

# AUDIOMAX

The only **native audio**  
**SSP** for Publishers

adswizz

AudioMax is a supply-side platform that connects audio publishers to major brands and demand sources, in real-time. This **publisher-first** platform provides flexibility and scale, allowing audio publishers to manage and grow their demand portfolio with a strategic mix that **increases fill rates and revenue**.

Unlike omni-channel SSPs, AudioMax's roots are grounded in audio, bringing an unparalleled understanding of the audio landscape that enables publishers to seamlessly implement technology that not only increases revenue, but enhances the listeners' experience with a relevant, undisrupted ad experience.

## KEY BENEFITS



Easily manage the monetization of all your audio inventory – podcast, simulcast, pure-play, and on-demand – across your entire demand portfolio of DSPs, agency trading desks, ad exchanges, ad networks, and direct sales.



Maximize revenue opportunities with dynamic ad insertion, one-to-one targeting, and yield optimization.





Safeguard your listeners' experience with advanced brand control features and domain-level frequency capping.



Develop actionable insights with a holistic view of all your inventory and key market trends, across any device.

## KEY CAPABILITIES

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### Enhanced Brand Control

Get optimal control by selecting an open, restrictive, or dynamic approval flow of ads at the advertiser level. Or get more granular by using our first-to-market audio preview function where you can listen to each ad before blocking or approving. Keep advertisers happy by managing competitive separation at the domain level, or within a single episode of a podcast. Keep the listeners happy with frequency capping at the episode or domain level to maintain a positive ad experience, even when ads come from multiple demand sources.

### Yield Optimization

Identify the best supply allocation for demand sources based on performance insights from audio KPIs, such as LTR, ad duration, genre, and clash codes. Easily segment allocation by sales agreement type and control the floor price.

### Programmatic Reserved

Optimize revenue with an automated ad buying process that allows advertisers to reserve publisher inventory at a fixed price. Use AudioMax together with AudioServe and AudioMatic – or any other major DSP – to get a powerful end-to-end automation process that lets you enable programmatic reserved deals, orchestrate direct sales, and monetize your inventory with dynamic creatives and advanced targeting.

## Performance Insights Dashboard

Get real-time insights and see where the most potential lies with a single, unified view. Look at ad position, content format and even how budget is spread across streaming, podcast and on-demand inventory. Improve your selling strategy and ROI by making better-informed decisions with detailed analytics, revenue reporting, and trends categorized by sales channel.

## Streamline Inventory Management

Create, reuse, and transact inventory based on predefined “supply packs” – increasing productivity and saving time. Use a wide selection of rules, including audio signals, device platforms and players, and audience segments to streamline your deals, tailor existing supply packs on the go, and adapt to market changes.

## Data Sharing Control

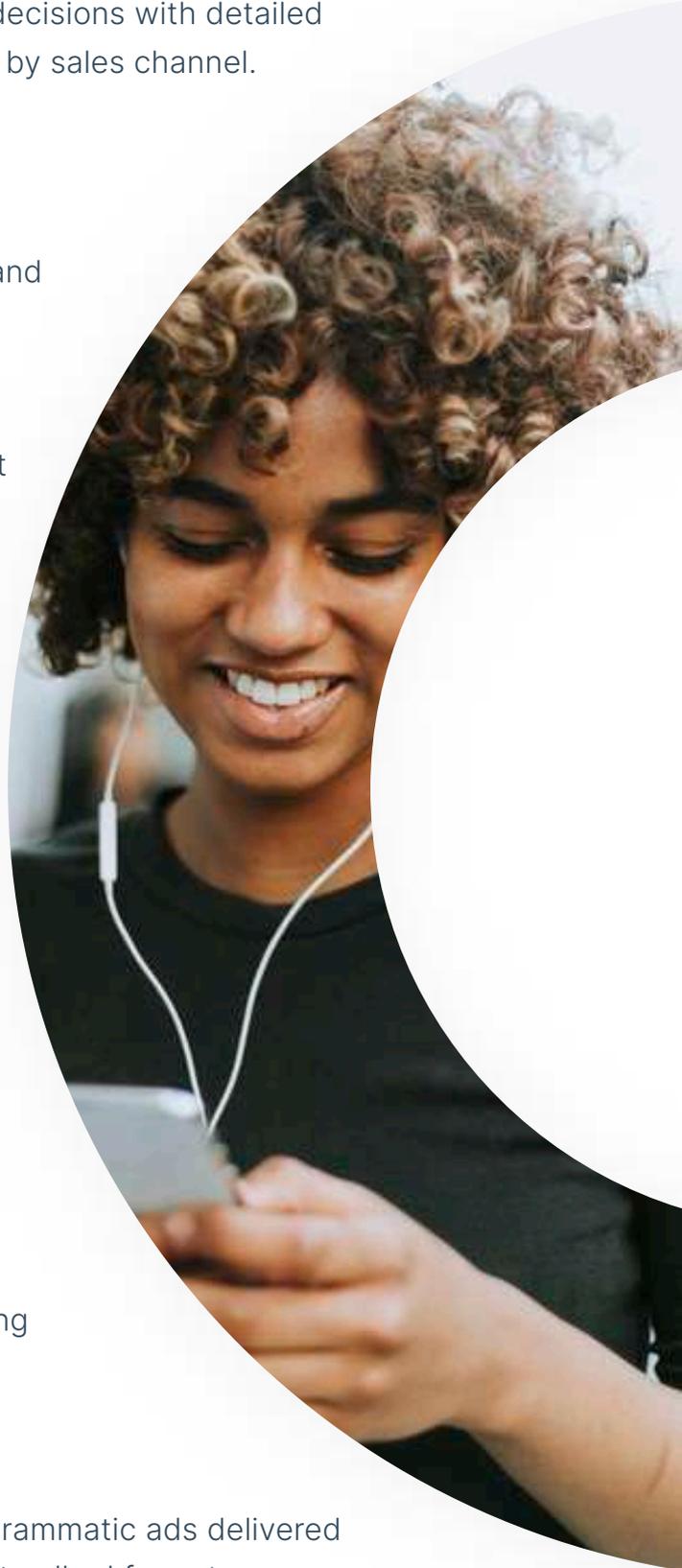
Manage what data is shared with your direct buyers (first-party, GPS, device, listener ID, etc.), and what is passed or blocked to AudioMatic or third-party DSPs. With our advanced data control, you have full flexibility in packaging your data and applying different prices for each sales channel or deal.

## Deal Health Analyzer

Leverage a dynamic, real-time dashboard to analyze trends and access detailed information on deals, including why you did or did not win a bid, why bids are not responding (blocked category or floor price), and more. With extended visibility into your monetization options, you can improve your packaging and floor price settings.

## Advanced Ad Approval Workflow

Control the quality of all programmatic and non-programmatic ads delivered through your audio streams and get more visibility into all ad formats, including audio, display, and dynamic creative ads. For each deal, preview or listen to multiple format creatives and approve them across all sales channels and deals. Also determine if each ad needs to be reviewed for each sales channel before being served, optimizing their quality.



## Self-Served Sales Channels

Save time and effort, become fully independent, and create new sales channels in an automated fashion for all your DSPs.

Leverage the easy, fast integration with our audio-centric DSP, AudioMatic, where you can monetize ads with innovative formats such as Dynamic Creatives and ShakeMe™, while new publishers and zones are automatically created.

## Advanced Custom Reporting

Easily access all your data in an intuitive interface, where you can slice and dice your advertising results and visualize inventory performance based on multiple dimensions. Get full data reports via email and easily share them with key stakeholders at any time to continuously optimize your monetization strategies.



## BRANDS YOU KNOW AND LOVE USE **AUDIOMAX**



## CONNECT WITH US

For more information please reach out to your AdsWizz Account Manager.

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