

A woman with dark hair, wearing large over-ear headphones, is looking down at a laptop screen. She is wearing a green long-sleeved shirt. The background is dark and out of focus. The overall mood is professional and focused.

# Audio Advertising Guide

---

**Basis**<sup>®</sup>  
Technologies

# Contents

INTRO	3
DIGITAL AUDIO LISTENING HABITS	4
WHAT'S NEW	8
STREAMING HABITS	9
ABOUT AUDIO ADVERTISING	
What Is It?	11
Audio Advertising Types	12
Audio Advertising Channels	12
Traditional Radio	13
Streaming Music	15
Podcasts	16
Interactive & Social Media Audio	19
AUDIO ADVERTISING OPTIMIZATION	21
TARGETING & MEASUREMENT ADVANCEMENTS	22
AUDIO ADVERTISING WITH BASIS	24

# Intro

After a decade that's been dominated by visual media, people are showing signs of screen fatigue and shifting more of their attention to audio.

Audio content is surging, audio ad tech is maturing, and everyone is listening. Fifty-six percent of Millennials and Gen Z agree that audio is an escape from too much visual stimulation<sup>1</sup>. The percentage of Americans who listen to streaming audio has doubled since 2012. And yes, you heard it right: 53% of all daily audio listening is now happening on digital devices<sup>2</sup>.

The rise of podcasts, smart speakers, and connected cars highlight how nimbly digital audio acts as a friendly companion for our routines and an integral part of our daily lives. Audio is flexible, ubiquitous, and unique in its ability to follow a user throughout their day. While watching videos or scrolling through social locks us to screens, we can listen to music or a podcast while going for a jog, doing the dishes, riding the bus, or trying to focus. Audio enhances screenless experiences and offers more moments for advertisers to intentionally connect with their audiences.

Yes, audio is everywhere—and the opportunities are seemingly endless. Read this guide to see why digital audio advertising should be a larger part of your media conversation and gain strategies to ensure more impactful audio experiences.

<sup>1</sup><https://www.warc.com/newsandopinion/opinion/the-power-of-audio-in-the-attention-economy/3637>

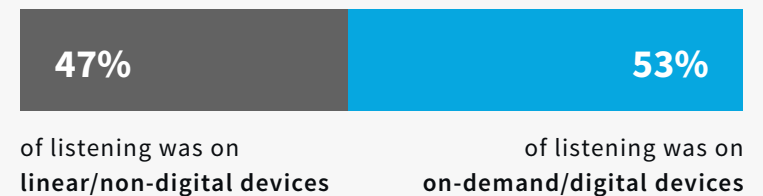
<sup>2</sup><https://www.edisonresearch.com/the-infinite-dial-2021-2/>

## Digital Daily Consumption Passes Traditional Radio Consumption

### BEFORE COVID-19 DISRUPTIONS:



### SINCE COVID-19 DISRUPTIONS:



**Linear/non-digital devices:** AM/PM radio receiver, CD player, SiriusXM receiver, TV channels

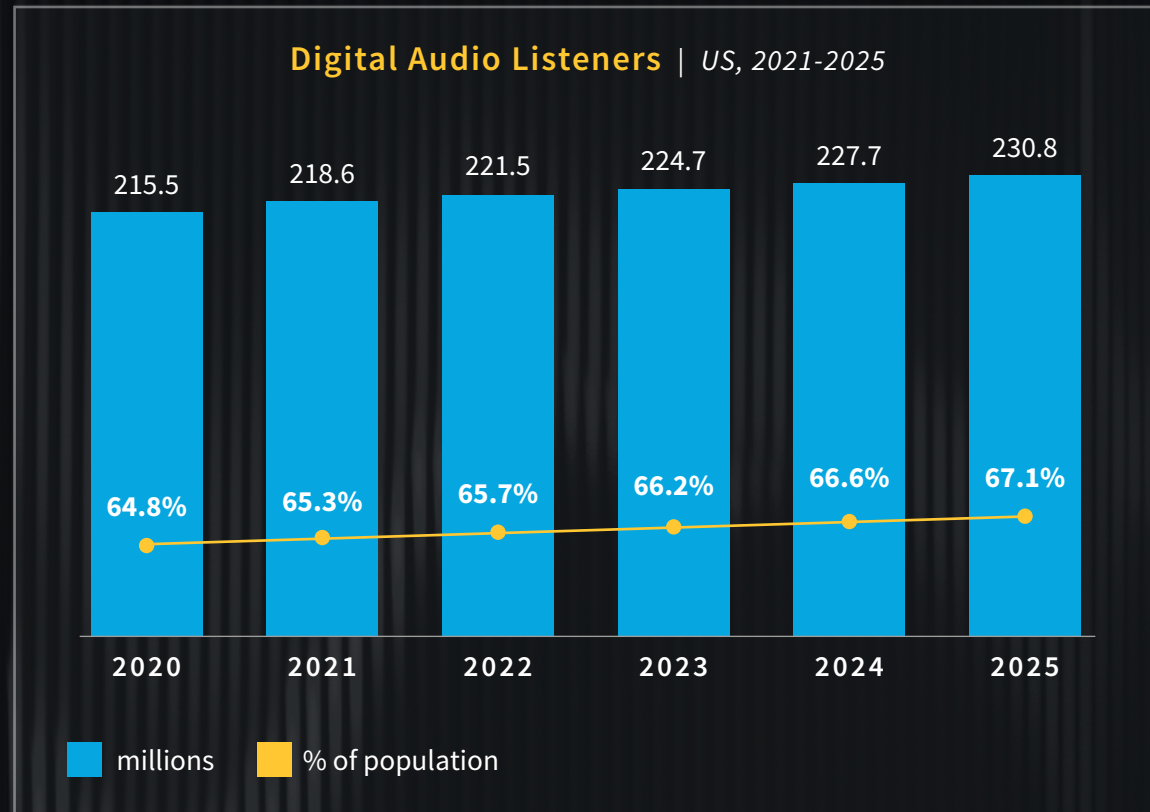
**On-demand/digital devices:** Computer, internet-connected TV device, Mobile device, Smart speaker



# Digital Audio Listening Habits

**Digital audio is more prevalent than ever.**

In 2022, listeners will spend 97 minutes per day with digital audio, which is 27 minutes more per day than the average user spends on social media (70 minutes).<sup>3</sup>



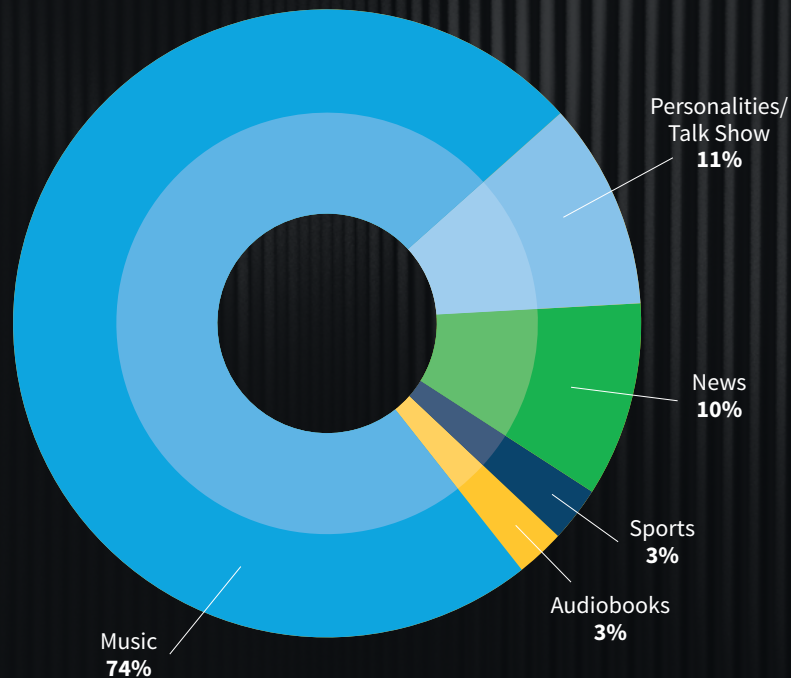
Source: eMarketer, February 2021



# Pandora Listeners

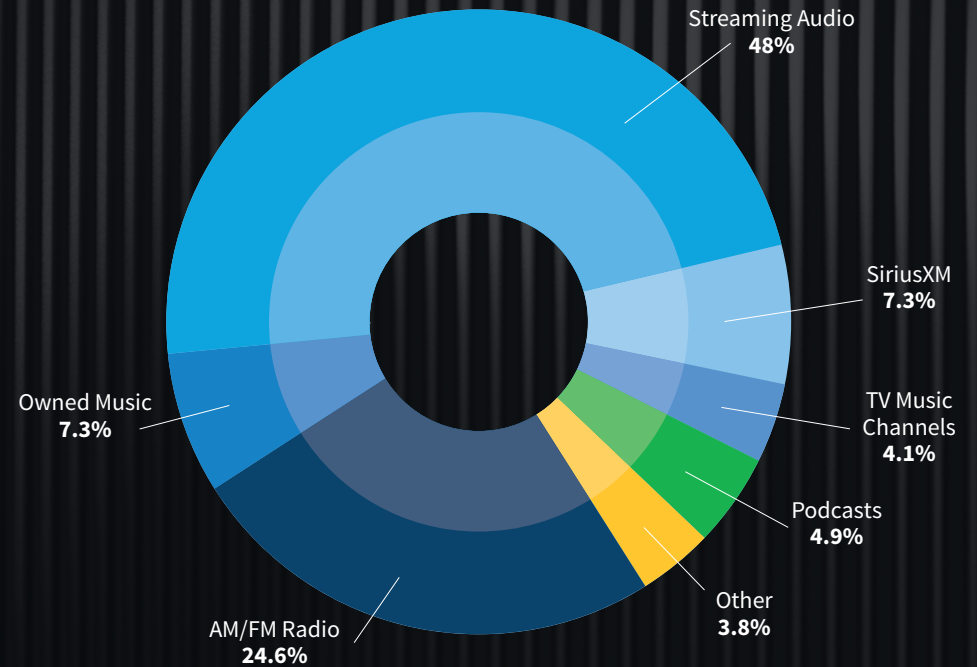
Pandora listeners age 13+ engage with 37 more minutes of daily audio than average listeners.

## Share of Daily Time Spent Listening



## Listening By Content Type

Although listening by content type varies across the board, music still takes the cake in popularity.



# Who's Listening?

In short? Everyone. Audio listeners range across the board—from Gen Z, to Millennials, to Boomers. Everyone is out there with their ears peeled.<sup>4,5,6</sup>

## Frequency with which Radio Listeners in North America Conduct Select Digital Activities, by Generation, Feb 2021

% of respondents in each group

Streaming Audio	Gen Z (18-24)	Millennials (25-40)	Gen X (41-56)	Baby Boomers (57-75)	Seniors (76+)	Total
Daily	52.9%	55.8%	53.9%	45.2%	38.6%	49.5%
Weekly	22.3%	20.6%	20.0%	17.2%	12.1%	18.5%
Monthly	7.5%	6.5%	6.4%	5.9%	3.6%	6.1%
Less often than monthly	11.0%	8.5%	9.7%	11.7%	10.3%	10.5%
Never	6.4%	8.5%	10.0%	20.0%	35.5%	15.5%

Note: ages 18+; via any device; numbers may not add up to 100% due to rounding  
Source: Jacobs Media, "Techsurvey 2021," May 6, 2021

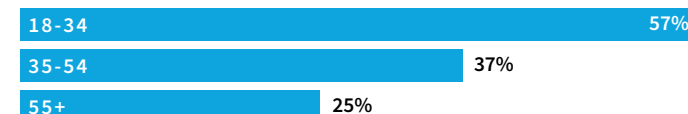
## US Adults Who Listen to Podcasts, by Demographic, June 2020

% of respondents in each group

### Gender



### Age



### Race/Ethnicity



Note: at least once per month  
Source: YouGov as cited in company blog post; eMarketer calculations, June 16, 2020

50%

OF AM/FM LISTENING HOURS  
ARE BY PEOPLE AGE 48+

48

AM/FM  
MEDIAN AGE

33

STREAMING  
MEDIAN AGE

34

PODCASTS  
MEDIAN AGE

Source: Edison Research Share of Ear Study, Q1 2021. AM/Fm listening online was credited to AM/FM category.

<sup>4</sup><https://s3.amazonaws.com/media.mediapost.com/uploads/PandoraOmnicomEdisonReport.pdf>

<sup>5</sup><https://chart-na2.emarketer.com/247610/frequency-with-which-radio-listeners-north-america-conduct-select-digital-activities-by-generation-feb-2021-of-respondents-each-group>

<sup>6</sup><https://chart-na2.emarketer.com/237336/us-adults-who-listen-podcasts-by-demographic-june2020-of-respondents-each-group>

# Gen Z and Audio

Audio is especially popular among Millennials and Gen Z listeners. More than half of adults ages 18 to 29 are listening to streaming music every day<sup>7</sup>. Gen Z, aka ‘Zoomers,’ and younger Millennials listen to an average of 18+ hours of audio a week, with much of that coming from streaming audio and podcasts<sup>8</sup>. In the US, nearly 1/4 of all podcast consumers are now from Gen Z. What’s more, 27.8 million Zoomers listen to at least one podcast per month, and that number is expected to surpass 40 million by 2024.

Streaming audio means more to young adults than just background noise. A Spotify study found that 73% of Gen Z and Millennial Americans use audio to cope with stress and anxiety. And 54% of Zoomers say they’ve started listening to more podcasts to help stay informed and entertained<sup>9</sup>.

<sup>7</sup><https://morningconsult.com/2020/01/21/young-adults-nearly-twice-as-likely-to-prefer-streaming-music-than-consumers-overall/>

<sup>8</sup><https://www.bloomberg.com/press-releases/2019-06-20/new-study-finds-millennials-are-the-biggest-audio-generation-listening-to-more-content-than-all-others-more-types-more-times>

<sup>9</sup><https://ads.spotify.com/en-US/culture-next/the-2020-report/>





# What's New?

People identify with audio because it affects our mood, triggers emotional reactions, and invokes imagination in ways that no other medium can<sup>10</sup>. In 2020, as COVID-19 disrupted nearly every aspect of our day-to-day lives, listeners turned to audio as a mood enhancer (82%), a welcome distraction (67%), and a way to find necessary companionship (34%).

Music listening has been on the rise for many:

## ENGAGEMENT

30% of Americans say they are listening to more music since the onset of COVID-19.

## REVELANCE

Listening to music is the most popular daily internet activity, with 59% of Americans doing so every day.

## INTENT

74% of those listening to more music say they intend to keep up with their increased music consumption, even post-pandemic.<sup>11</sup>

# How Streaming Habits Are Changing

Audio listening habits and behaviors have shifted dramatically in recent months, and these new ways of listening are sticking post-COVID.

## Home is where the audio is.

COVID-19 has left a lasting impression in many areas, but especially in the way people consume media. In the audio world, with less driving or riding to and from school/work, the pandemic pushed more people to listen from home. In May 2020, 70% of all listening happened at home<sup>12</sup>.

Source: Edison Research Share of Ear July 2020  
<sup>12</sup>Spotify Research



# Spotify Listener Insights

## Road trips are making a comeback.

Between June and July 2020, people hit the road. Over that time, Spotify saw a 92% increase in the creation of road trip playlists. Users are getting outside too, as shown by a 140% increase in camping- themed playlists<sup>13</sup>.

## Mobile remains dominant.

Mobile continues to be the primary platform where users are listening. However, phones are also increasingly being used as a remote to control other devices—such as speakers, TVs, and consoles—reflecting how users are adapting to new routines<sup>14</sup>.

## Increase in family moments.

During the height of COVID, as increased domesticity became the norm, Spotify saw an increase in cooking and housework playlists, including children's music, and a move away from music intended for group celebrations and work<sup>15</sup>.

## Co-listening is up.

In the past year, there has been a rise in 'co-listening,' or group listening. As users relocate or move home, Spotify is noticing audiences tune in together on mobile devices, smart speakers, and connected TVs:

- 69% say that music brings their family together.
- 47% are listening in groups.
- Among co-listeners, on average, four people listen together for five hours a day<sup>16</sup>.

## Listening shows human resilience.

Podcast listening has boomed since the start of the pandemic, and listeners' podcast genre choice appear to reflect their attitudes towards the world around them. Spotify research shows users are focusing their podcast listening time on self-improvement (wellness and meditation) and finding joy with entertainment content (sports and comedy)<sup>17</sup>.

<sup>13</sup>Spotify Internal Data, 2020.

<sup>14</sup>Spotify Internal Data, 2020.

<sup>15</sup>Spotify Internal Data, 2020.

<sup>16</sup>Spotify/Qualtrics Group Listen Survey, April 2020

<sup>17</sup>Spotify Internal Data, 2020.



# About Audio Advertising

## What Is It?

Digital audio advertising uses voices and sounds to generate emotion. It's a personal experience that allows listeners to use their imagination—to visualize themselves engaging with the product or service and apply it to their lives. This format gives advertisers and brands the ability to customize messaging, speak to unique audiences, and inspire brand engagement.

## Benefits of Audio Advertising

- Audio ads are primarily non-skippable (unlike video).
- Users can't listen to anything else while an audio ad is playing—therefore, engagement and share of voice (SOV) give audio ads added value. Also, only one audio ad can be played at a time, which provides customers' undivided attention.
- Audio ads have a 24% higher recall rate than traditional display ads.<sup>18</sup>
- Audio inventory is primarily available via PMPs, which tend to have higher quality inventory.
- Audio ads have little-to-no fraud and haven't been heavily affected by fraudulent technology.
- Compared to video ads, audio advertising is cost-effective and less expensive to produce.
- It's easy to pivot from radio budgets to digital budgets.

<sup>18</sup><https://martechseries.com/mts-insights/guest-authors/tuning-in-to-digital-audio-advertising/>

## AUDIO ADVERTISING TYPES

---

Audio advertising offers a way for users to consume media as actively or passively as they please. Ads can be purely audio or have a companion ad paired with audio, as an added visual.

### Audio Ads

- All sound, no visuals.
- Typically, either 15 seconds long or 30-60 seconds in length with a voiceover.

### Companion Ads

- Visual paired with audio ad.
- Gives users a place to click to engage further with the brand/product.

**Different audio advertising formats offer marketers a host of engaged listeners and a high share of voice—users are only served one, non-skippable ad at a time.**

## AUDIO ADVERTISING CHANNELS

---

- Traditional Radio (AM/FM/Satellite Radio)
- Music Streaming Services/Digital Radio (Spotify, Pandora)
- Podcasts
- Social Media



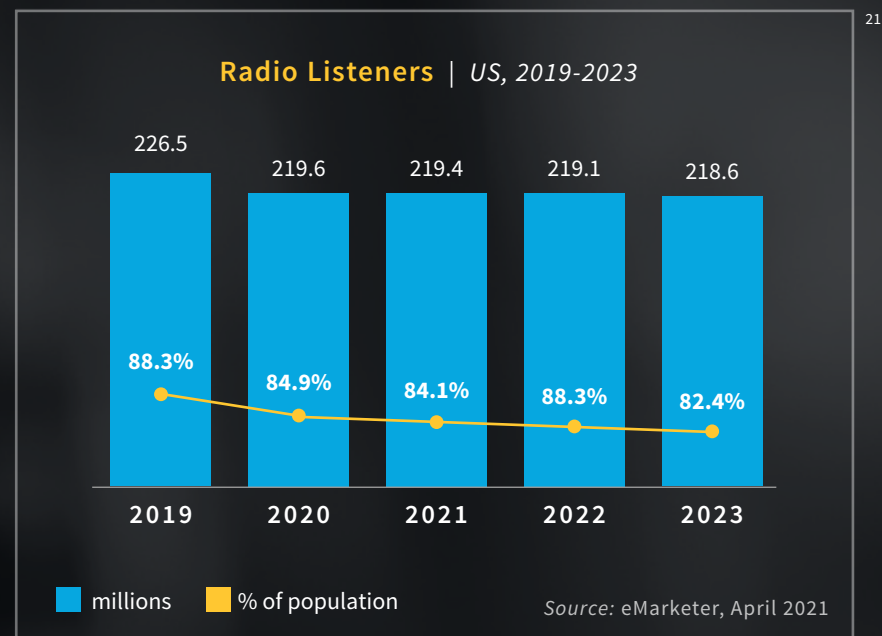
## Traditional Radio (AM/FM/Satellite Radio)

Think traditional radio is a dinosaur? Then you may want to go back and check out Jurassic Park, because “ancient” or not, traditional radio is still a beast in the audio world.

Traditional radio includes both terrestrial (AM/FM) and satellite (SiriusXM) radio. While perhaps not as new or “sexy” as digital audio, traditional radio still makes up the majority of audio ad spending.

About three-quarters (76%) of total time spent with ad-supported audio happens with AM/FM radio.<sup>19</sup> However, the number of Americans who are regularly listening to traditional radio is ever-so-slowly creeping downward, dropping from 88.3% of the population in 2019 to just 84%—and it’s projected to slip even further in the years ahead.<sup>20</sup>

Of course, this is still a sizeable portion of the population, making it a sensible part in any marketing mix. If impressions are your KPI, then terrestrial radio is still a premier audio channel, with Nielsen finding that AM/FM radio generates 3x the impressions of Pandora and Spotify combined. However, due to the nature of terrestrial radio, the impact of those ads is harder to track than, say, ads placed on a streaming service.



<sup>19</sup><https://content-na2.emarketer.com/us-digital-audio-ad-spending-2020>

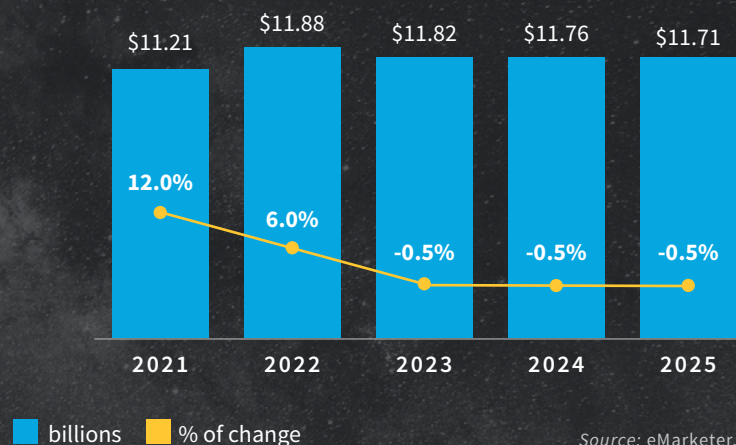
<sup>20</sup><https://forecasts-na2.emarketer.com/5aa6c67960a15705f86fb230/5851918a0626310a2c186ab6>

<sup>21</sup><https://forecasts-na2.emarketer.com/5aa6c67960a15705f86fb230/5851918a0626310a2c186ab6>



The COVID-19 pandemic accelerated the downward trend in traditional radio listeners and, with it, radio ads' share of the overall audio ad—from 66.7% in 2021 to an estimated 59.7% in 2025—as advertisers begin to shift their budgets elsewhere.<sup>22</sup>

## Radio Ad Spending | US, 2021-2025



## US Radio Ad Spending

TIMEFRAME	2021	2022	2023	2024	2025
Radio ad spending (billions)	\$11.21	\$11.88	\$11.82	\$11.76	\$11.71
- % change	12.0%	6.0%	-0.5%	-0.5%	-0.5%
- % of total radio + digital audio services ad spending	66.7%	65.7%	63.6%	61.6%	59.7%
- % of total media ad spending	3.9%	3.7%	3.4%	3.2%	3.0%

Source: eMarketer, March 2021

<sup>22</sup><https://forecasts-na2.emarketer.com/584b26021403070290f93a2f/5851918a0626310a2c186ab5>

<sup>23</sup><https://forecasts-na2.emarketer.com/584b26021403070290f93a2f/5851918a0626310a2c186ab5>

<sup>24</sup><https://forecasts-na2.emarketer.com/584b26021403070290f93a2f/5851918a0626310a2c186ab5>



# Digital Radio/Music Streaming Services (Spotify, Pandora)

## The future of audio has arrived.

Streaming platforms like Spotify, Pandora and others are to radio what CTV is to cable: a disruptive digital force that offers advertisers new opportunities to target and reach specific audiences. Whether it's rocking out to a favorite band in the car, working out to a high-tempo playlist at the gym or discovering a new artist while you cook, streaming music is a welcome companion to millions.

After an initial dip at the start of the pandemic, streaming music has taken off in recent months. People are streaming more and more music from wherever they are listening, on everything from phones and work

computers, to smart speakers and smart TVs. The result: in 2021, digital audio is expected to surpass traditional radio in total audio time.<sup>25</sup> Indeed, as Bob Dylan might croon from your Spotify playlist: the times, they are a-changin'.

While many streaming platforms offer ad-free listening (or, in the case of Apple Music, are entirely ad-free), a 2020 survey found that **55% of Spotify users** and **79% of Pandora** users opted for ad-supported tiers. Overall, the number of US digital audio listeners are growing—from 218.6 million in 2021 to an estimated 230.8 million by 2025. Spotify is expected to grow by nearly 20% in the next four years to 100 million US listeners.<sup>26</sup> US ad revenue for both Spotify and Pandora is on the rise: Spotify ads are expected to take in \$685 million, and Pandora - an astonishing \$1.25 billion, in 2022.

<sup>25</sup><https://content-na2.emarketer.com/us-time-spent-with-media-2021-update>

<sup>26</sup><https://forecasts-na2.emarketer.com/584b26021403070290f93a39/>

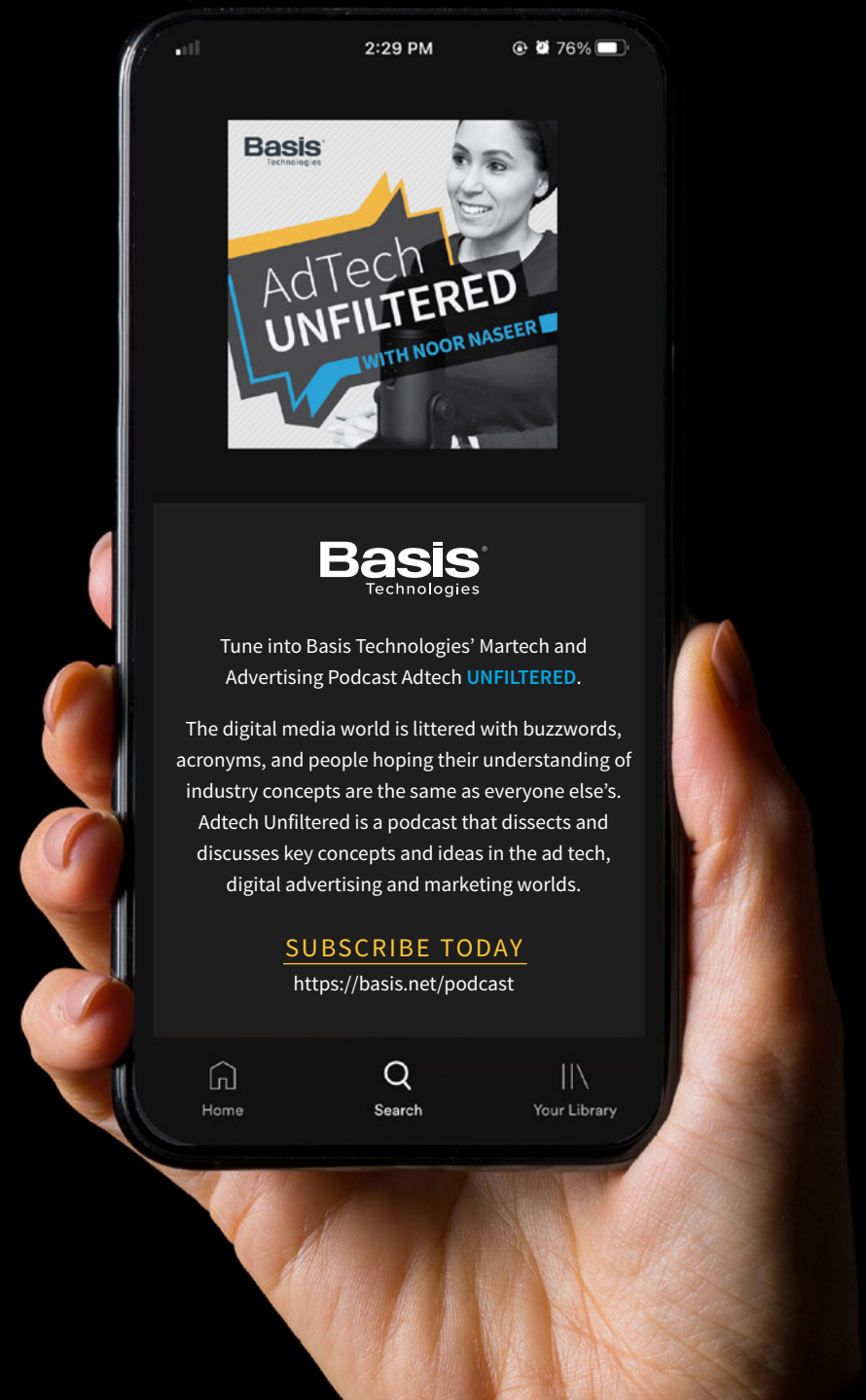
## Podcasts

Active listening has been steadily on the rise and was very prevalent during lockdown, as people were spending more of their time at home versus in their car/commuting. Behold: podcasts, an episodic series of digital audio files that users can download to a personal device for easy listening. They can tell a story, educate and inform, incite emotion—or do all three at the same time. They are a perfect place for audio ad placement/spend, and right now, podcasts are BOOMING.

An estimated 116 million Americans, or 41% of the U.S. population over the age of 12, are now monthly podcast listeners—an 11% increase over 2020, according to Edison Research and Triton Digital.

**Podcast ad spending in the U.S. will cross the \$1B mark this year, and its ascent will continue in the years to come—projections state that ad spend will exceed \$2B by 2023.**

While the podcast realm is undoubtedly a huge opportunity for marketers, only about a quarter of large advertisers are investing at scale in this space today. What's the hold-up? Things like manual planning, uncertainty, and questions around how marketing strategies extend into podcasts and the balance between host/listener relationships.



## TOP PODCAST STREAMING APPS

As of August 2020, these are the top podcast streaming apps used by Americans<sup>29</sup>:

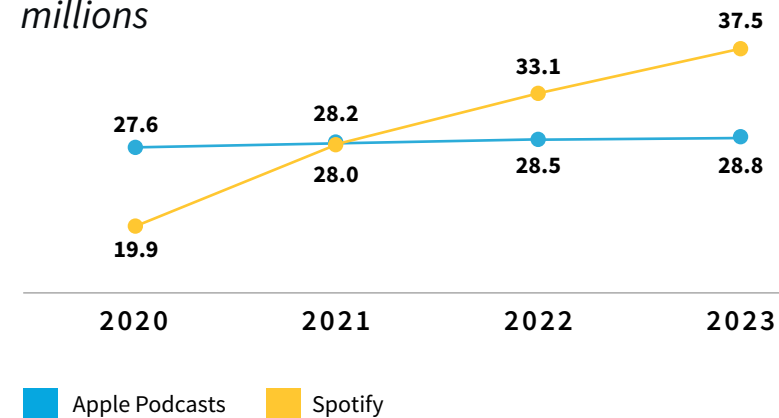


# Who Wins Podcasting?

The jury's still out, but the battle is on. The two major players? Spotify and Apple Podcasts. Spotify wants to be the industry's #1 distributor of podcasts and they're willing to forgo some revenue in order to counter Apple's push into podcast subscriptions. Spotify is also projected to surpass Apple among US podcast listeners this year.<sup>30</sup>

### US Spotify vs. Apple Podcast Listeners 2020-2023

millions



Note: internet users of any age who listen to podcasts on the Apple Podcasts app/iTunes or on Spotify via direct download or livestream on any device at least once per month

Source: eMarketer, February 2021

<sup>29</sup><https://www.statista.com/statistics/943537/podcast-listening-apps-us/>

<sup>30</sup><https://content-na2.emarketer.com/analyst-take-the-outlook-for-us-podcast-ad-spending-in-2021>

<sup>31</sup><https://chart-na2.emarketer.com/244864/us-spotify-vs-apple-podcast-listeners-2020-2023-millions>



# Recent Investments and Acquisitions

Podcasting has benefited from companies like Spotify, Amazon, iHeartMedia, and others, who've been buying and publicizing content studios and ad tech companies alike. This slew of acquisitions and major moves from top companies has not necessarily helped with fragmentation when it comes to advertising within the podcast space.<sup>32</sup>

However, in early 2021, Sirius XM Holdings Inc. announced a new combined advertising sales organization spanning across its Sirius XM, Pandora, and Stitcher audio entertainment platforms and services.<sup>33</sup> Unified as SXM Media, it now serves as the exclusive advertising and sales representative for this array of platforms and podcasters, including major entities such as SoundCloud and the NBCUniversal News Group. Their ultimate goal? To host a wide range of content across live radio, streaming music, and podcasting with an audience of over 150M listeners.

The big podcasting players will continue to change the scope of the industry, with Apple, Spotify and NPR all launching premium subscription services.<sup>34</sup> This model mirrors the likes of Patreon and Substack, where readers pay to access the work of specific content creators they love. While this new way of audio consumption caters to listeners' specific interests, there's a chance people may miss out of real-life "water cooler conversations" (remember way back when everybody was obsessed with the never-ending twists in season one of *Serial*?). While all the companies jockeying for top positions might create a lot of noise, there is a silver lining: audio storytelling is now better than ever, and there is a lot of great content to love.

## PODCAST NETWORK RANKING 2021

Rank	Podcast Network	Sales Representation	# of Active Podcasts	Average Weekly Downloads	Average Users Weekly
1	Sticher Media	SXM Media	459	35,317,758	9,163,399
2	NPR	National Public Media	55	35,162,199	7,425,526
3	Audacy Podcast Network	Cadence13	500	17,982,442	5,542,005
4	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	270	15,225,592	3,556,832
5	AdLarge/cabana	AdLarge/cabana	134	13,050,876	4,173,613
6	Audioboom	Audioboom	274	12,281,759	4,326,418
7	NBCUniversal News Group	SXM Media	46	9,926,761	2,764,770
8	Wondery	Wondery Brand Partnerships	102	9,589,764	2,910,636
9	Kast Media	Kast Media	93	3,795,469	1,514,087
10	WarnerMedia	WarnerMedia	114	3,698,251	1,437,168

<sup>32</sup> [https://www.prnewswire.com/news-releases/siriusxm-pandora-and-stitcher-advertising-organizations-unite-as-sxm-media-301287251.html?tc=eml\\_cleartime](https://www.prnewswire.com/news-releases/siriusxm-pandora-and-stitcher-advertising-organizations-unite-as-sxm-media-301287251.html?tc=eml_cleartime)

<sup>33</sup> <https://time.com/5960527/best-podcasts-2021-so-far/>

<sup>34</sup> <https://time.com/5960527/best-podcasts-2021-so-far/>

<sup>35</sup> [https://tritondigitalv3.blob.core.windows.net/media/Default/PodcastReports/USA\\_Podcast\\_Ranker%20May%202021-2.pdf](https://tritondigitalv3.blob.core.windows.net/media/Default/PodcastReports/USA_Podcast_Ranker%20May%202021-2.pdf)

# Future Opportunities

## INTERACTIVE AND SOCIAL MEDIA AUDIO

Audio on social media is still gaining traction, but it's already providing new ways for users to stay connected. It seems that almost every social platform is considering their own take on the function and how it could be integrated into their respective app<sup>36</sup>. While social audio inventory is not yet available programmatically, this is a fast-growing space and definitely one to watch in the years ahead.

### MEET SOME OF THE LATEST AND GREATEST PLAYERS

<sup>36</sup>[https://www.socialmediatoday.com/news/reddits-reportedly-developing-its-own-clubhouse-like-audio-rooms-feature/598170/?utm\\_source=Salithru&utm\\_medium=email&utm\\_campaign=Issue:%202021-04-12%20Social%20Media%20Today%20Newsletter%20%5Bissue:33558%5D&utm\\_term=Social%20Media%20Today](https://www.socialmediatoday.com/news/reddits-reportedly-developing-its-own-clubhouse-like-audio-rooms-feature/598170/?utm_source=Salithru&utm_medium=email&utm_campaign=Issue:%202021-04-12%20Social%20Media%20Today%20Newsletter%20%5Bissue:33558%5D&utm_term=Social%20Media%20Today)

<sup>37</sup><https://techcrunch.com/2020/04/18/clubhouse-app-chat-rooms/>

<sup>38</sup><https://www.emarketer.com/content/clubhouse-and-social-audio-2021>

<sup>39</sup>[https://www.socialmediatoday.com/news/reddits-reportedly-developing-its-own-clubhouse-like-audio-rooms-feature/598170/?utm\\_source=Salithru&utm\\_medium=email&utm\\_campaign=Issue:%202021-04-12%20Social%20Media%20Today%20Newsletter%20%5Bissue:33558%5D&utm\\_term=Social%20Media%20Today](https://www.socialmediatoday.com/news/reddits-reportedly-developing-its-own-clubhouse-like-audio-rooms-feature/598170/?utm_source=Salithru&utm_medium=email&utm_campaign=Issue:%202021-04-12%20Social%20Media%20Today%20Newsletter%20%5Bissue:33558%5D&utm_term=Social%20Media%20Today)

<sup>40</sup><https://www.vox.com/recode/2021/4/18/22390742/facebook-podcasts-clubhouse-audio-launch-spotify-zuckerberg-apple>

<sup>41</sup><https://www.emarketer.com/content/clubhouse-and-social-audio-2021>

## CLUBHOUSE

Clubhouse is an audio-based social network where people can spontaneously jump into audio chat rooms together. Users can view unlabeled 'rooms' of all the people they follow and join to talk, listen along, or mill around to see what piques their interests. High-energy rooms attract larger crowds, while slower ones notice more participants slipping out to join other chat circles.<sup>37</sup>

- Worldwide downloads of Clubhouse soared to 10.1 million in February 2021, but appear to have mostly slowed in the months since.<sup>38</sup>

## REDDIT

Reddit is currently testing its own take on audio social with 'audio rooms' in subreddits. The self-proclaimed 'discussion website' has been working on more options to boost real-time engagement and interactions over the past few years, with the additions of live-streaming, in-app messaging, and random group discussion to better connect users with similar interests. Audio social rooms provide a way for Redditors to enhance community connection and engagement by dropping into real-time chats around their favorite topics among other Redditors whom they already know and follow in the app.<sup>39</sup>

## FACEBOOK

Facebook also wants you to start talking and listening on its platform. Some of the platform's audio plans include an array of new products:

- An audio-only version of Rooms, a video-conferencing product it launched a year ago (amidst the mid-pandemic race to Zoom)
- A Clubhouse-like product that lets users listen to and interact with speakers on a virtual stage
- A voice message product that allows users to post audio in newsfeeds
- A podcast discovery product that will be connected to Spotify.<sup>40</sup>

## TWITTER

Twitter launched its own version of social audio, dubbed Spaces, in April 2021 – following several months of beta testing.

## OTHERS

**LinkedIn**, **Discord**, and **Instagram** are also starting to embrace social audio, as well as a variety of startup apps, like **Fireside** and **Stereo**.<sup>41</sup>

# How Can We Think About Audio Differently?

Here are the top things to consider when it comes to audio advertising in today's climate.

## Three Ways to Modernize Audio Advertising

---

1

### Meet listeners where they are:

People are listening across all platforms and devices, which creates challenges when it comes to planning out digital advertising. Align content wherever it's consumed, minimizing disruption for listeners while maximizing accessibility for advertisers.

2

### Utilize advanced ad tech to create flexible solutions:

By embracing programmatic with your digital audio spend, you can automate your efforts to reach your target audience where they are, when they're listening.

3

### Understand that not all audio ads are created equal:

Apply a combination of psychology and (sonic) science—don't be afraid to tinker with features such as vocal attributes, ad length and ad position. All this ensures the benefits of a turnkey solution while preserving brand/product authenticity.



# Audio Advertising Optimization

Read through these five best practices to optimize your audience's audio advertising experience.

## MESSAGING MATTERS

53%

of listeners want to see ads/content that are informative/relevant to their product/service

50%

of listeners want to see ads/content that are positive and uplifting

28%

of listeners want to see ads with virtual activities that bring people together

1

### Keep it simple.

The longer your message, the more airtime you need to speak it. The average attentional span of American adults is somewhere between 8-15 seconds, so the should should be to capture the listener within those first few seconds. A good rule of thumb is to keep sentences under 25 words each.

2

### Consider your tone of voice.

Sometimes it's not what you're saying, but how you're saying it. Voice is a crucial component of an audio advertisement because there is often no image alongside it to capture the listener's attention. Read the script out loud a few times to see how things sound and consider optimal features of vocal pitches, timbres, intensity, etc., to highlight your brand/service messaging. Also, avoid abrupt sound effects or loud background music that may distract from your primary message and turn off customers.

3

### Utilize the power of silence.

Play with inserting short pauses after each sentence—these allow the listener time to digest the first thought before jumping into the next. Frequent pauses also make it easier to edit the audio file later.

4

### Context is king.

Consider words that sound alike or similar and pay attention to context. Think about the way people talk in everyday conversation and avoid formal structuring (i.e., that of a formal written paper). Keep it conversational!

5

### Having a compelling CTA (call to action).

A strong CTA is key—ideally, it should be repeated within the script at least two times. A good CTA should direct listeners to a clear and concise action they can take immediately. Not all audio ads have a companion banner, and even those that do are not always clickable, so make sure your CTA is mindful of the listening experience. For example, if the intention is for listeners to visit a retail store, make sure to state that explicitly.



# Targeting and Measurement Advancements

What are some targeting strategies for audio advertising?

LOCATION  
DEMOGRAPHICS  
INTEREST/INTENT  
GENRE

What are standard audio performance metrics?

QUARTILE RATES  
COMPLETION RATES  
CLICK-THROUGH RATES (CTRs) for companion banners (if used/applicable)  
CONVERSION RATES

	Basis	The Trade Deck	Display & Video 360	Spotify Ad Studio
<b>File Types</b>	MP3, OGG, VAST	MP3, MPA, WAV	MP3, first-party VAST (does not accept third-party VAST)	MP3, OGG, WAV
<b>Max File Size</b>	100 MB	Not Specified	1 GB	1 MB
<b>Companion Ads</b>	Yes	Yes	Yes	Yes
<b>Inventory</b>	Spotify, TuneIn, TargetSpot, iHeart-Media, Triton	Triton, AdsWizz, Targetspot, Spotify, and iHeartMedia, Pandora	Google Play Music, Spotify, TuneIn, Pandora	Spotify Only

Basis and its integration with AdsWizz provide advanced metrics that allow you to measure how your audio ads create impact.<sup>42</sup>

#### APP DOWNLOADS

---

Measure audio ad impact and fine-tune campaigns with real-time insights into mobile app downloads.

#### LISTENER ENGAGEMENT

---

Improve and track engagement, remove guesswork and optimize gamifications, in-app rewards, and campaign creative.

#### BRAND AWARENESS

---

Track the effectiveness of audio advertising campaigns by measuring brand lift to understand positive shifts in listener perceptions and analyze impact for independent segments.

#### RETAIL TRAFFIC

---

Connect in-person visits to your audio campaigns by tracking drive-to-store or retail traffic. Then, combine those insights with Point-of-Interest (POI) targeting to ensure listeners are within a pre-defined proximity when hearing your ads.

<sup>42</sup><https://www.adswizz.com/ad-measurement/>

# Audio Advertising Integrations With Basis

## AdsWizz

AdsWizz is a leading audio-only exchange with access to premium broadcast and podcast publishers, including Pandora, Soundcloud, Univision, and iHeartRadio, among others.

## Spotify

If you're looking for reach, it's hard to do much better than Spotify, which has over 217 MM listeners. Includes age targeting, Latin genre, and Canadian packages.

## Pandora

Pandora provides a highly personalized listening experience to approximately 70 MM users each month, helping advertisers connect with specific targeted audiences.



### NEGOTIATE A DEAL FOR AUDIOLOGY OR A SPECIFIC PUBLISHER

Audiology, AdsWizz's curated marketplace, includes the top 25 audio streaming services and terrestrial radio, covering more than 2,500 stations and 2,000 different podcasting programs.

### NEGOTIATE A DEAL SPECIFICALLY FOR PANDORA

When Pandora plays, your message works! Pandora is a leading music and podcast discovery platform, providing a highly-personalized listening experience to approx. 70 MM users each month.

### INVENTORY AND CREATIVE SPECS

Creatives can be in any format - mp3, wav, ogg, aac, etc.

Supporting duration is between 10 to 60 seconds. Recommended durations are 15, 30, or 60 seconds.

Inventory is available in the US, Canada, Europe, LATAM, APAC, MENA, and Japan - depending on the publisher.

Pricing varies per publisher.

# Inventory Opportunities Accessible In Basis

Basis provides access to top audio streaming platforms.

## SPOTIFY

**Scale:** Reach one of the largest audiences with 217 MM listeners

Includes age targeting, Latin genre, and Canadian packages.

## TRITON

**Access:** Connect with audiences on Roku, Amazon Echo and Sonos.

Includes podcasts, sports, and Spanish language packages.

## TARGET SPOT

**Exclusive:** Target demographics not available on other platforms

Includes podcasts, sports, and Spanish language packages.

## TUNE IN

**International:** Capture a global audience with 200+ countries

Includes Amazon Echo, Google Home, and Sonos.

## PANDORA

**Connection:** Pandora provides a highly-personalized listening experience to approximately 70 MM users each month.

## AUDIOLOGY

**Curate Portfolio:** Audiology has access to the top audio streaming services, podcasts and radio stations.

## SPECIFICATIONS

- Companion banners
  - 30 second files
  - OGG files, VAST 2.0 compliant
  - 1st and 3rd party data layering applicable for Spotify mobile
- 
- Companion banners
  - 30 second files
  - MP3, OGG, VAST files
  - 1st and 3rd party data layering applicable for Triton RON
- 
- 15, 30, and 60 second files
  - MP3, OGG, VAST files
  - Companion Banners, only 5% of inventory
- 
- 15 and 30 second files
  - Companion Banners: 300x250, 728x90
  - Non-skippable
  - MP3, OGG, VAST files
  - 100k+ local and national radio stations
- 
- 10, 15, and 30 second files
  - MP3 files
  - Companion banners
- 
- 15, 30, and 60 second files
  - MP3, MP4, AAC, WAV, OGG
  - Companion banners



# Basis Premium Audio Inventory

PAIR YOUR AUDIO AD WITH A **COMPANION  
AD** TO LET USERS FURTHER **ENGAGE  
WITH YOUR BRAND**

---

pandora

targetspot

adswizz

tunein

Spotify

SOUNDCLOUD

TRITON  
DIGITAL

iHeart  
RADIO

Over 60+ negotiated deals with Spotify, TuneIn, and TargetSpot, Pandora, Adswizz, SoundCloud, Audiology, Triton, iHeartMedia, Odeco, etc.

Inventory is currently available for the US, Canada, and UK. However, PMP deals for other geographies can be directly negotiated and/or made by request.

Podcast inventory is available via Adswizz and TargetSpot.

PMP deals negotiated by Media Solutions are accessible to all Basis customers.

Basis has access to some open market inventory from Google for the Play Music app via Triton.

*Supported Formats:* MP3, OGG, M4A, MP4, AAC

# Audio Files in Basis

Basis accepts the following audio files:

Audio	Companion
<b>File Size:</b> maximum 100 MB <b>File Type:</b> MP4, OGG, VAST <b>Ad Duration:</b> 0:15, 0:30, 0:60  *It's not recommended to use VAST for audio ads.	<b>File Size:</b> maximum 200 KB <b>File Type:</b> JPG, GIF, PNG <b>Ad Duration:</b> same as for display ads (full list)  *Companion ads are not mandatory but highly recommended *Companion ads can also be added to video ads *Only one companion banner can be added to each audio/video ad *Companion ads cannot be appended to a VAST *Companion events (imps, clicks, convs, etc) are not measured for VAST that include these

## AUDIO ADS

	Spotify	Tune In	Target Spot
<b>Ad Duration</b>	0:15, 0:30	0:15, 0:30	0:15, 0:30, 0:60
<b>File Types</b>	MP3, OGG	MP3	MP3, OGG
<b>Max File Size</b>	1 MB	100 MB	100 MB
<b>Available PMPs</b>	ROS, Ages, Genres (Country, Jazz, Latin)	ROS	Hispanic, New & Talk, Sports, Podcasts, Holiday Music
<b>CPM Range</b>	\$7.80 - \$14.00	\$10	\$6.00 - \$10.00
<b>Geo</b>	US, Canada, UK	US	US

\* Please check Platform Deals for most up to date information on available PMPs, including scale.

## COMPANION ADS

	Spotify	Tune In	Target Spot
<b>Recommended Sizes</b>	640x640 or 300x250	Not specified by publisher	Not specified by publisher
<b>File Types</b>	JPG, PNG	JPG, PNG, GIF	Not specified by publisher
<b>Max File Size</b>	200 KB	Not specified by publisher	Not specified by publisher
<b>Notes</b>	Clicks and conversions from companion ads are attributed to the main ad		Companion inventory is only available in a small portion of their inventory

# Digital Audio Best Practices in Basis

Digital audio campaigns powered with Basis can scale and streamline content creation, distribution, and ad campaign analytics.

## 1 Connect with your audience.

Basis gives you access to premium biddable and guaranteed direct audio inventory. Explore private marketplace inventory to target audiences with precision and reach specific, brand-safe audio environments. Leverage Basis' PMP inventory with top audio streaming platforms, including Spotify, Pandora, SoundCloud, Triton, TargetSpot, TuneIn, and more.

## 2 Captivate with storytelling.

Focus on strong storytelling to win over your audience. Dedicate short sections of your brand narrative, dictated through conversation rather than narration, and deliver them to audiences to educate, entertain, and emotionally connect.

## 3 Create a personalized experience.

Produce valuable, personalized content to energize your brand. Consider emerging creative opportunities with vendors like A Million Ads that allow advertisers to dynamically personalize audio messages based on criteria such as age, demographic, language, weather, day of the week, and more.

## 4 Inspire to take action.

Motivate audiences with creative brand messaging and prompt them to take action with a clear, concise CTA to direct them to take another immediate action ("Learn More," "Buy Now," "Visit Our Website" or "Visit Local Store," etc.). If you have a companion banner ad paired with your audio ad, remember to keep it simple. Companion ads should complement the audio ad—not distract users from it.

## 5 Dive into reporting.

Digital audio advertising is highly measurable and valuable. VAST (Video Ad Serving Template), IAB's standard method of serving video and audio, allows advertisers to report on in-stream audio metrics (traditionally available for digital video such as quartile or completion rate) and compare their performance against other digital channels, such as paid display, video, search, or social media ads.

# Closing

Nearly any type of audio ad can be bought programmatically. In 2021, an estimated 16.5% of all digital radio ads were transacted programmatically, and that number is expected to surpass **one-fifth of all digital audio ads by 2022**. In fact, programmatic digital radio ad spend is expected to top \$1 billion next year as audio platforms and advertisers embrace the power of data and automation.<sup>43</sup> Audio advertising is an intimate, always-evolving way to connect with audiences, and advanced platforms like Basis make it easy to seamlessly **bring digital audio into your team's overall ad strategy**.

<sup>43</sup><https://www.emarketer.com/content/us-digital-audio-ad-spending-2020>



# Start the Audio Advertising Conversation.



Contact us at [basis.net](https://basis.net) today.