Programmatic audio ads

Build your brand and reach your audience through the power of audio

Digital audio is the number one app activity on mobile1—and now Oath allows you to tap into that growing audience with the introduction of programmatic audio ads. Reach highly engaged podcast and streaming audio listeners with the DSP’s advanced targeting capabilities in a brand-safe environment.

The Oath advantage

**Inventory across top audio platforms**

Get your message heard across top audio platforms including Spotify, TargetSpot, SoundCloud and more.

**Omnichannel strategy**

Broaden your reach and awareness by easily adding audio to DSP campaigns.

**Reach loyal and engaged listeners**

Customize your targeting or create genre-specific deal IDs to capture the attention of your audience.

Robust targeting options

**Oath First Party**

Leverage Oath’s deep proprietary data on over 1B consumers across 1M characteristics to reach audio listeners.

- Oath Audiences
- Cross-device retargeting
- Search retargeting
- Mail domain retargeting
- Purchase receipt retargeting
- Predictive segments
- Look-alikes
- POI

**Weather**

User Groups

**Location**

Demo

**Frequency cap**

Connection Type

**Device**

Dayparting

The audio opportunity

**The audio connection**

Tap into the over 180 million Americans who listen to streaming audio every month.2

**A mobile audience**

Listening to digital audio is the most popular activity on mobile, taking up one third of mobile time spent. Reach them on the go and in the moment.3

**Millennials tuning in**

The 18-34 demographic over-indexes in audio digital consumption, where younger listeners are moving away from traditional AM/FM radio and increasing streaming audio listening.4

1. eMarketer Mobile Time Spent, June 2018  
2. Edison Research and Triton Research: Infinite Dial 2018  
3. Triton digital Webcast metrics Q2 2016  
4. Edison Research Share of Ear Study, Q2 2017

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