

# Audio Advertising

Complement your existing online and offline branding campaigns with audio advertising. Choozle provides access to programmatic audio-specific publishers like Spotify, Triton, AdsWizz, and TargetSpot. With our suite of features, you can target audio ads to relevant geolocations and custom audiences to drive a digital advertising campaign that gets your brand heard.





## WHAT'S VIEWABILITY?

Leveraging programmatic audio-specific publishers, marketers deliver audio ads in audio content like digital radio and music-streaming services.

## HOW IT WORKS

Choozle sources audio advertising placements through private marketplaces. We have a pre-negotiated library for each partner that includes details on placement, specific genres, playlists, demographic traits, and more. Unlike traditional radio advertising, programmatic audio advertising enables datadriven targeting to reach audiences that extend beyond display or video advertising campaigns. Using programmatic audio-specific publishers like Spotify, Triton, AdsWizz, and TargetSpot, your audio ad will be served in audio content like digital radio and music-streaming services. Some publishers allow for companion banners that are served alongside the audio ad while it's playing.

Below is an overview of features that are available for each audio-specific publisher.

				
Companion Banner & Impression Tracking	Yes	Yes	Yes	Yes
Device Types	Desktop, mobile, tablet, connected TV	Desktop, mobile, tablet, connected TV	Mobile (in-app only)	Desktop, mobile, tablet, connected TV
Geolocation Targeting	Yes	Yes	Yes	Yes
Site & Station Targeting	Yes, available via Deal ID	No, but publisher Deal IDs are available.	Yes, but on the Spotify app only. Genre targeting available via Deal ID.	No, but publisher Deal IDs are available



## Best Practices

- **Awareness Focus:** Audio advertising is best used for awareness campaigns with a reach goal since people tend not to click on audio ads.
- **Optimal Length:** Fifteen and 30-second audio ads are the most common ad lengths in audio advertising. However, with a 15-second ad, you can bid on inventory placements that are 15, 30, and 60-seconds long.
- **Brand-Safe Environment:** Non-skippable ads are played in brand-safe environments on mobile (in-app, web, and optimized web), desktop, tablet, and connected TV devices.
- **File Formats:** Accepted audio file formats include MP3, M4A, and WAV.
- **Private Auctions:** Private marketplace auctions are by invite-only and require participants to meet a minimum floor CPM. We recommend using a base bid that is at least as high as the floor CPM.
- **Creative Consistency:** Ensure your audio ads align with your overall brand voice and messaging for consistent brand recognition.
- **Compelling Scripts:** Craft concise and engaging scripts that capture attention quickly and convey your key message effectively within the short ad duration.

