



Innovation as a Tool.

Solving Challenges in Audio Marketing

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adswizz



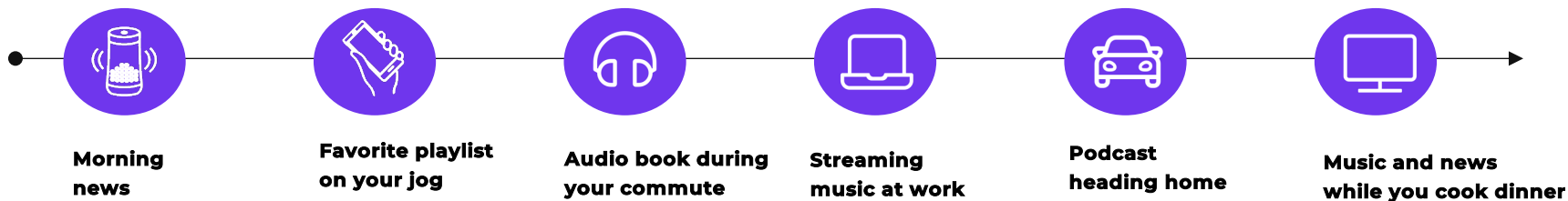
Agenda

- **About AdsWizz**
- **Motion-activated Ads, ShakeMe**
- **Dynamic Creative Optimization (DCO)**
- **AI Transcription Technology**

There's no doubt that audio has become a really integral part of our lives - but it always has been.

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Audio as part of our daily lives.



Audio has become an integral part of our daily lives, but if we think about it, audio has always been important to us. The difference is when you combine advances in audio device technology and the flexibility the pandemic has given our working life patterns. We now have more opportunities to listen.

And shows no signs of slowing down.

61%

**Increase podcast
ad spend, YoY**

56%

**Increase streaming
audio ad spend, YoY**

300%

**Podcast publishers
using AdsWizz
technology.**

Technology is enabling more opportunities to listen, and this has exploded the number of listeners and opportunities for advertisers to engage with those listeners. The 2021 Digital Ad Spend Study from the IAB and PWC has reported that Ad spending in the UK has increased by 58% YOY. And podcasts spend a massive 61%. Here at AdsWizz, we have seen a 300% growth in podcast publishers using our technology, further supporting the expansion of connections audio publishers are making with advertisers.

Source: 2021 IAB UK & PwC Digital Ad Spend Study

Source: AdsWizz internal data

Audio advertising effectiveness



Programmatic advertising benefits

Engaged audiences

High LTR

Better recall than social

Higher intent to purchase

Relevant environments are accessible to drive conversion. And it's the ability to manage reach and frequency across all your audio publishers, going maximum efficiency from your audio campaigns and giving you that holistic overview of where and who you are reaching.

Enhanced targeting

Brand safety

Relevant ad and content experiences

Efficient buys, decrease wastage



Audio advertising effectiveness



Programmatic advertising benefits

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Enhanced targeting

Brand safety

**Relevant ad and
content experiences**

**Efficient buys, decrease
wastage**

**Digital audio advertising
today combines the
power of audio (impactful,
high recall, etc.) with
nimble targeting
capabilities.**

We build technology for a sound world.

Digital audio and podcast adtech.

250M+
unique devices
per month

25B+
monthly audio
impressions

Podcast publishing and analytics.

4 of 5
top podcast
shows

Global digital audio marketplace.

100+
countries
reached

14k+
podcast
creators

Adswizz has over 250M unique devices per month within our ecosystem spanning over 100 countries. We have over 14k+ podcast creators using our sister company Simplecast's platform to publish and grow their audiences.

We are the standard for publishers and agencies across the globe.



acast



dax
DIGITAL AUDIO EXCHANGE

talkSPORT



PM
PRISMA MEDIA



Lagardère

24 ORE

MEDIAMOND

RTL

deezer



ROGERS



WNYC

TUNE IN

WONDERY

Entercom

pandora

STITCHER

entravision



npr

The New York Times

arn

SCA



Omnicom MediaGroup



**Omnicom MediaGroup
PROGRAMMATIC**

**SPARK
FOUNDRY**



WPROMOTE



matterkind

adswizz

Technology has enhanced the way we interact with listeners.

AUDIOMATIC

Brands, Agencies



Data leveraged: higher match rates



Higher Engagement, Conversion & Retail traffic



Greater Reach & Frequency



Brand Safety



Client Services' Programmatic Audio Specialists

Having a direct SSP in an ecosystem means access to 1st party data and can be used to help brands navigate under stringent laws. We are using 1st party data across publishers to allow them to build out those audience buys.

Premium Global Audio Marketplace

Sitting in the middle of this stack is our invite-only, premium audience marketplace where advertisers can buy audio advertising at scale, at competitive prices, which is particularly attractive to those brands working with strict Cost Per Acquisition models.

AUDIOMAX

AUDIOSERVE

AD INSERTION SUITE

Premium publishers



MEDIA GROUP



DIGITAL AUDIO EXCHANGE



Demand

Supply

CASE STUDY

Motion-activated ads, ShakeMe

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ShakeMeTM Video



THE CHALLENGE

Yuh Finance App, ShakeMe

Yuh, the newly launched Swiss app, drives downloads amongst millennials and early adopters with motion-activated audio ads.

Yuh wanted to raise brand awareness, drive app downloads, and get people to start using its finance app.



THE SOLUTION

Yuh Finance App, ShakeMe

AdsWizz empowered Yuh to tap into an engaged audience where they were listening to streaming music on mobile devices.

AdsWizz ran campaigns across their global marketplace for streaming and on-demand digital radio to reach a wide range of millennials and early adopters.

The campaign's primary call to action was an app download. AdsWizz proposed their unique audio format, [ShakeMe](#), which invites listeners to shake their phones to complete the desired action, such as downloading an app or coupon, placing a call, opening a web link, or inviting a voice command. Listeners can interact directly with the ad without unlocking their phones or even looking at their screens.



THE RESULTS

Yuh Finance App, ShakeMe

60%
more engagement, compared
to non-ShakeMe campaigns.

The average interaction rate was 2,48%, and the listen-through rate was 92%, providing excellent brand exposure even if the listener didn't convert.

Top 40 Hits, Urban/Hip-Hop, and World Music were the top-performing music genres for these campaigns. Yuh also found success targeting young professionals, skilled laborers, and individuals interested in electronics.

The valuable insights enabled future optimizations and future focus on what kind of audio environments they should be running their ads against.

CASE STUDY

Dynamic Creative Optimization

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Dynamic Creative Optimization

Enables brands to connect at an individual level, at the right time and place, dynamically generate and deliver a multitude of customized creatives to a multitude of listeners, at scale.

THE CHALLENGE

Corona Beer Surf Report, DCO

Corona wanted to expand their reach and improve their brand relevancy scores.

New Zealand Media and Entertainment (NZME), a leading media company with a wide array of digital audio content across the iHeart platform, and MediaCom Australia, a global leader in media communications, wanted to give their client Corona Beer a unique and creative approach to expanding their reach, complement an upcoming outdoor display campaign and help them improve their relevancy scores.



THE SOLUTION

Corona Beer Surf Report, DCO

Corona combined live weather data, geolocation, and demographic targeting to deliver real-time "Surf Reports" to listeners across iHeartRadio in real-time.

AdsWizz combined live weather data, geolocation, and demographic targeting (age 25+) to deliver real-time surf reports sponsored by Corona. Potential listeners within a 15km radius of selected beaches around New Zealand would hear the campaign containing the surf report about the beach nearest them.

The surfing data was pulled via API to include 16 different wind directions, 30 wind speeds, and 39 swell heights, all cross-referenced with 20 beach locations, creating 6,400 ad variables.



THE RESULTS

Corona Beer Surf Report, DCO

2% increase in brand relevancy scores.

This campaign enabled the delivery of 751,000 surf reports made up of 6,400 possible combinations of data, live, in real-time, to location-targeted surfers.

95% of ads were served to mobile, reaching consumers when they were on the move at the critical juncture of “where they were going” with a message of “where they’d rather be.”



CASE STUDY

AI Transcription Technology

adswizz



AI Transcription Technology

Empowering enhanced targeting and brand safety for podcast advertisers, by keywords, concepts, topics, and interests within podcasts.



THE CHALLENGE

Leading Comparison Website, Transcription Targeting

Leverages podcast transcription targeting to reach new audiences.

Was looking for new ways to generate awareness and drive target audience to its website.



THE SOLUTION

Leading Comparison Website, Transcription Targeting

Company deployed AdsWizz's advanced contextual targeting technology for a podcast campaign market.

Contextual targeting solution goes beyond show-level content analysis and dives into the sentiment, themes, and topics at a show level. It can target listeners interested in specific topics, like cars and (can look in the campaign to see who we targeted) – adding a layer of targeting beyond just genre.

It also aggregates content themes and topics from multiple sources like IAB segments, iTunes Categories, Media Topics, and News Topics, but also target away from specific content such as Alcohol, Politics, and Pandemic. This campaign was the first for the agency and the European market.



THE RESULTS

Leading Comparison Website, Transcription Targeting

Based on the initial trial, they continued to run campaigns throughout the rest of the year; will continue podcast advertising in their regular media mix.

Based on the initial trial, they continued to run campaigns throughout the rest of the year and will continue podcast advertising in their regular media mix. Thanks to the results of the campaigns, they were one of the most significant spenders in the audio space for their agency.

What people are listening to helps them discover relevant ad experiences. We've been talking about content being king for a very long time, but if content is king, then context is queen.

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Thank You!

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