

Leaders in **Audio** Innovation

INTERACTIVE FORMATS
Engage Listeners. Drive Results.

Innovative Audio Advertising Experiences

Voice Response

Smart Speaker / In-App Assistants



Operating Systems:



Amazon Alexa
Apple HomePod/iOS
Microsoft Cortana
Google Home
Android
Sonos One

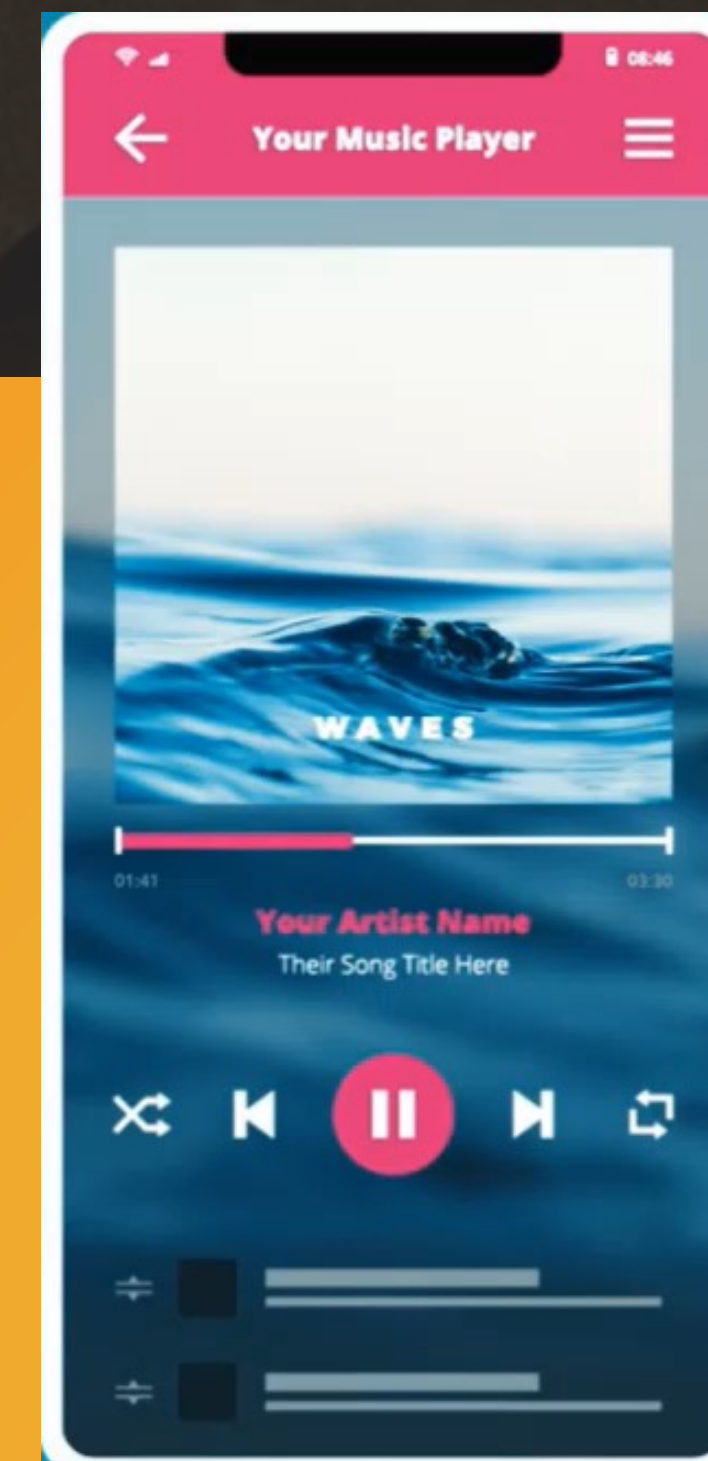
Shake Phone Prompt

Direct Mobile Response

*Click Phone Image for Example

Sample Actions:

Navigate To Location
Download a Coupon
Buy A Product
Book an Appointment
Make a Phone Call
Reserve a Table



Dynamic Creative Optimization



Real Time Creative Personalization

Millions of Background Audio/Music Bed Options

BILLIONS of Dynamic Targeting Filters

Increased Reach, Engagement, Effectiveness

Comprehensive Insights and Listener Data Points

Creative Retargeting

CUSTOM AUDIENCE POOLS

Tell Your Story. Build Your Brand.

Sequentially Deliver Audio Messages Between or Within Campaigns!

Second Screen Display: Retarget Users Who've Heard Your Audio with Banners across Multiple Devices!

BOOST CTR ~400% > THAN STANDARD DISPLAY!



Distinguished IP Methodology

Corporate, Home, Mobile, Company ISP, Custom Client List

Country > ISP is any of United States Selected ISP 0

Selected:

Filter...

- 007names
- 09172010 - Strategic Response Systems
- 1&1 Internet
- 1&1 Internet AG
- 1-800 Contacts
- 1-800-flowers
- 1-800-Flowers.com
- 1-800-HOSTING
- 1-800LoanMart
- 100 NWT Fee Owner LP
- 101 Web Hosting Services, LLC
- 101Netlink

Remove All

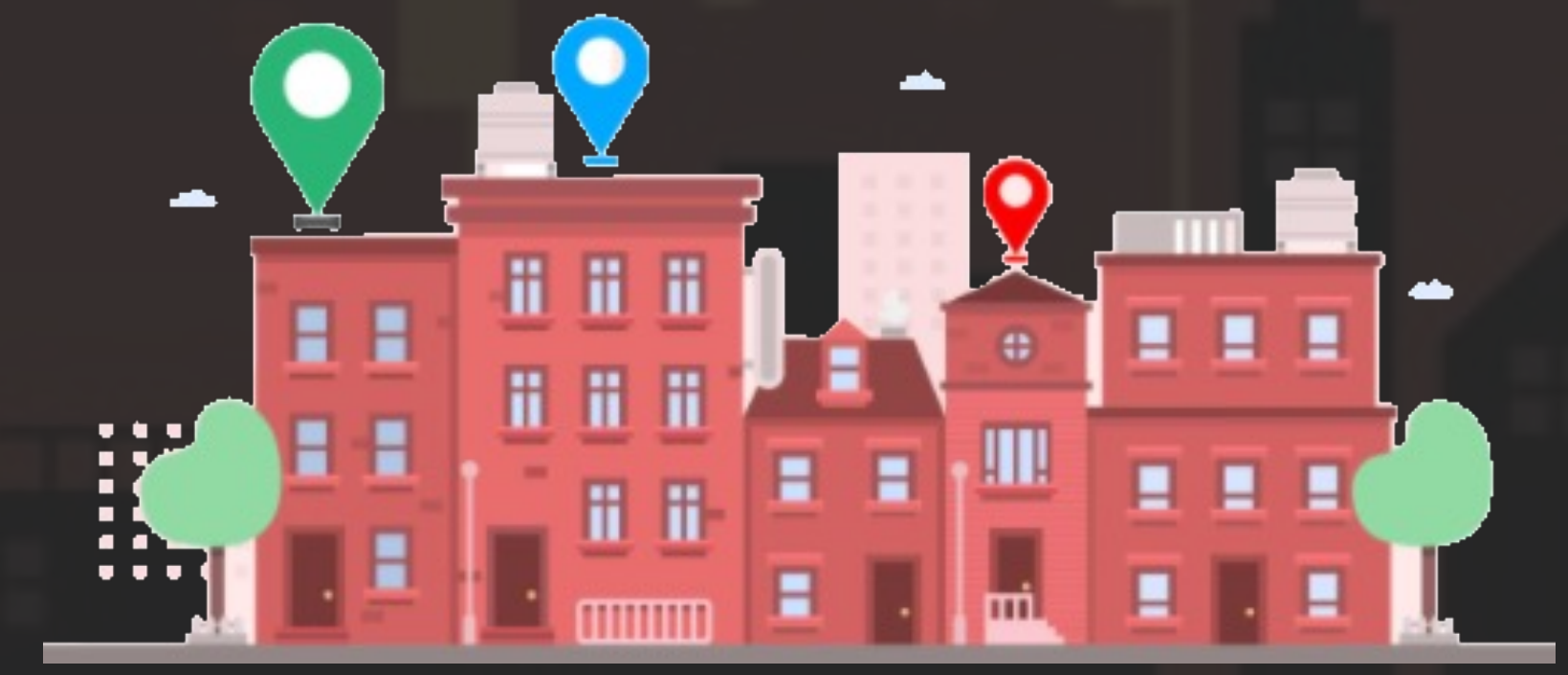
Client IP Address is equal to 109.20.247.166,220.173.33.137,3

is any of IP Connection Type Selected values 3

Browse:

Filter...

- Corporate 0.1 USD
- Home 0.1 USD
- Mobile 0.1 USD



Enhanced Weather Offering

Real-Time
Temperature Intervals
and Various Weather
Conditions



The screenshot displays a user interface for selecting weather conditions and temperature intervals. At the top, there are dropdown menus for 'Audience Segments', 'is any of', and 'Weather'. A 'Select group' dropdown is open, showing options for 'Weather condition', 'Temperature (C°)', and 'Temperature (F°)'. Below this, there are two 'Browse:' sections. The left section lists various weather conditions, and the right section lists temperature intervals. Each item has a '0.4 USD' cost tag.

Weather Condition	Cost
Clear sky	0.4 USD
Clouds	0.4 USD
Drizzle	0.4 USD
Fog	0.4 USD
Humidity - Good	0.4 USD
Humidity - High	0.4 USD
Humidity - Low	0.4 USD
Pressure - High	0.4 USD
Pressure - Low	0.4 USD
Rain	0.4 USD
Snow	0.4 USD
Thunderstorm	0.4 USD
UV index - High	0.4 USD
UV index - Low	0.4 USD
UV index - Moderate	0.4 USD

Temperature Interval	Cost
01 - Less than -20°F	0.4 USD
02 - From -20°F up to -10°F	0.4 USD
03 - From -10°F up to 0°F	0.4 USD
04 - From 0°F up to 10°F	0.4 USD
05 - From 10°F up to 20°F	0.4 USD
06 - From 20°F up to 30°F	0.4 USD
07 - From 30°F up to 40°F	0.4 USD
08 - From 40°F up to 50°F	0.4 USD
09 - From 50°F up to 60°F	0.4 USD
10 - From 60°F up to 70°F	0.4 USD
11 - From 70°F up to 80°F	0.4 USD
12 - From 80°F up to 90°F	0.4 USD
13 - From 90°F up to 100°F	0.4 USD
14 - Greater than 100°F	0.4 USD

Point of Interest (Geo-Fence)

Target Radius Around
Custom or Pre-
defined Locations

Point of interest is any of Segment type Selected segments 0 [Manage segments](#)

Predefined segments 0.1 USD
Custom segments 0.1 USD

+ AND



Point of Interest Segment Settings

Point of interest segment name: *

Custom Radius Around Store Locations

Radius: * Radius unit: * Meters Kilometers Miles

Point of interest segment type: *

GPS coordinates Postal codes

Latitude Longitude

Selected:

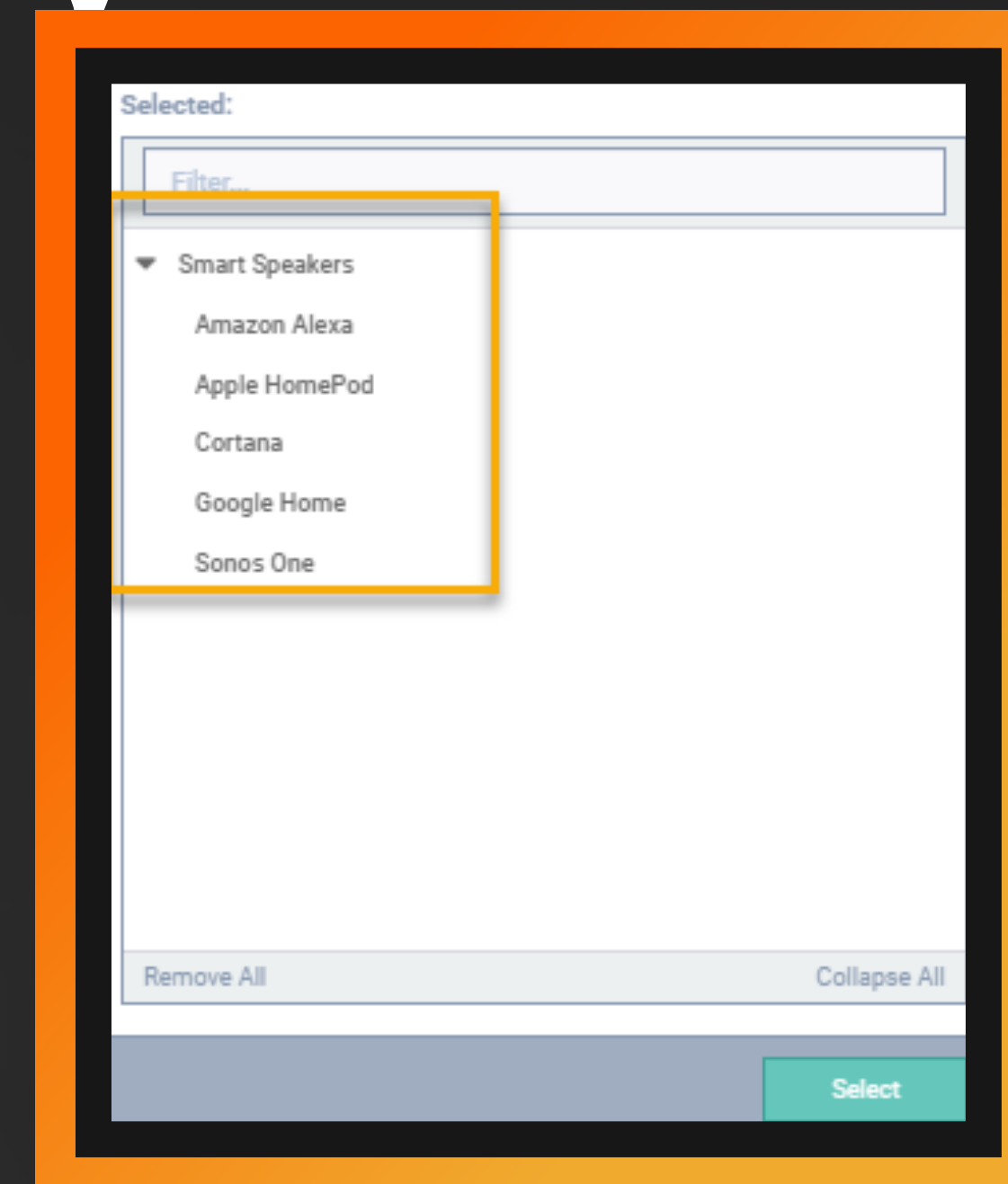
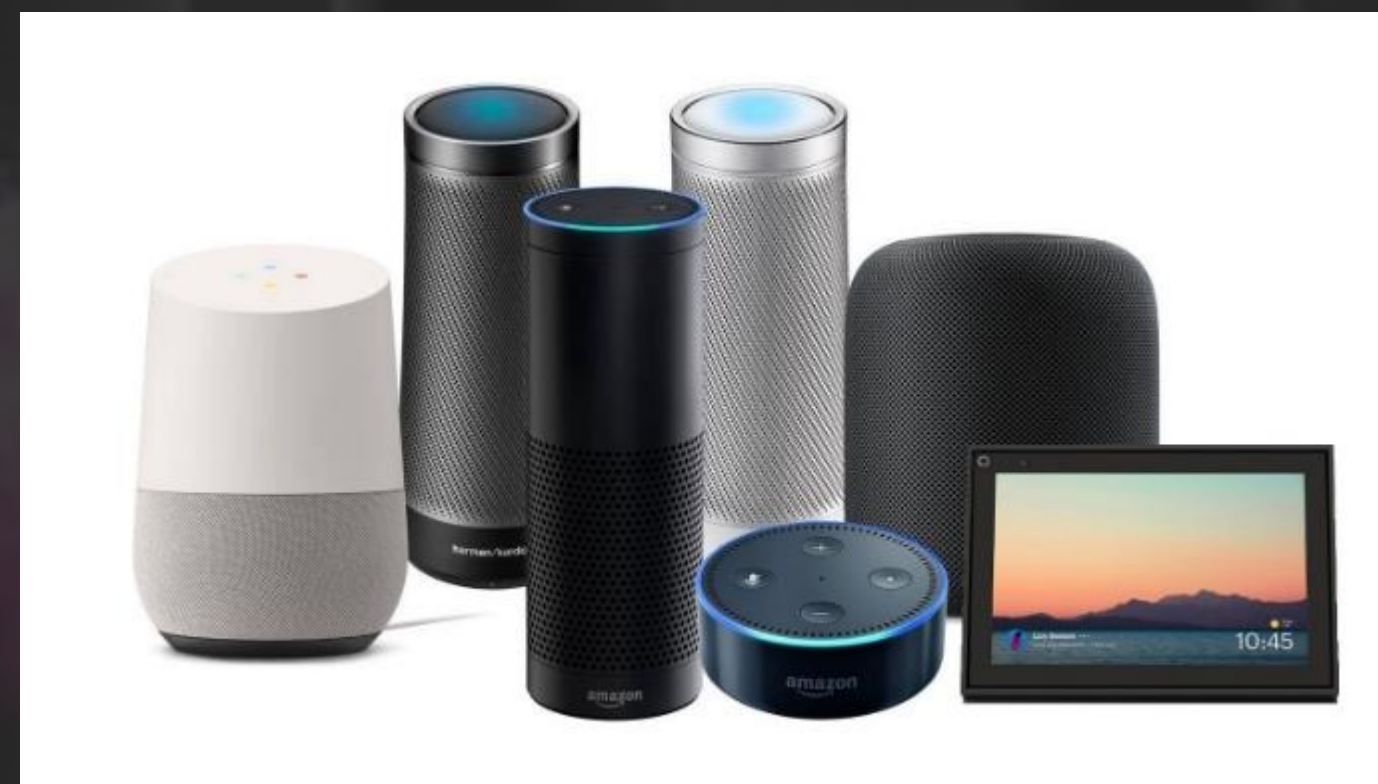
- Filter...
- Airport
 - Bank
 - Bus station
 - Car dealer
 - Casino
 - Doctor
 - Furniture store
 - Gym
 - Hair care
 - Hospital
 - Lawyer
 - Movie theater
 - Night club
 - Park
 - Pharmacy
 - Restaurant
 - Shopping mall
 - Subway station
 - Train station
- Remove All

Scalable Smart Speaker Inventory

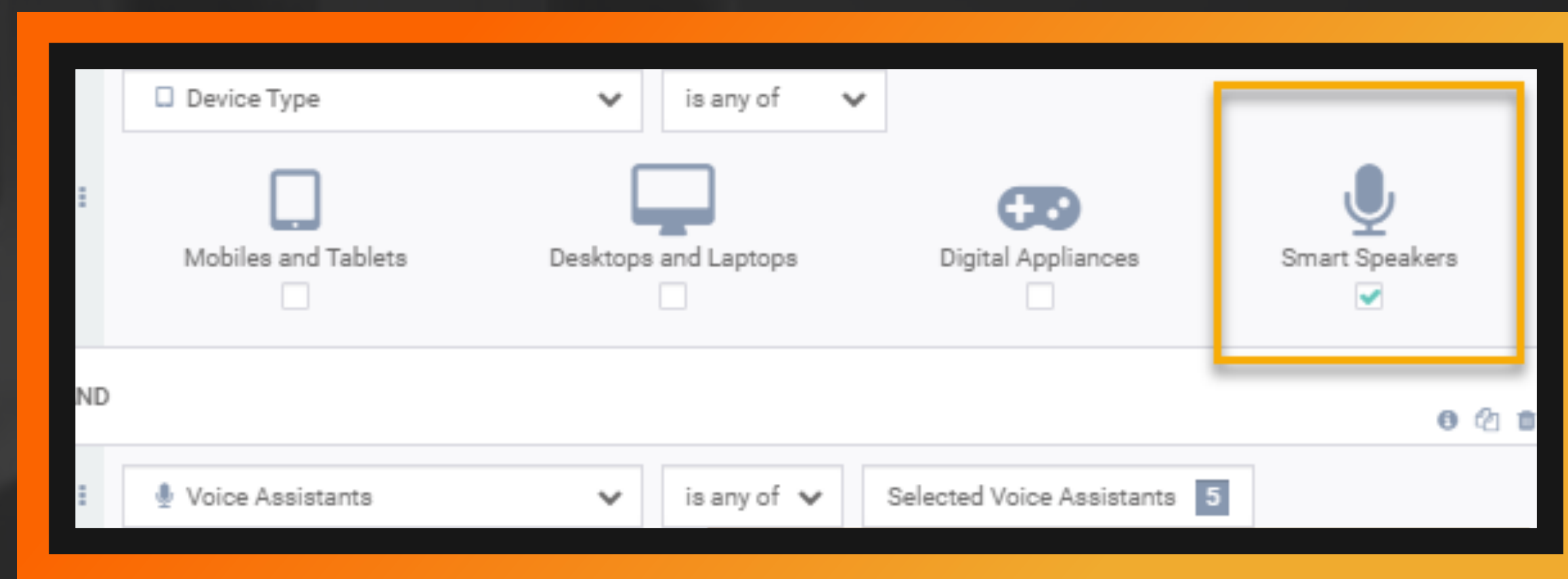
LARGEST AD SUPPORTED SUPPLY

Audio Now at the Center of the Home

500MM+ Monthly Impressions



50MM+ Household Uniques



AM/FM Streams Dominate Usage!

Spoken Keyword Targeting

Improve the Podcast Advertising Experience.



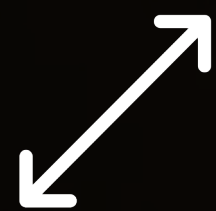
Speech-to-text Transcription

Accurately Converting Audio to Text



Extract Key Topics & Themes

Intelligent Categorization & Dynamic Category Matching



Expand Targeting Options

Ads Served Over Specific Topics At Scale Across All Podcasts



Avoid Controversial Conversations

Label and Blacklist Inappropriate Content

✓ **Enhanced Brand Safety**

✓ **Targeting Transparency**

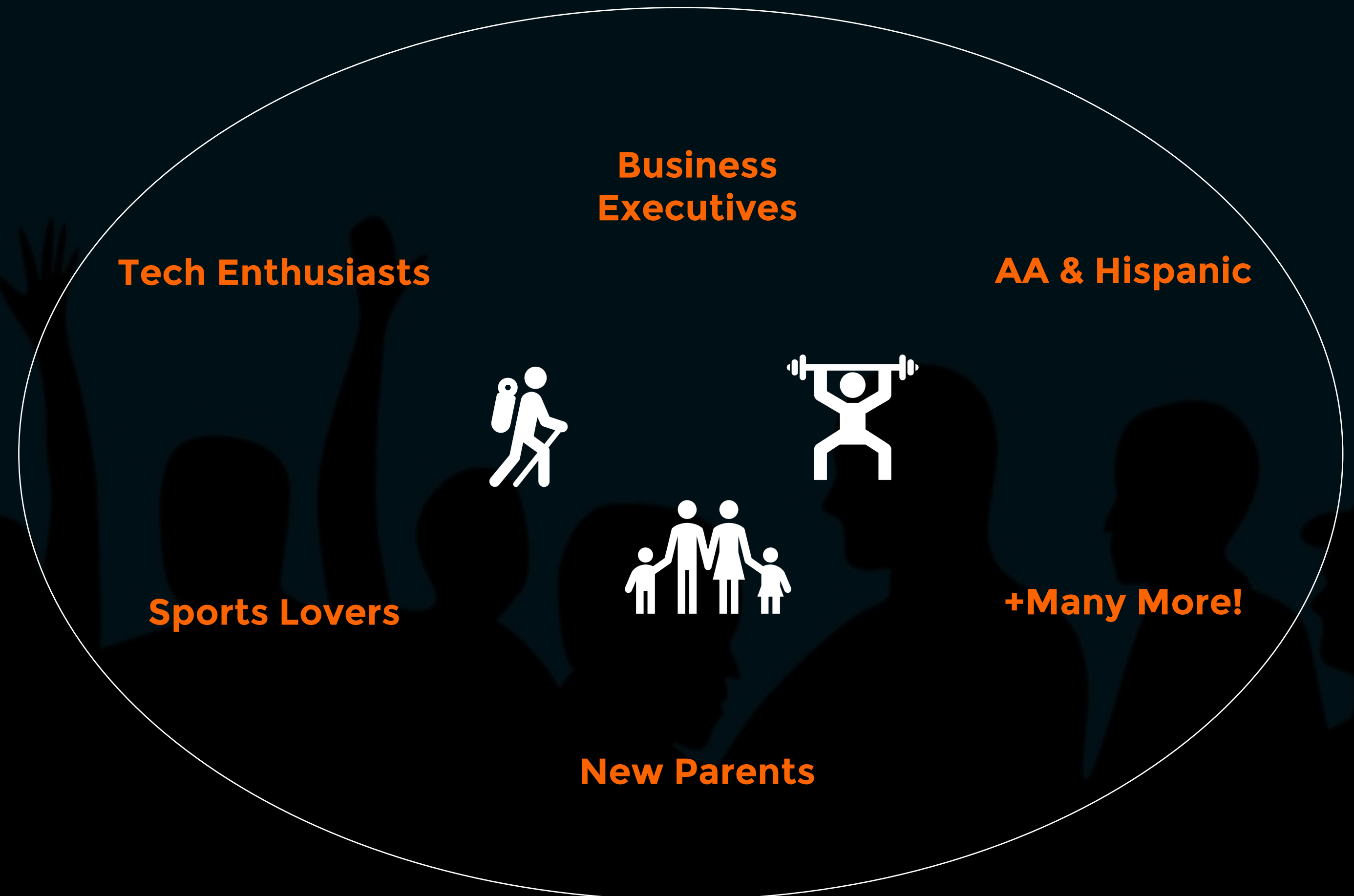
✓ **Relevant Listening**

Podcast Index Targeting

Reach Your Target Podcast Audience Using Nielsen Index

Which audience(s) listens to
these shows?

- ✓ **Custom Program Lists**
- ✓ **Effective Audience Reach**
- ✓ **Targeting Shows via Behavioral Audiences**
- ✓ **3rd Party & Verified Segments**



Dynamic Ad Insertion Technology

ADVANCED TARGETING FILTERS

Reach Your Core Audience

Personalized Creative:

Ad Level Targeting to
Customize Experience
Based on Location,
Time/Day, Weather,
Platform

Geography:

Nation, State, DMA,
MSA, City, County,
Postal Code, Points of
Interest, Lat/Long

Listening Context:

Headphones Plugged,
Bluetooth, WiFi,
Streamed,
Downloaded

120+ Devices:

Phones, Tablets, Smart
Speakers, PCs, Laptops,
Connected Home, Auto,
Gaming Consoles

Audience:

1st Party, 2nd Party, 3rd
Party, Behavioral,
Demo, Index, Cookie,
Device, IP

Contextual:

Publisher Type, Genre,
Format, Playlist, Ad Slot,
Language, Keyword

Website Retargeting

1) PLACE AUDIOLOGY PIXEL

On Your Site or Application

2) CAPTURE VISITORS

Device/Cookie/MAID/Generated

Reach extremely valuable customers who are already highly engaged & interested in your products.

3) TARGET AUDIENCE POOL

Across Premium Audio & Podcast Streams



Increase site conversions by 250%.

ROAS FOR STREAMING & PODCASTING

Measure Your Impact

Advanced Attribution Reporting

- ✓ **Foot Traffic**
- ✓ **Site/App Visitation**
- ✓ **Conversion Events**
- ✓ **Brand Lift/Opinion/Panel Surveys**
- ✓ **Awareness, Lift, Intent, Favor**

Placed
powered by **FOURSQUARE**

artsai
adaptive marketing automation

Upwave

claritas

VERITONIC

PODSIGHTS

(Our Media)

audiology