World’s Largest Marketplace
For Digital Audio Advertising

What is AdWave?

Audio Marketplace
Real-time auction for spot inventory

Global Footprint
Largest single source of buyers for audio

Premium
Premium brands and advertisers buying audio

Benefits for Publishers

1. New Revenue Streams
Increase fill rates and monetize all available inventory

2. Premium Brands
Premium advertisers buying in one place

3. Channel Harmony
Does not compete with direct sales channels

78M
monthly unique listeners

6.5B
monthly impression opportunities

55%
listen on a mobile device

Targeting Capabilities

Technology
IP, Device, Smart Speakers, Listener Context, Wifi/Bluetooth enabled

Behaviors & Intents
Tech Enthusiasts, Jet Setters, Business Decision Makers, 1000+ Options

Genre & Playlist
News and talk, sports and business, Top 40 Hits-Pop, over 20 options.

Time
Time of Day, Day Part, Format

Language
Over 35 options

Weather
Rain, Snow, Sun, Wind

Demographics
Age, Gender, HHI, Children, Income, Education, Occupation

Geo & Point of Interest
State, DMA, City, Radius, Long/Lat, IP Address

Transact via Direct Orders, PMPs, or Programmatic Reserved.
Delivery is across all types of inventory including streaming, simulcast, and podcast.

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