

# PROGRAMMATIC AUDIO CORNER

DIGITAL AUDIO NEWS

## WELCOME TO THE FUTURE

Where audio is in the front seat and programmatic is the dominant form of media buying. Insert the Programmatic Audio Corner: getting you up to speed in all things digital audio – podcast, broadcast, and music streaming – in less than 5 minutes per quarter. Join us and learn how audio can turn your media investment into LOUD and CLEAR results.

## PODCAST CASE STUDY

### THE SITUATION

An online homeschooling curriculum was promoting their new product lines during 2020 as families and students were sheltering inside due to COVID-19. They wanted to measure results with The Trade Desk’s conversion uplift and attribution measurement.

### THE AUDIOLOGY SOLUTION

Audiology created the following PMPs:

- Behavioral Targeting: Households with Children K-12
- Device & Day-Part Targeting: Smart Speakers M-F
- Contextual Podcast Targeting: Education, Family/Parenting

### RESULTS

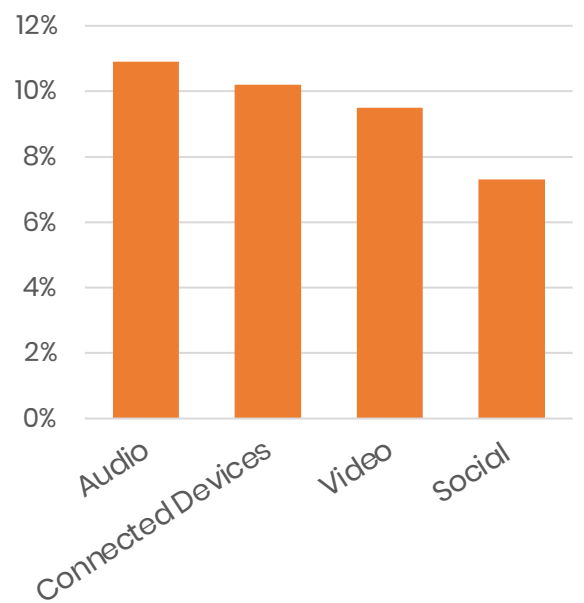
- 900K households with children reached
- 595 hear-through conversions: Achieving \$41 CPA (coming in under the \$75 benchmark)
- 120+ smart speakers & connected devices reached these audiences
- 95%+ listen through rates on audio spots

Source: Internal Metrics/AdsWizz Ad Server

## #1 IN TIME SPENT

Are your programmatic dollars invested mostly in display and video? They shouldn’t be! With people spending more time listening to audio content than watching video, **audio is the #1 form of all digital media consumption.** Including linear media, 11% of people’s time is spent consuming digital audio.\*

### TIME SPENT WITH DIGITAL MEDIA AS A PERCENTAGE OF ALL MEDIA



Source: <https://www.emarketer.com/content/us-time-spent-with-media-2021-update>. \*Other digital” accounts for 21%.

## THE POWER OF AUDIO + VIDEO

Adding Audio to a video buy creates a powerful combination, capable of extending campaign reach and increasing return on overall ad spend.



Increases Reach by 53%+



Boosts Aided Recall by 31%



Grows Return on Ad Spend by 23%!

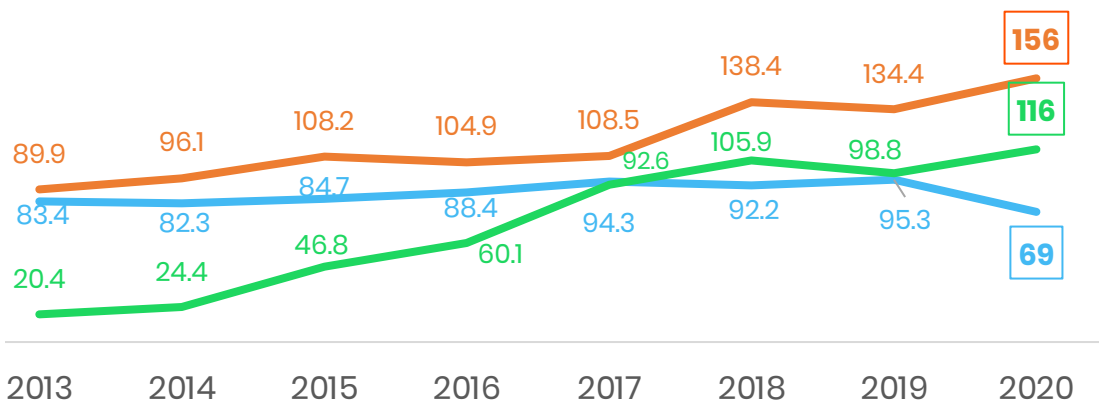


Lowers Average CPM by 25%

\*Source: RadioCentre, “Using Radio With Other Media” and Internal Metrics 2019-2021”

## AUDIOLOGY HITS RECORD HIGHS

Total unique reach (millions) by audio platform.



audiology BY KATZ



comScore monthly unique visitors in millions. (December of each year for comparisons)  
\*Both Pandora and Spotify include their ad supported metrics.