Digital Audio in a Media 3.0 World.

A future of data, targeting, measurement, and innovation.
Digital audio and podcasts are an integral part of our day.

Technology allows you to meet audiences where they're at.
Audio advertising effectiveness

Engaged audiences
High LTR
Better recall than social
Higher intent to purchase

Programmatic advertising benefits

Enhanced targeting
Brand safety
Relevant ad/content experiences
Efficient buys, decrease wastage
Audio consumption is up, yet investment is down.

32% increase in podcast advertising investment YOY

>1% share of the UK’s total digital advertising spend in 2022
What’s an AdsWizz?
We build technology for a sound world.

Digital audio and podcast ad tech.  
Podcast publishing and analytics.  
Global digital audio marketplace.

- 250M+ unique devices per month
- 25B+ monthly audio impressions
- 100+ countries reached
- 4 out of 5 top podcast shows
- 18K+ podcast creators
Advertisers
Audio-Centric DSP
- Built for audio, optimized for podcasts
- Wide audience reach
- Media planning (forecasting)
- Innovative ad formats*
- 90% global programmatic audio
- Closing the attribution loop

Global Audio Marketplace
- Streaming + Podcasts

Publishers
Audio-Centric SSP Campaign Manager
- Built for audio, optimized for podcasts
- Delivers 60%+ podcast ads
- Yield optimization, multiple sales channels
- Flexible data integrations
- Custom audience segments, multicultural
- First-to-market contextual targeting
We are the standard for publishers and agencies across the globe.
Myths
Myth 1: Audio can only be used for brand awareness campaigns.

False.

Audio drives results at every stage of the marketing funnel. Full-funnel audio is effective, relevant, and measurable, and delivers throughout the consumer buying journey.
Case Study:
Mustard Insurance Comparison Tool

Dynamic Creative Optimisation (DCO)
The Situation

Target specific regions and age groups and find out how personalised ads effected:

- Brand awareness
- Favourability
- Website traffic
- Purchase intent
The Solution – DCO

• Octave Audio set up four Mustard ads so that each would be heard by the respondents

• Each piece of audio had dynamically-generated location and age characteristics
The Solution – Veritonic

- Listeners were exposed to generic and personalised audio ads
- Then asked a series of questions about the impact of the ads they heard
- Veritonic found uplift in awareness, favourability, and intent with the targeted ads when compared to the generic audio ads
The Results

- +14ppt awareness
- +14ppt relevance
- +47ppt favourability
- +33ppt purchase intent

*compared to non-targeted audio ads*
Myth 2: You can’t track audio campaigns.

False.

In a privacy-compliant world without cookies, audio is a solution that drives results and measures them well.
Case Study: Mazda

Audio Pixel + Second Screen Retargeting
The Situation

Mazda wanted to:

- Drive brand awareness and recall
- Influence consumer purchasing decisions
- Position their sales event across emerging channels
- Fortify existing programmatic display campaign
- Reach consumers at several touchpoints at a higher frequency
The Solution

Second Screen Retargeting + AudioPixel

• **Second Screen Retargeting** enables you to seamlessly retarget listeners of an audio campaign on other websites and apps

• **AudioPixel** is a digital tracking pixel that measures the success of audio ad campaigns by matching the users who heard the ads to users who subsequently performed a certain action
The Results

92% audio completion rate
293% increase in site traffic
2.25% click-through rate
3.19% site interaction rate

*compared to programmatic display-only campaign
Myth 3: Podcasts aren’t brand safe.

False.

Modern podcast contextual targeting solutions offer protection at a far more nuanced level than keyword-based solutions.
Invalid Traffic (IVT) Filtering enables advertisers to confidently spend their budgets on fraud-free inventory through pre-bid filtering of invalid traffic.

Access anti-fraud protection through Human Security which scans digital audio traffic using 350+ algorithms.

Block fraudulent opportunities using pre-bid analysis through a "human or not" decision engine.

Detect invalid traffic before it reaches bidders via Human’s Modern Defense Platform which verifies humanity of 15 trillion interactions per week.
Brand Suitability, Comscore.

Comscore’s verified targeting segments combined with contextual targeting technology.

AI/ML extract key themes, topics, and sentiment from transcription and categorize them accordingly.

**Avoid problematic content** based on different levels of risk tolerance with greater precision.

**Go beyond basic keyword blocking.** Brand suitability categorization extracts contextual essence from unstructured content.

**Stay at the forefront of emerging media trends.** Comscore’s categorization method maintains a 90% accuracy threshold.
### Predictive Audiences, Comscore

Reach hundreds of audience personas and behaviors based on real-life content consumption.

| Expand reach to **400+ of audience personas and behaviours** based on real-life content consumption. |
| Gain insights into podcast content, making it more transparent for brands. |
| Measure performance and forecast available opportunities based on personas, interests, and behaviors. |

Forecast available opportunities based on specific personas, interests, and behaviors.
Podcasts are...

Safe

Relevant

Able to find your audience
Myth 4: Podcasts can’t scale.

False.

Gone are the days when you have to make podcast buys one-by-one. Premium podcast marketplaces exist in the top European regions.
Podcasts Content Verticals - UK

Target and forecast using top podcast content verticals, including:

- News & Politics
- Comedy
- Business & Finance
- Education & Learning
- and more…

50M+ Monthly available impressions
500+ available podcast shows
Target and forecast using top podcast content verticals, including:

- News & Politics
- Comedy
- Business & Finance
- Education & Learning
- and more...

40M+ Monthly available impressions
300+ available podcast shows
Target and forecast using top podcast content verticals, including:

- News & Politics
- Comedy
- Business & Finance
- Education & Learning
- and more...

16M+ Monthly available impressions
300K+ available podcast shows
### Key Takeaways

| Audio can take you through the entire marketing funnel. | Audio drives results and measures them well. | Podcasts are brand safe thanks to modern contextual targeting. | Podcasts are scalable in the top European marketplaces. |
AMPLIFY YOUR ADVERTISING WITH US.

Contact your AdsWizz Account Manager for more information.