

# GET ON THEIR FREQUENCY.

Leverage digital audio advertising in the 'new normal'.

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# AUDIO IS A BIG PART OF THE WAY WE LIVE IN THE NEW NORMAL

**83%** of consumers say they are listening to as much or more radio than before the pandemic.

**60%** of consumers hold radio in high regard & trust it to deliver timely information regarding COVID-19.

**42%** of consumers say that radio has helped them deal with the current crisis.

# AUDIO LISTENING BEHAVIORS HAVE CHANGED

## TONE

Increase in podcast listening – news and business content

People feel “less alone” when they hear a trusted voice

## LOCATION

Increase in listening within the home

No longer listening on morning and evening commutes

## TIME

Peak listening hours starting later in the day

No longer drops in weekends. ‘Every day is a weekday.’

## DEVICES

Increase in listening via smart speakers

Large spikes in smart speaker use in morning

Digital audio unique listeners were **up 11%** at the start of shelter-in-place and are trending towards continued increases

# UNIQUE OPPORTUNITIES FOR DIGITAL AUDIO ADVERTISING

By leveraging AdsWizz technologies you can optimize your targeting, creative and messaging to effectively reach and connect with consumers.



**Build Trust  
with Your Brand**



**Enhance In-home  
Ad Experiences**



**Tap into Podcasts with  
Contextual Targeting**



**Tell a Story with  
Intelligent Sequencing**

# BUILD TRUST WITH YOUR BRAND

## 63%

of advertisers have already changed  
their messages in-market, moving to  
mission-based and caused-based  
marketing

SOURCE: IAB: Corona Virus Ad Spend Impact: Buy Side (March 27, 2020)



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# TARGET IN-HOME DEVICES TO ENHANCE AD EXPERIENCES

**400%**

lift in engagement when audio ads are paired with display ads on other devices within the home

**100%+**

increase in smart speaker listening at home during the pandemic, primarily in the morning to access news-based content

SOURCE: AdsWizz internal data.

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# TAP INTO THRIVING PODCASTS WITH BRAND SAFE, CONTEXTUAL TARGETING

1,000

podcast shows on the AdsWizz network can be accessed with advanced transcription capabilities in partnership with **ComScore**

Target podcasts programmatically and pinpoint the nature of the content – you decide where your ads should run, and where they should not

SOURCE: IAB: Corona Virus Ad Spend Impact: Buy Side (March 27, 2020)

30%

increase in podcast listeners since shelter-in-place began

SOURCE: AdsWizz internal data.

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# HARNESS THE POWER OF STORYTELLING WITH SEQUENTIAL ADVERTISING

## 4+ hours

of audio listened to daily, on average.  
With longer listening times,  
intelligent ad sequencing uniquely  
positions your brand to deliver a  
narrative and be heard in a more  
engaging way.

SOURCE: AdsWizz internal data.



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## AUDIO ADVERTISING IS AN EFFICIENT WAY TO INTELLIGENTLY REACH YOUR AUDIENCE DURING THE PANDEMIC

- Digital audio audiences and listening times have increased.
- Consumers are comforted by familiar, trusted voices during times of crisis.
- Contextualized campaigns enhance and personalize the listener's ad experience.
- Advanced podcast transcription keeps your brand safe and connection positive.
- Intelligent ad sequencing takes storytelling to the next level.

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AdsWizz has created the end-to-end technology platform that is powering the digital audio advertising ecosystem. AdsWizz powers well-known music platforms, podcasts and broadcasting groups worldwide. Our comprehensive digital audio software suite connects audio publishers to the advertising community.

AdsWizz is headquartered in San Mateo, California, with a technology hub in Bucharest, Romania, and presence in 39 markets around the world.

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