** Chat with your AdDaptive Sales Representative today.

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