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Tune in to programmatic audio

Best practice guide

verizon^v
media

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Listen up - audio isn't going anywhere

People have more entertainment options than ever before, but when it comes to capturing one-to-one attention, audio is the loud and clear choice for marketers today.

The continued growth of audio is fueled by the power of personalized listening experiences, as well as an increase in time spent on mobile. In fact, 60% of Americans stream audio weekly, up from 57% the year before.¹

Music isn't their only groove either - we're entering a golden age of podcasts, with 90 million people in the U.S. listening to at least one podcast per month.¹

Audio's advantage has always been its portability, and today's listeners are engaging with audio content in their car, on their mobile or over smart speakers at home.

Source:

1 - Infinite Dial Study 2019

2 - eMarketer, Digital Audio Listeners, March 2019

204M

people in the U.S. listen to
digital audio every month²

90M

people in the U.S. listen to at
least one podcast per month¹

Programmatic audio allows you to break through the clutter and make a one-to-one connection with highly engaged listeners. With Verizon Media's DSP, advertisers can buy, manage, and optimize audio campaigns alongside other digital media placements all through one easy-to-use interface.



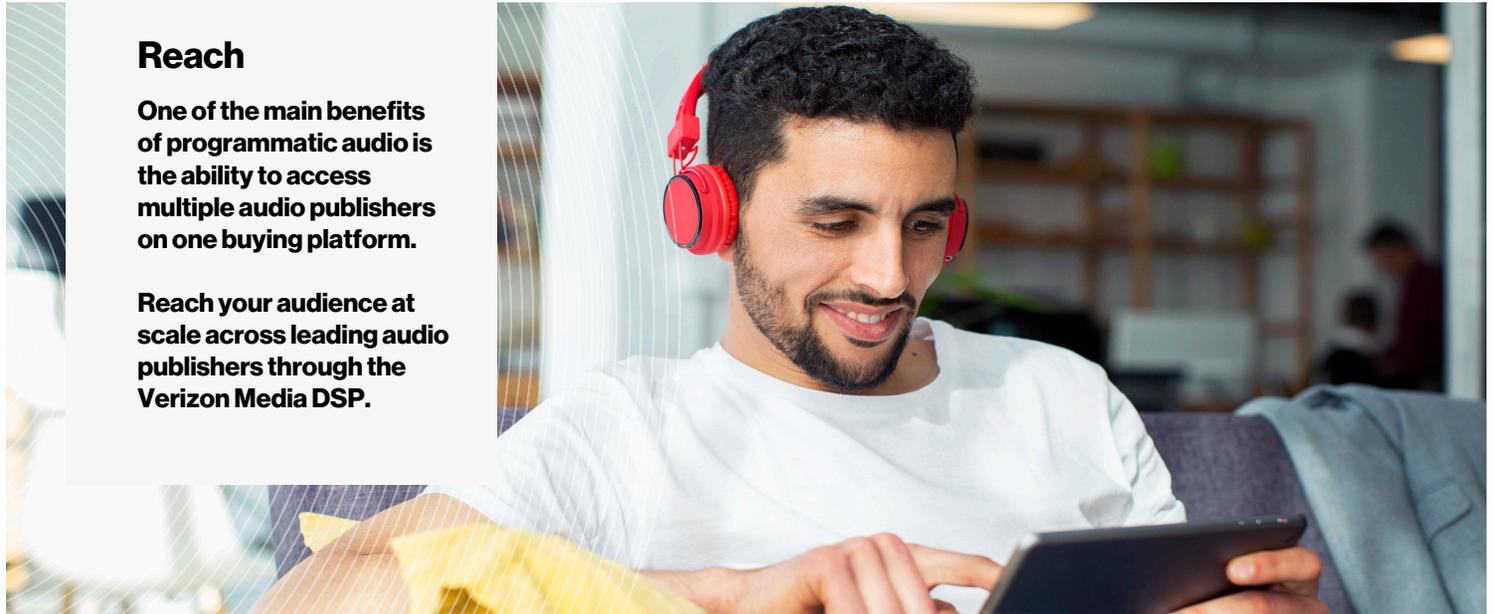
Greater insights into audio ad buys

Programmatic audio has several advantages over traditional audio campaigns. Beyond the convenience of automation, programmatic brings greater audience insight to ad buys. Combine that with innovative audio ad formats that drive deep engagement and you have a highly personal ad experience that fits seamlessly into the world of streaming audio.

Reach

One of the main benefits of programmatic audio is the ability to access multiple audio publishers on one buying platform.

Reach your audience at scale across leading audio publishers through the Verizon Media DSP.



Here are some tips to help you reach precise audiences at scale.

1 Diversify your publisher mix

When evaluating reach, it's important to look for integrations across audio exchanges. By offering more audio integrations, a DSP can help provide the flexibility you need to plan the right audio strategy for your goals.

With global integrations with leading audio SSPs, Verizon Media's DSP gives marketers the ability to connect with listeners at scale across Pandora, Spotify, iHeart and TargetSpot and other premium publishers.

2 Go beyond music

Comprehensive audio strategy goes beyond music and radio to incorporate talk and podcast inventory.

Podcasts are more popular than ever before, accounting for over 37% of digital audio listeners.³ Plus, daily podcast listeners spend an additional 98 minutes of "audio time" per day compared to the general audio listener.⁴ If you're looking to increase reach and expand your strategy, add podcast and talk listeners to your music buys.

Source: 3 - eMarketer 2019

4 - Edison Research Share of Ear study, Q2 2018, share of daily listening by content type

Targeting



When you think of a person streaming audio, chances are they're on their mobile device with earpods in. The format is inherently intimate and requires a data-fueled audience strategy to be successful. Being able to leverage your own first-party data as well as comprehensive publisher data allows you to reach listeners based on a holistic understanding of behavior and interests in the moment.

At Verizon Media we believe in giving advertisers the tools they need to connect with the audiences they want. Our DSP allows you to leverage highly accurate curated audiences, or build custom audiences from exclusive access to unique insights from over 200 billion daily data points from diverse signals such as mobile, mail, commerce, search, location, and more.

The right data can help you make more meaningful audio connections



Use recent search data to make audio connections relevant to specific moments of intent.



Identify and reach new users similar to your existing customers with Lookalike audiences.



Get in front of listeners that receive emails or purchase from your competitors using mail data.



Predictive Audiences uses deep learning to find people more likely to convert across device.



Use our POI location targeting to reach people with relevant local offers.

See the power of Verizon Media's audiences
[Click here >](#)



Get your audio message in front of the right audience by layering Verizon Media's first-party audience data with other targeting options, including:

- ✓ **Third-party data**
- ✓ **Connection type**
- ✓ **Demo**
- ✓ **Cross-device retargeting**
- ✓ **Dayparting**
- ✓ **Interest categories**
- ✓ **Device**
- ✓ **Inventory type (podcast, streaming music, streaming radio)**
- ✓ **Weather**

As an omnichannel DSP, we give you the power to frequency cap and retarget across channels to support holistic campaign strategy. You may want to start with an audio ad and then retarget listeners who heard the ad with a video spot. It's all possible with one dashboard in the DSP.

Curated deals

Want to target a particular podcast audience? How about country music lovers? Verizon Media can connect you to audience through curated deals across our premium publishers. We can curate audio buys based on inventory type - music, radio, talk, podcasts - as well as by genre/playlist.

Brand safety

Verizon Media Ad Platforms is building the industry's most brand-safe solutions. Our audio supply derives from trusted publishers like Spotify and Pandora.

Robust measurement & reporting

Track audio impressions, clicks, quartile completions, and completed listens (CL) along with cross-device conversions.

Optimization

Automatically optimize to KPIs such as conversion or cost per completed listen (CPCL).

Dynamic personalized creative

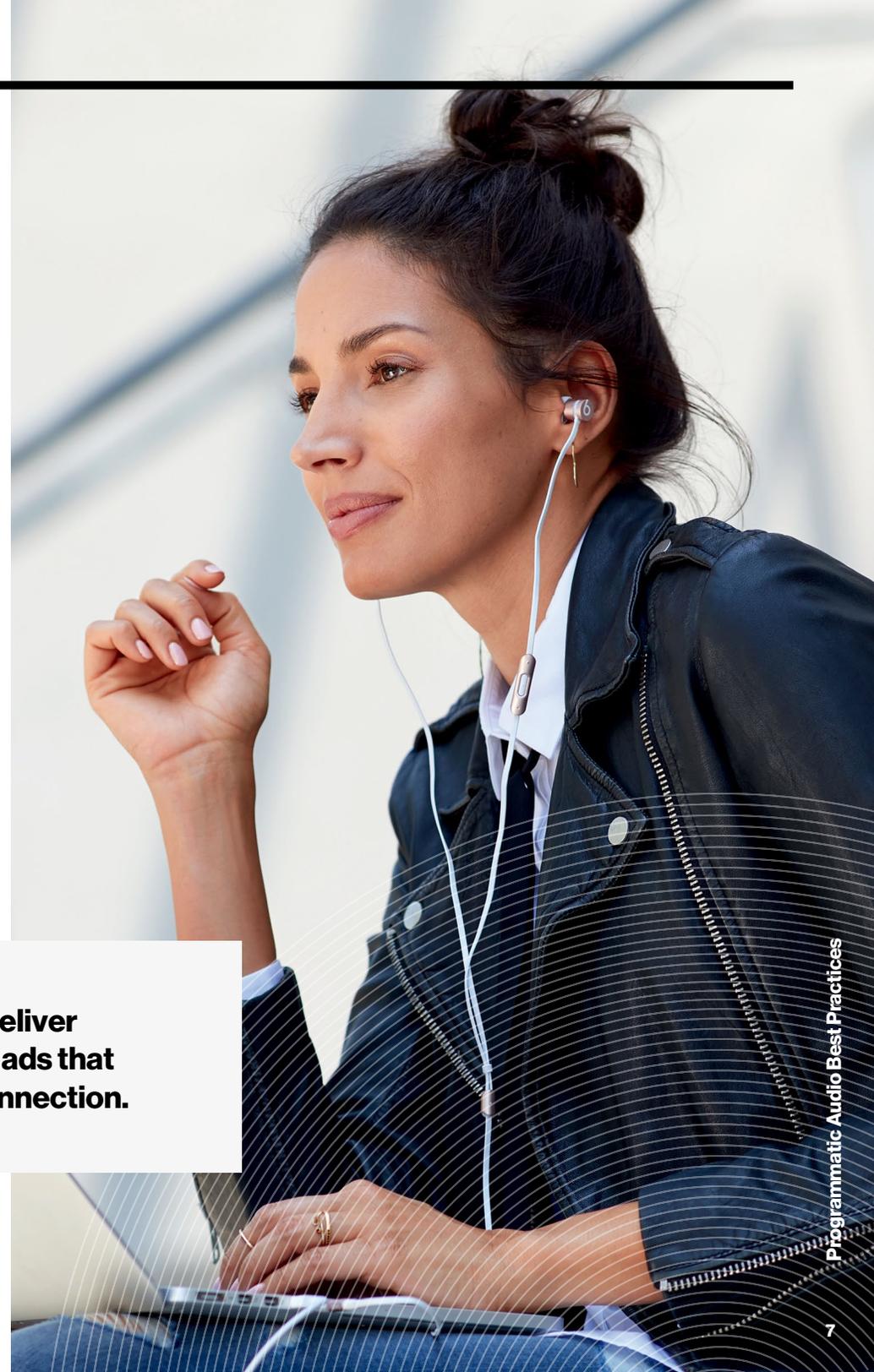
With traditional radio, if you don't like the song or the talk show you're listening to, you have two options: change the station, or turn it off. Streaming audio brought the power of personalization to the user by letting them create stations, playlists, and podcast lists that are based on their own individual tastes.

Audio ads should not only be relevant but also make an personal connection with the listener. While Verizon Media's robust targeting can help ensure your message is heard by the right people, we also have a secret weapon to supercharge your audio creative.

Through our partnership with [A Million Ads](#), you can make better brand connections using personalized, dynamic creative specifically for digital audio.

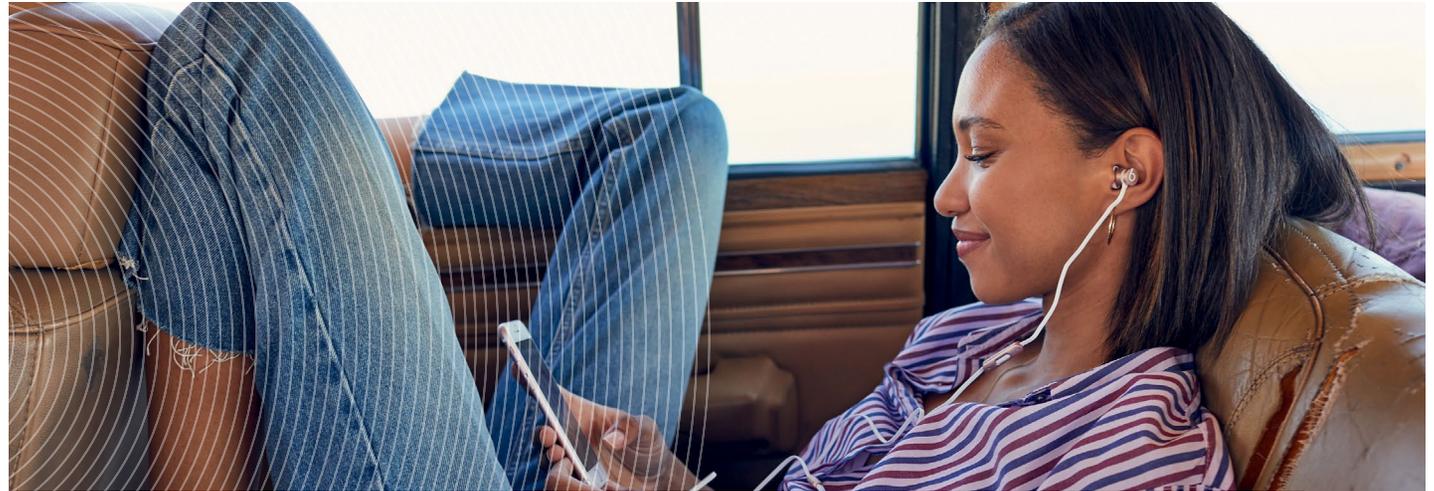
Fully integrated with the DSP, A Million Ads uses data points on the listener, their environment, and the campaign itself to create thousands of personalized audio ads that stand out, have better recall and higher engagement.

Use the power of data to deliver intelligent, dynamic audio ads that make a personal brand connection.



Sound strategies for programmatic audio

Digital audio offers an intimate, one-to-one experience free from distraction. It's different than watching a video, reading an article, or browsing social media so your digital audio advertising strategy should be different, too.



Connect with audio listeners

Find them on mobile

Audio is the number 1 activity on mobile with U.S. adults listening 1 hour and 21 minutes per day. In comparison, that's 24 minutes more time than spent on social networks and 33 minutes more than they spend watching digital video.⁴

Your audience is listening

Audio listeners are focused, with people showing a 1.5x higher concentration rate when listening to podcasts over looking at social media.⁵

Plus, streaming audio ads are often not skippable and are served one at a time, making listeners more likely to hear your full message with no other distractions.

No screen required

Audio has the greatest mobility, capturing attention where visual media does not - working out, in the car, and on the go, audio helps you connect everywhere.

Premium environments

Most streaming audio takes place in-app by registered users, so there's low potential for fraud. Plus, advertisers have the ability to select curated deals that reach specific genres and channels, offering additional control over where messages are heard.

⁴ eMarketer, April 2019

⁵ IAB Research Using Maru/Matchbox's Springboard America Online Panel, Representative of General US Ages 18+ Online Population, January 2018

Audio best practices



Ad Length

Although the 30-second audio spot is common, it may not perform the best for every advertiser. Shorter spots of 10-15 seconds can be a more effective way to hold listeners attention. Test out both lengths to see what performs best based on your goals.



Call-to-action

Every audio ad should include a clear call to action (CTA). With digital audio, listeners are not always looking at a screen so avoid words like "tap" or "click". When targeting a specific channel, such as smartphones, consider a mobile-specific CTA like "text for a coupon".



Frequency

Audio offers an focused one-to-one connection, therefore the frequency in which your ad is heard is important. You want your ad to be memorable but not annoying to the audience. A good middle ground is three to five times per week. Advertisers promoting a new brand or time-sensitive offer opt for higher frequency, while longer campaigns and well-established brands might aim for a lower frequency.



Keep your message fresh

The right creative can make all the difference. We recommend testing two or more audio spots and leveraging dynamic audio for more engaging ads tailored to the audience. This not only offers a better listening experience, but gives you insight into what messages work best. For longer campaigns, swap in new audio spots every few months and feature product releases or seasonal promotions. Audio creative that a listener hears over and over tends to drop in performance.



Conversational tone

Streaming audio is a very intimate and personal medium. Listeners are more receptive when brands use a conversational tone - as if you were speaking with the listener. By avoiding the hard sell sometimes associated with radio advertising, listeners will likely be more receptive to your message.



Measurement

The way people engage with digital audio with it is very different from visual media. When setting audio KPI's, ensure that you are quantifying success in a way that is appropriate to the environment.

Making audio ads work for you

Example scenario

Omnichannel full-funnel campaign for a product launch

A health and beauty brand is introducing a new skincare line aimed at female consumers aged 25-54. They want to create awareness, but also drive the listener down the funnel towards consideration and purchase at both the brand's eCommerce site and local stores carrying the line.

How programmatic audio could help



Placements

Start by casting a wide net to build awareness amongst women 25-54 with a burst of audio ads served across device to help drive initial awareness.

Leverage curated deals and specific music genres and podcasts that appeal to your target audience.

Cross device & conquering

Retarget listeners across formats and devices. Move people down the funnel with video/CTV placements to gain interest, and native display ads to drive eCommerce sales.

Use Yahoo Mail data to reach users who receive emails or have purchased beauty products from competitors with audio messaging telling listeners about the added benefits of your product.

Go local

Support in-store promotions by combining audio with POI location targeting to reach on-the-go listeners, who are in the area or have recently visited a store location. Follow up with mobile coupon ads to help drive purchase.

Expand your strategy with digital out-of-home ads in relevant locations for a holistic approach.

Personalized ads

Leverage the power of dynamic audio to make personal connections with target audiences using our A Million Ads integration.

Measurement

Our DSP offers robust cross device reporting providing you with omnichannel insights to help optimize audio spend against your specific goals.

Summary

At Verizon Media, we are passionate about giving advertisers the ability to make meaningful connections across every channel. Add a new dimension to omnichannel programmatic campaigns with scalable audio delivered directly into the ears of your most valuable audience.



For more information [contact us](#) and let's get the conversation started