DIGITAL AUDIO

Digital Audio is a programmatic advertising solution that targets people listening to streaming music and podcast services. Digital audio ads are between :15 and :30 seconds long and can include a companion banner ad to run across mobile/desktop devices for increased brand awareness and consideration.

KEY FEATURES/BENEFITS

We bring music with us nearly everywhere. Home, Car, Work, Gym, etc. Digital Audio allows you to stay connected to your audience all day long.

Users must listen to part, or all, of the ad to continue streaming, and can click through while the ad is still playing.

Target messages to specific audiences, music genres, and playlist categories.

EXAMPLE

Starbucks wants to promote upcoming BOGO drink specials to audiences in their target markets. Using Digital Audio, we can run :15 or :30 second spots that quickly convey their key messaging points to an audience, while informing them how they can take advantage of this limited time offer.