

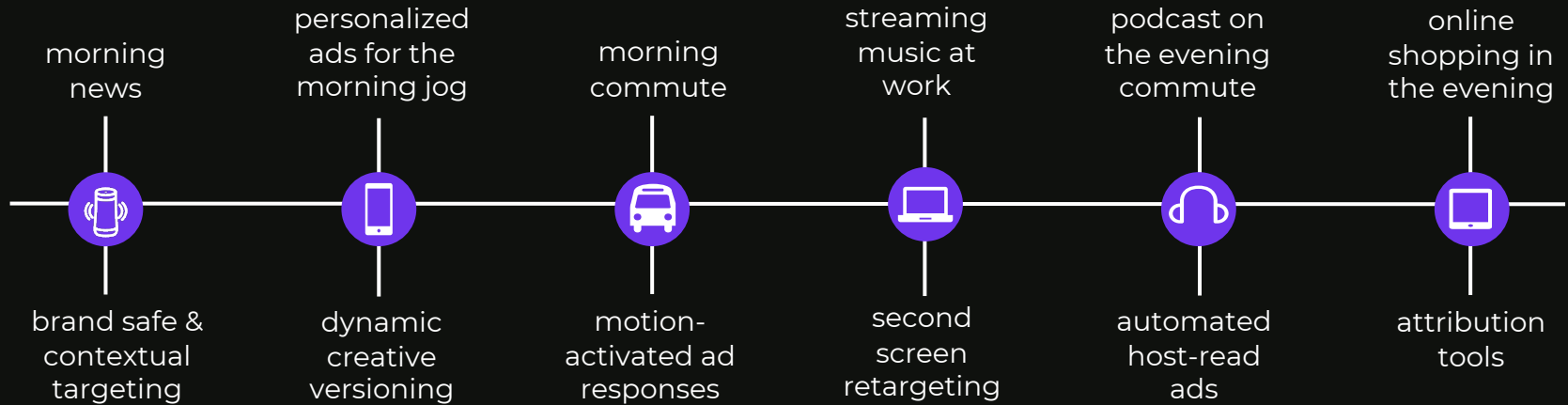


Digital Audio in a Media 3.0 World.

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.**

250M+
unique devices
per month

**Podcast
publishing
and analytics.**

25B+
monthly audio
impressions

**Global digital
audio
marketplace.**

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.



acast



dax
DIGITAL AUDIO EXCHANGE

talkSPORT



PM
PRISMA MEDIA

NRJ
HITS

Lagardère

24 ORE

MEDIAMOND

RTL

deezer



ROGERS

omd

Omnicom
MediaGroup
PROGRAMMATIC

SPARK

PODCASTONE

WNYC

TUNE IN

WONDERY

Entercom

matterkind

pandora

STITCHER

entraction



npr

The New York Times

arn

SCA

havas

Omnicom
MediaGroup



phd

WPROMOTE



adswizz



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:

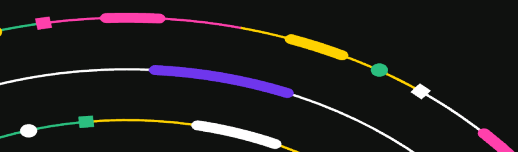
- Brand awareness
- Favourability
- Website traffic
- Purchase intent





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*

adswizz

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.

IVT Filtering for Marketplaces, HUMAN.



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.

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

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.

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

Podcasts Content Verticals - FR.

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

Podcasts Content Verticals - DE

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.

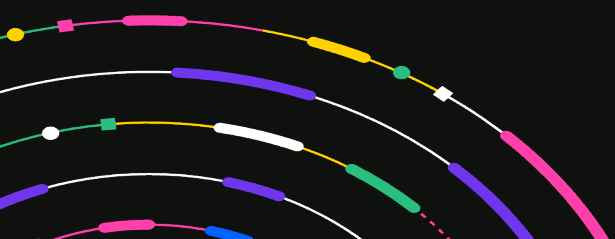


Audio can take you through the entire marketing funnel.

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.