PROGRAMMATIC AUDIO CORNER
DIGITAL AUDIO NEWS

TECH TRENDS IN PROGRAMMATIC AUDIO

This edition showcases the latest cutting-edge technology in the digital audio ecosystem. From personalized ad serving to direct-response attribution, find it all here!

AD CREATIVE OPTIONS

CREATIVE

PRE-RECORDED

Any talent/voice that runs across music, broadcast and podcasts. Generally the advertiser's "pre-recorded" creative ad spot.

ANNOUNCER

Provides the sound and authority of a host while being seamlessly delivered across thousands of programs.

HOST

Read by the show host, only runs in the show(s) that the host if affiliated. Usually more expensive, baked in 'talent-fee'.

SERVING

DYNAMIC AD INSERTION

Delivers the moment of the listen, uniquely for each listener.
Targeted, based on geo, demo, behavior, etc.
Ad opportunity can be optimized over time.

BAKED IN

Read by the host and permanently integrated as part of the content (baked-in) which makes it static
Cannot be changed over time or targeted.

ATTRIBUTION OPTIONS IN AUDIO

- AWARENESS
- INTEREST
- DECISION
- ACTION

While LTR, Frequency and Reach is a good way to measure Top of the funnel metrics in audio, actions can be measured in Digital Audio, similar to search, social, display and video. With the latest tech in audio, we can now measure conversion behaviors such as:

- ! App downloads
- ! website visits
- ! sign-ups
- ! add to cart
- ! purchase confirmations
- ! foot traffic

Being able to track conversions with monetary value allows advertisers to immediately see return on ad spend (ROAS) and cost per action (CPA) performance tied to their Audio campaigns.

DYNAMIC AD INSERTION (DAI)

DAI is a piece of audio that is recorded and produced separately from the primary content . The creative is 'stitched' into the content when the ad targeting conditions are met

With over **two million podcasts and 48 million episodes;** DAI has grown **150%** from 2018 and now represents **67% share of all ads in 2020.**

DAI offers:
- ✓ 1:1 & precise consumer targeting
- ✓ Context, content & keyword targeting
- ✓ Geo, day & time targeting
- ✓ Creative flexibility
- ✓ Real time price valuation
- ✓ Frequency capping and delivery control
- ✓ Optimize listener relevancy
- ✓ Maximize campaign reach
- ✓ Customize ad slots
- ✓ Advanced measurement

82% of listeners are *indifferent* to baked in, host read advertisements when compared to dynamically inserted ads!

Source: IAB Podcast Ad Revenue Study; 2020)

THEMATIC TRENDS IN PODCASTING

Podcasts have ramped up the content about 'back to school' there is almost triple the number of podcasts talking about 'back to school' compared to 2020 or 2019. Up next, we except a significant increase in holiday shopping trends. For advertisers who demand a presence during holiday shopping 2021, now is the time secure your DAI plans!
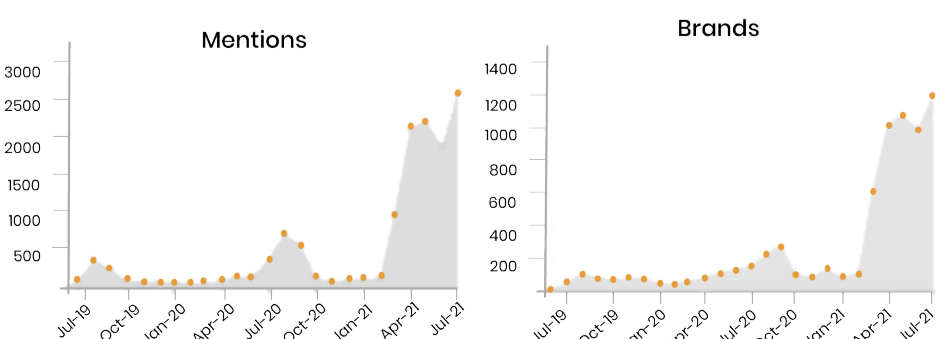
Mentions

Brands

Brand	Thought Leaders	Mentions
Pfizer	323	519
Walmart	256	307
Starbucks	158	168
The New School	117	143
Virtually	111	124

Source: OurMedia Panel, June 2020" (IAB Podcast Ad Revenue Study; 2020)