Introducing the first audio-centric Automated Buying Platform, providing Agencies and Trading Desks access to the largest ecosystem of audio inventory from the world’s leading radios and streaming audio publishers. AudioMatic enables buyers to programatically implement, optimize and measure guaranteed and non-guaranteed audio inventory buys with ease.

**Access to all audio publisher types**

Easily plan and buy your campaign against all digital audio publisher types – Broadcast Radio Live Streams, On Demand Streaming platforms, and Podcasters.

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**Supporting all programmatic transaction types**

AudioMatic supports all major programmatic transaction models - Private Marketplace-PMP using Deal IDs, Programmatic Reserved, and Open Auction.

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**Audio specific measurement and reporting**

AudioMatic offers detailed measurement of every audio and display impression by creative type, geo, device, daypart, uniques, LTR (Listen Through Rate), CPCL (Cost per Complete Listen).

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**Capabilities built uniquely for audio**

Built from the ground up for Audio, AudioMatic delivers audio specific KPIs for reporting, and provides advanced capabilities to control ‘ad-clashing’ - ensuring that ads from competing brands and categories don’t play in the same adbreak.

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**Innovative and Interactive Audio format support**

In addition to traditional audio spot formats, AudioMatic provides exclusive access to AdsWizz’s unique interactive ‘Shake Me’ mobile format, as well as supporting ‘Dynamic Audio Creatives’ (A Million Ads) to deliver personalized messages and drive higher engagement and conversion.

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**Advanced audio inventory forecasting**

We’ve developed advanced algorithms to compute accurate inventory availability, taking into account unique ‘audio specific’ metrics such as ad duration, adbreak duration, ad-clashing, competing campaigns and more.

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**Advanced targeting capabilities**

- You can target specific audience segments - by location, device type, point of interest, format, time, genre, publisher type, 1st party or 3rd party audience targeting, demographic or behavioral segments and more.

- AdsWizz’ unique data aggregation solution for age & genre- Sonar- provides a 100% addressability.

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**The best listening experience**

Through our unique ad insertion technology, we ensure that audio creatives have the matching the volume and bitrate of the audio being streamed. You can also use frequency capping by ad, user, session or per publisher to optimize delivery and prevent listeners from getting ad fatigue.

programmatic.us@adswizz.com