For Advertisers

World's Largest Marketplace
For Digital Audio Advertising

What is AdWave?

Audio Marketplace
Ad inventory available on a spot basis

Premium Publishers
Top audio publishers aggregated in one place

Global Footprint
Operates across APAC, EMEA, North America

Benefits for Advertisers

1. Simplicity
One deal, one price, multiple publishers

2. Reach and Frequency
Scale your audience and manage frequency across publishers

3. Quality Inventory
Reputable publishers, desirable audiences

57M
monthly unique listeners

3B
monthly impression opportunities

55%
listen on a mobile device

60%
household income of $100k and over

*US Market

Targeting Capabilities

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

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

* Time
Time of Day, Day Part, Format

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

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

* Language
Over 35 options

* Weather
Rain, Snow, Sun, Wind

* 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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