

AUDIOMATIC

Second Screen Retargeting

adswizz

Sight and sound can work together to create a stronger connection with your audience. Combine **audio ads with display ads** to double the impact, recall and reach.

4x*

CLICK-THROUGH RATES

* Based on AdsWizz internally reported data and compared to the average display industry benchmarks.

The AdsWizz Second Screen feature allows advertisers to **seamlessly retarget listeners** of an audio campaign on other websites and apps. By using the power of audio to support the display environment, Second Screen creatives are proven to **increase brand awareness**, as well as the likelihood that listeners will **respond to the call to action**.

KEY BENEFITS



Improve conversion rates through reinforced calls to action.



Quadruple impact as compared to display advertising used on its own.



Enhance decision-making processes with a 360° view into campaign performance KPIs.



KEY CAPABILITIES

Ad delivery options

Second Screen supports two types of delivery methods — **same device delivery** (via device ID) or **same household delivery** (via IP address). Opting for the same device delivery method can increase recall and delivering within the home can increase reach. Retarget each listener for **a maximum of 4 days** after being exposed to the audio ad.

Consolidate retargeting in one platform

Manage “audio first, display second” campaigns **within the same platform** for a single source of truth.

End-to-end insights into campaign performance

Get unified reporting to better understand which audio targeting strategy yields the best performance results - whether it be the classic CTR, website attribution, or on the fly delivery optimization.

Brand Safe Campaigns

AdsWizz is aligned to industry standards and committed to provide the best brand safety measures for its partners. To prevent ads from running in unsafe environments, we have implemented **a blacklist of over 48,000 domains** and regularly update them. This blacklist applies to all Second Screen retargeting campaigns that run through our platform.

CONNECT WITH US

For more information please reach out to your AdsWizz Account Manager. Or [contact us](#) to schedule a demo.

