

AUDIOSERVE

adswizz

Dynamic Creative Optimization

Audio advertising is proven to resonate with consumers on a deeper level than display and video. It's the only environment that helps global brands to amplify their message and scale by combining rich data with the latest technology.

The AdsWizz Dynamic Creative Optimization (DCO) feature enables brands to connect at an individual level, at the right time and place. By leveraging extensive data points — such as **behavioral segments, local weather, and device type** — brands can dynamically generate and deliver a multitude of customized creatives to a multitude of listeners, at scale. With DCO, they can integrate their message into the listener's surroundings for an immersive, relevant ad experience — resulting in **higher reach, engagement and effectiveness**.

KEY BENEFITS



Increase engagement and drive effectiveness by dynamically delivering your message with personalized and contextual creative and campaigns.



Enhance campaign performance by optimizing creative elements and messaging in real-time based on insights from custom reports.





Reduce time, budget and resources spent on traditional campaigns by implementing Adswizz's simplified workflows.



Up-level your personalization by capturing more listener data from within Adswizz's platform.

KEY FUNCTIONALITIES

Real-Time Personalization

Personalize and generate creative campaign variations in real-time based on each listener's known data, current context, and targeting criteria. For example, you can promote a coffee shop's new ice coffee — when the weather is hot — to listeners within that radius.

Optimization with Comprehensive Insights

Quickly understand how creatives are performing for each targeting parameter based on real-time insights. Optimize your strategy and exclude the under-performing targeted segments while the campaign is live. You can also unlock additional insights by matching anonymized listener IDs to their other targeting attributes within Adswizz's end-to-end platform.

Background Audio Tracks

Insert different background audio tracks to create a seamless listener experience. This feature automatically normalizes background audio track volumes to ensure they fit properly in the creative.



Visual Composer and Creative Preview

Create and preview customized ad versions to ensure clean transitions. DCO ensures the creative elements fit seamlessly within the ad break without speeding up or creating unnatural pauses.

Exclusive Data Points on Each Listener

Access exclusive AdsWizz functionalities, such as targeting using behavioral segments, points of interest, music genres, and first-party data. For example, you can use dynamic creative campaigns to reach audiences only interested in technology available on smart speakers, like Alexa and Sonos.

Extensive Targeting Options

Leverage the extensive data and targeting options within the AdsWizz platform, including location, genre, demographics, time of day, weather, device type, specific smart speakers, and predefined or custom point of interest.

DCO is available within the **AdsWizz AudioServe** platform, along with comprehensive creative guidelines to ensure agencies create, manage and optimize highly successful campaigns.

CONNECT WITH US

For more information please reach out to your AdsWizz account manager.

Or [contact us](#) to schedule a demo.

