

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 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.



Industry Statistics

According to eMarketer:

- 1) The average US adult spends **a fifth** of their daily digital media time with digital audio, totaling **103 minutes** on average.
- 2) **More than 60%** of digital audio listeners in the US now pay for a streaming audio subscription, totaling over **\$10 billion**.
- 3) There are **over 222 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).

These are eMarketer stats about digital audio usage in the US and do not affect targeting parameters or campaign performance.

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 your target audience where they are engaged, whether they are streaming podcasts or jogging to music.

Most impressively, AdDaptive's signature analytics reports 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 advertising strategies**.

Interested? Chat with your AdDaptive Sales Representative today.