Programmatic audio
Tap into the number one activity on mobile* with programmatic audio ads on the DSP

The Verizon Media advantage
Reach engaged listeners wherever they go across top audio publishers with efficient targeting, measurable delivery and dynamic creative.

Access premium audio supply
Get your message heard across top streaming audio platforms and publishers

Activate omnichannel strategy
Broaden your reach and awareness by easily adding audio to your DSP campaign

Reach engaged listeners
Reach your audience your way with robust targeting and customizable deal IDs

Robust targeting & optimization
Leverage our proprietary data on over 1B people across mail, search, commerce and more

Target by
- Audience (1st & 3rd)
- Purchase receipts
- Predictive audiences
- Lookalike modeling
- Dayparting
- Frequency
- Location
- Weather
- Cross device
- Demo
- Device
- Connection

Integrations with leading SSPs to help you reach people on top audio publishers
- Spotify
- pandora
- SOUNDCLound
- TUNE IN
- iheartradio
- ESPN ((radio))
- and more....

SSP integrations
- rubicon
- adswizz
- TRITON
- dax
- and more....

Optimize to goal type
- Minimize eCPM
- CPA

Billing options
- OCPM
- Fixed CPM (Spotify PGD via AdX only)
- Cost per completed listen

Reach out to your Verizon Media contact to add audio to your media plans in the DSP

*source: eMarketer Mobile Time Spent, June 2018