



## TURN IT UP WITH DIGITAL AUDIO ADVERTISING

### A GROWING OPPORTUNITY

From streaming podcasts on a daily commute to listening to music on a smart speaker at home, digital audio is more prevalent than ever.



**214M**

### DIGITAL AUDIO LISTENERS

214.1M U.S. digital audio listeners by 2021, represents 71% of the population. *eMarketer, 2020*



**2HRS**

### AVERAGE TIME SPENT

Audio listeners stream from morning to night, and the average time spent with audio is nearly 2 hours per day. *eMarketer, 2020*



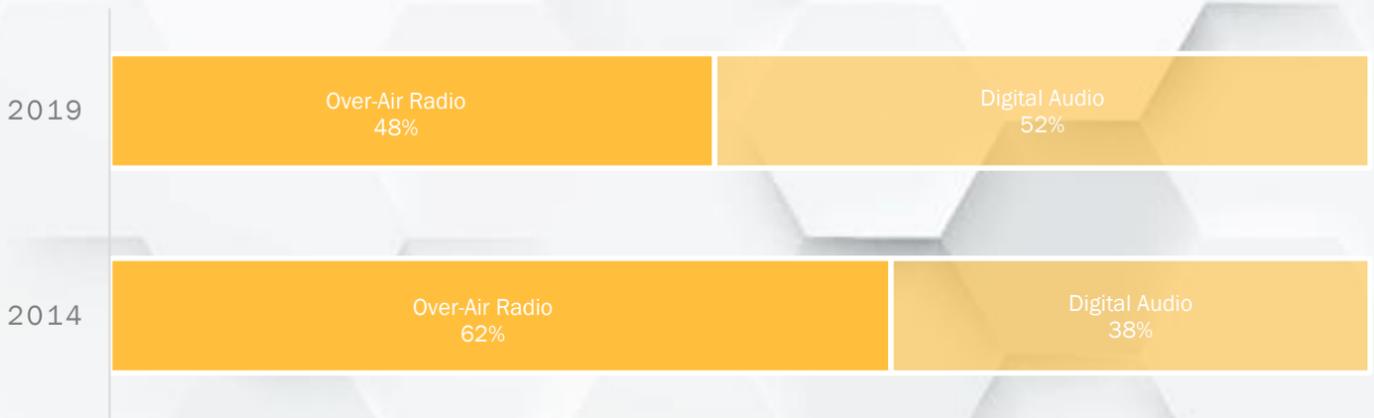
**79%**

### AUDIO CONSUMPTION

79% of audio consumption takes place while people are engaged in activities where visual media cannot reach the users. *Nielsen, 2019*

## DIGITAL AUDIO DOMINATES THE LISTENING SPECTRUM

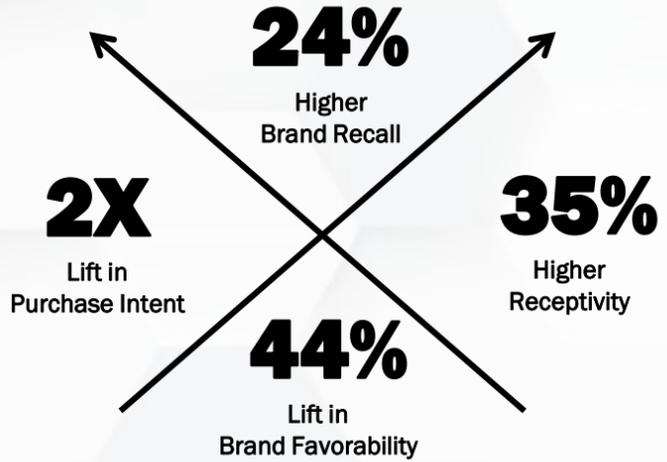
Time spent with digital audio, and all the innovation that it offers, has surpassed over-air AM/FM radio. *Edison Research, 2019*



### MESSAGING THAT WORKS

With a leaned-in, one-to-one relationship, digital audio demonstrates its unique ability to resonate with listeners.

—Edison Research, Magna & IPG Media Lab, Nielsen Media Lab



## DIGITAL AUDIO BEST PRACTICES

Digital audio ad campaigns powered with Basis™ by Centro can scale and streamline your content creation, distribution, and ad campaign analytics. Here are some helpful tips to consider.

- CONNECT THE AUDIENCE**  
Explore private marketplace inventory to target your audience with precision and reach specific, brand-safe audio environments. Leverage Basis' access to PMP inventory with top audio streaming platforms including *Spotify, Pandora, SoundCloud, Triton, TargetSpot, TuneIn* and more.
- CAPTIVATE WITH STORYTELLING**  
Focus on strong visual storytelling to win over your audience. The same fundamental principles of audio storytelling apply to the story of your brand. Short sections of a narrative dictated through conversation rather than narration, delivered to your audience to educate, entertain and emotionally connect.
- CREATE A PERSONALIZED EXPERIENCE**  
Produce valuable, personalized content to energize your brand. Consider emerging creative opportunities with vendors like *A Million Ads* that allow advertisers to dynamically personalize audio messages based on criteria such as age, demo, language, weather, day of the week, and more.
- INSPIRE TO TAKE ACTION**  
Always mention your brand and prompt customers with a clear, concise CTA, to direct them where to learn more, buy now, visit your website or local store, or take another immediate action. If there is a companion banner ad in addition to your audio ad, make sure to keep it simple. It should complement and not distract from the audio ad.
- DIVE INTO REPORTING**  
Programmatic audio advertising is highly measurable and valuable. With VAST (the IAB's standard method of serving video and audio), compliant media partners can allow advertisers to report on in-stream audio metrics traditionally available for digital video – such as quartile or completion rate – and compare performance against other digital channels such as paid display, video, search, or social media ads.