



centro.

AUDIENCE EXTENSION WEBINAR

Digital Audio

2021 Update

AGENDA

- What is it?
- What are the benefits?
- How should it be pitched?
- How do I include it in a media plan?
- Questions?



WHAT IS IT?

WHAT IS AN AUDIO AD?

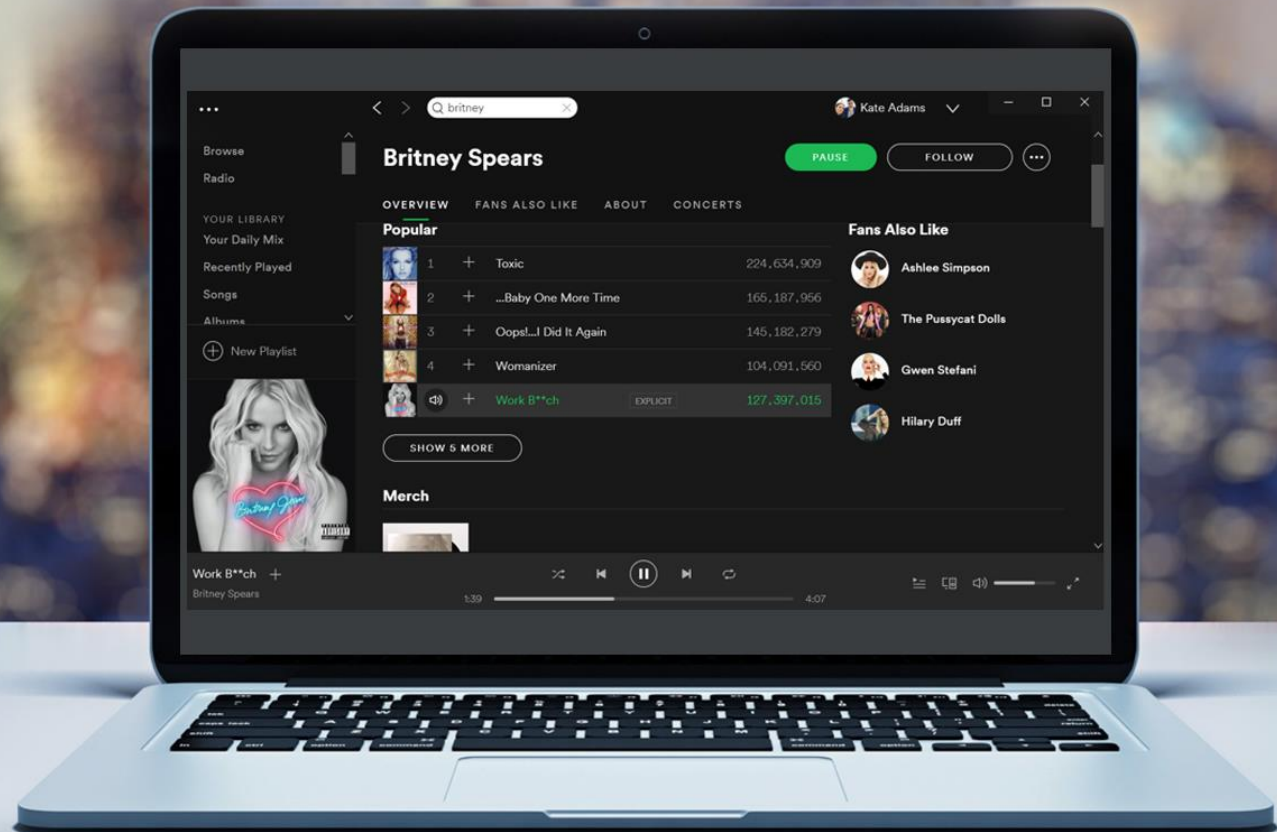


**IT'S AN AUDIBLE AD.
SOUND IS THE
MAIN COMPONENT.**

- + Many Audio Ads also include a Companion Ad
- + These ads are clickable and run with the Audio Ad on the same screen
- + It's the visual component of ad

AUDIO AD EXAMPLE

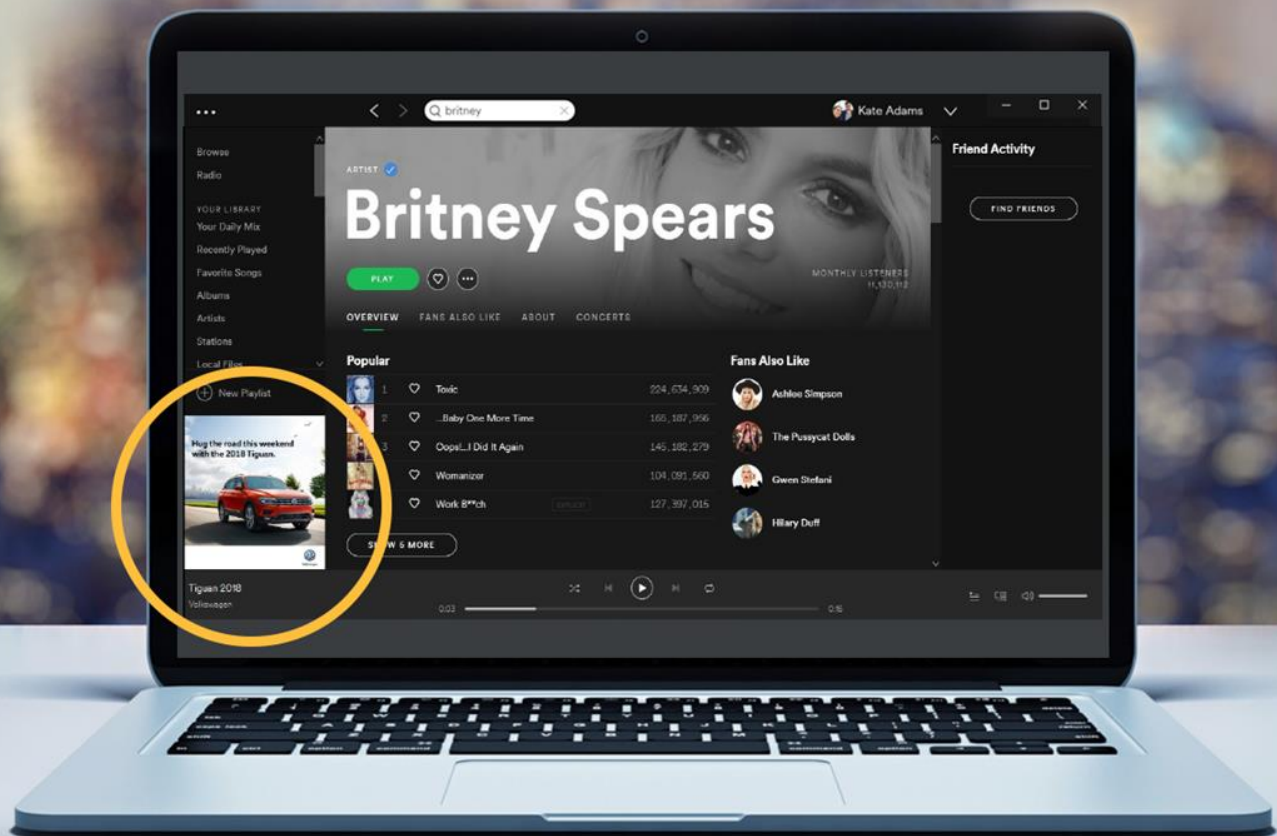
So you're listening to Britney...



AUDIO AD EXAMPLE

But after your third song you're fed this ad.

(You'll hear the voice over – that's the audio ad – and you **may** see the companion ad on your screen.)



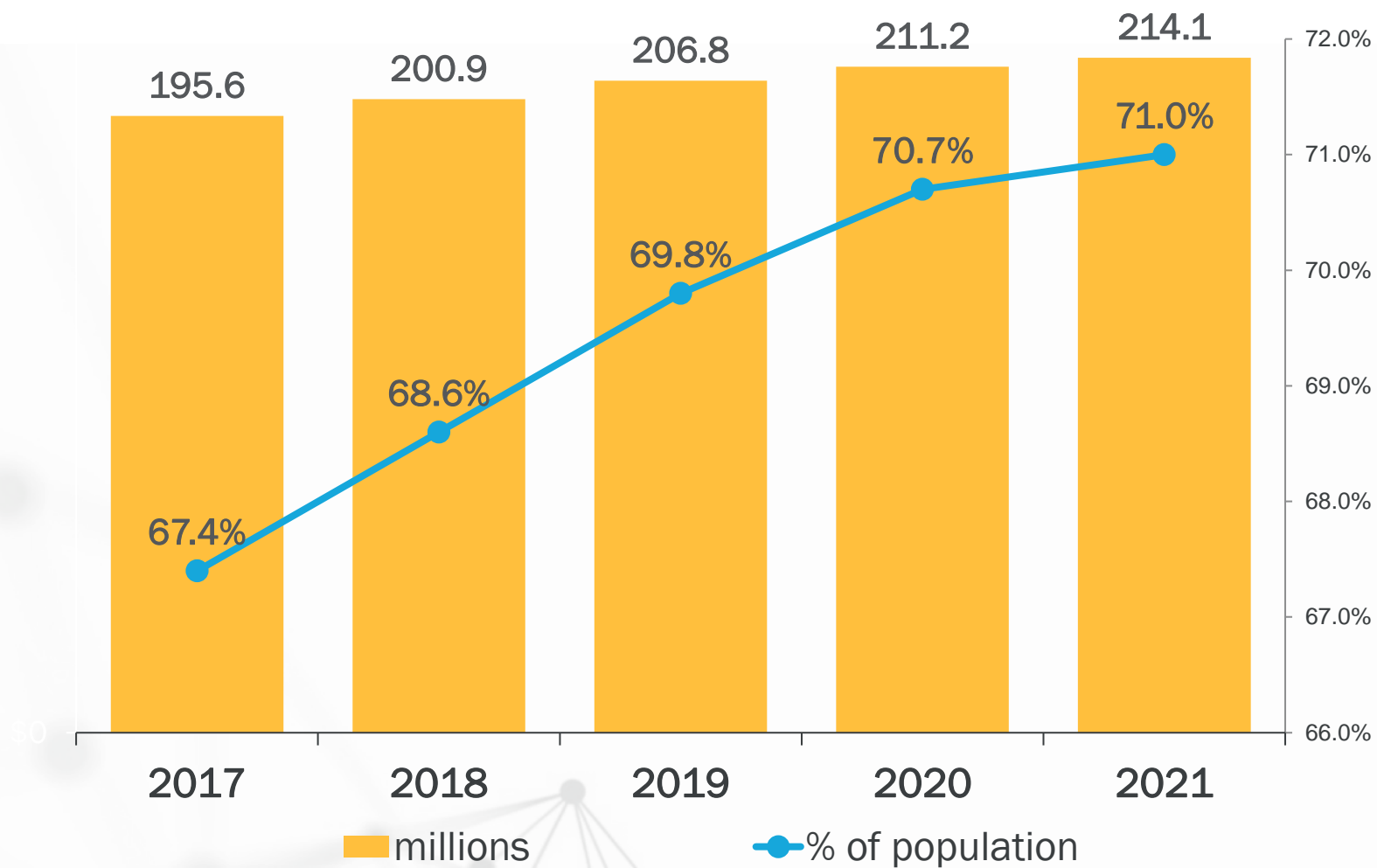


WHAT ARE THE BENEFITS?

EVOLVING LANDSCAPE

DIGITAL AUDIO LISTENERS

US, 2017–2021

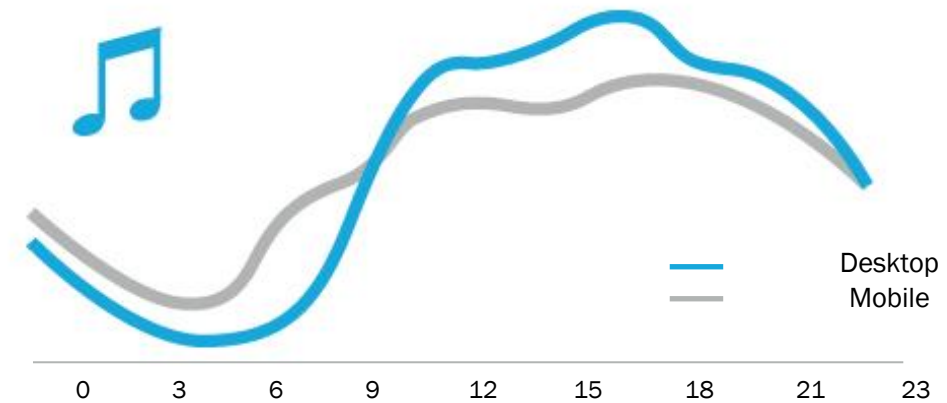


70% of US Population listens to Digital Audio

200+ million US consumers listen to digital audio at least once a month

REACH YOUR AUDIENCE

WHEN DO PEOPLE LISTEN?



Always On

Audio listeners stream from morning to night, and the average cross-platform user spends **2+** hours daily.

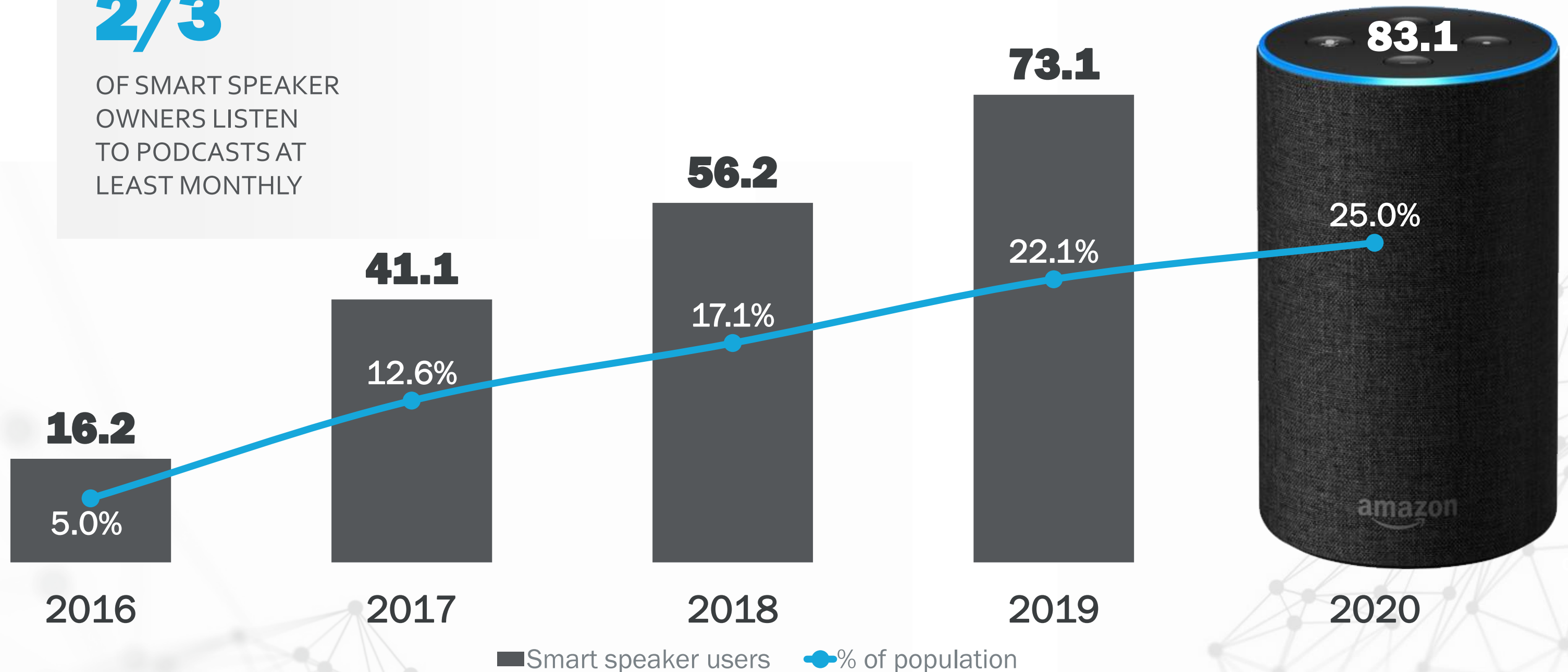
WHERE DO PEOPLE LISTEN?


- + Desktop
- + Mobile device
- + Car
- + Smart speaker
- + Other connected devices

ADOPTION OF SMART SPEAKERS

2/3

OF SMART SPEAKER
OWNERS LISTEN
TO PODCASTS AT
LEAST MONTHLY





79%

of audio consumption
take place while people
are engaged in
activities where visual
media cannot reach
the users.

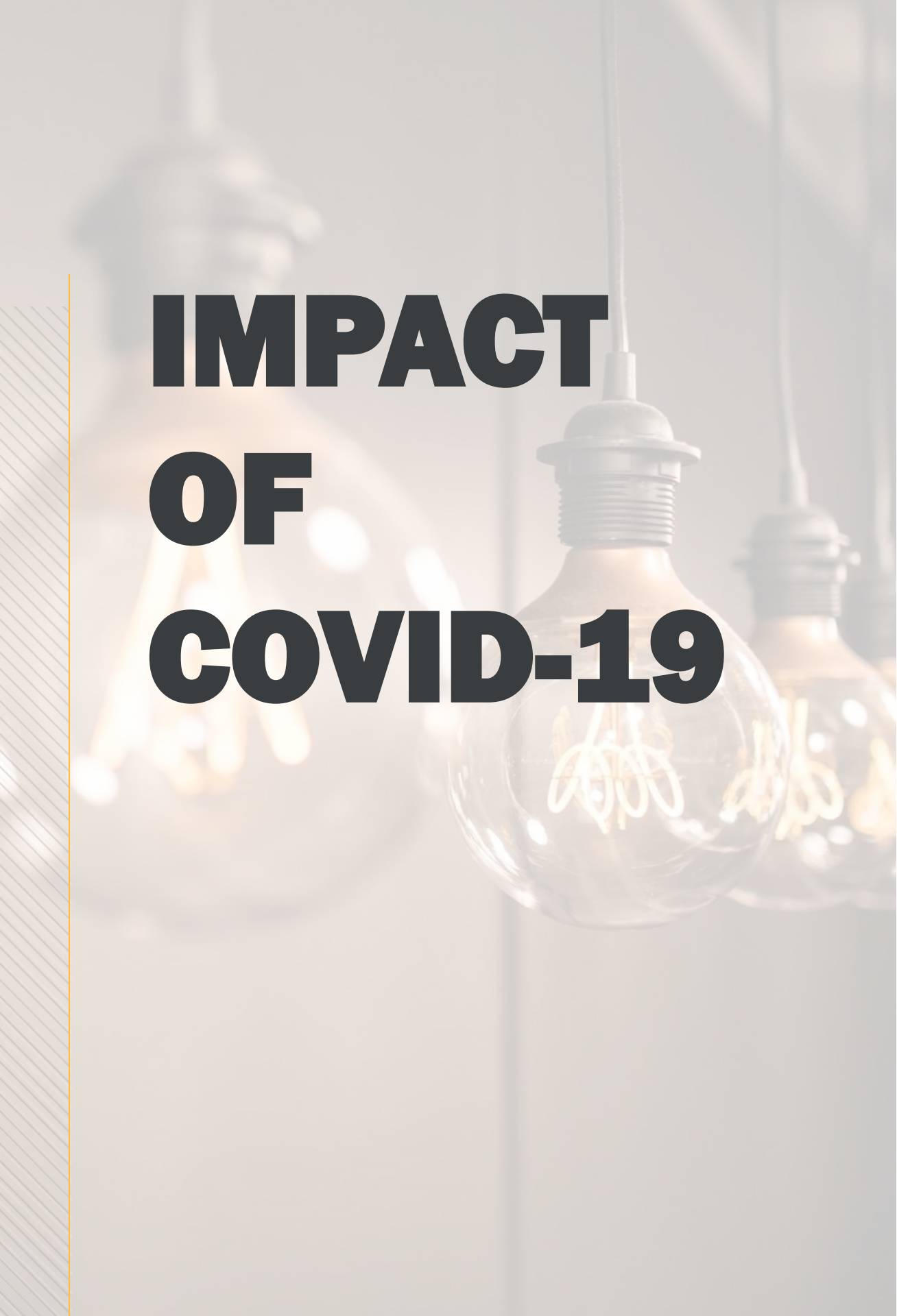
AUDIO ADS INCREASE ENGAGEMENT

On average, audio ads drive a **24%** higher recall rate than display advertising.

This means that brands who engage in audio ads can expect:

- Increased brand recognition
- A focused audience with non-skippable ads
- Limited clutter since only 1 ad plays at a time

2017 Nielsen Media Lab Study

The background of the slide features a blurred image of several hanging light bulbs, some of which are illuminated, creating a warm, bokeh effect. The text is overlaid on this background.

IMPACT OF COVID-19

14% of U.S. consumers say they are listening to more podcasts

23% say they are listening to more streaming services (e.g. Spotify, Apple Music, etc.)

Data from streaming services is showing an increase in plays of chill, mood-oriented music and a large spike in children's music

A modern interior space featuring a large window with a white frame. A chandelier made of many thin, vertical, gold-colored rods hangs from the ceiling. The text "HOW SHOULD IT BE PITCHED?" is overlaid on the image in a bold, black, sans-serif font. A thin vertical gold line is positioned to the left of the text.

**HOW SHOULD IT BE
PITCHED?**

PITCHING AN AUDIO CAMPAIGN



CAN YOU HEAR ME?

Advertisers can share their voice with the audience.

It can create a deeper level of engagement.



CAN I HAVE YOUR ATTENTION?

It's not possible to play more than one audio ad at a time and they're not skippable.

The audience is less distracted and focused on your ad alone.

It's
COST-EFFECTIVE

Compared to Video,
Audio ads are cheap to
produce (or reuse)



DISCOVERY QUESTIONS

- Is radio/audio part of your media mix?
- How have you used streaming audio in the past?
- What metrics were you historically collecting via radio?
- Are your goals awareness based?



KEYWORDS + PHRASES TO LISTEN FOR

“Recall”

“What else can we do?”

“I love my radio spots”

“Attract attention”

“Keeping millennial’s attention”

PITCH AN AWARENESS GOAL

SET REPORTING EXPECTATIONS

COMPLETION RATE

The percentage of audio ads that were completed.

COMPLETED VIEWS (LISTENS)

Total number of times the audio ad was played to completion.

COST PER COMPLETED VIEW (LISTEN)

Determines if the budget is being used efficiently to achieve completed audio plays.

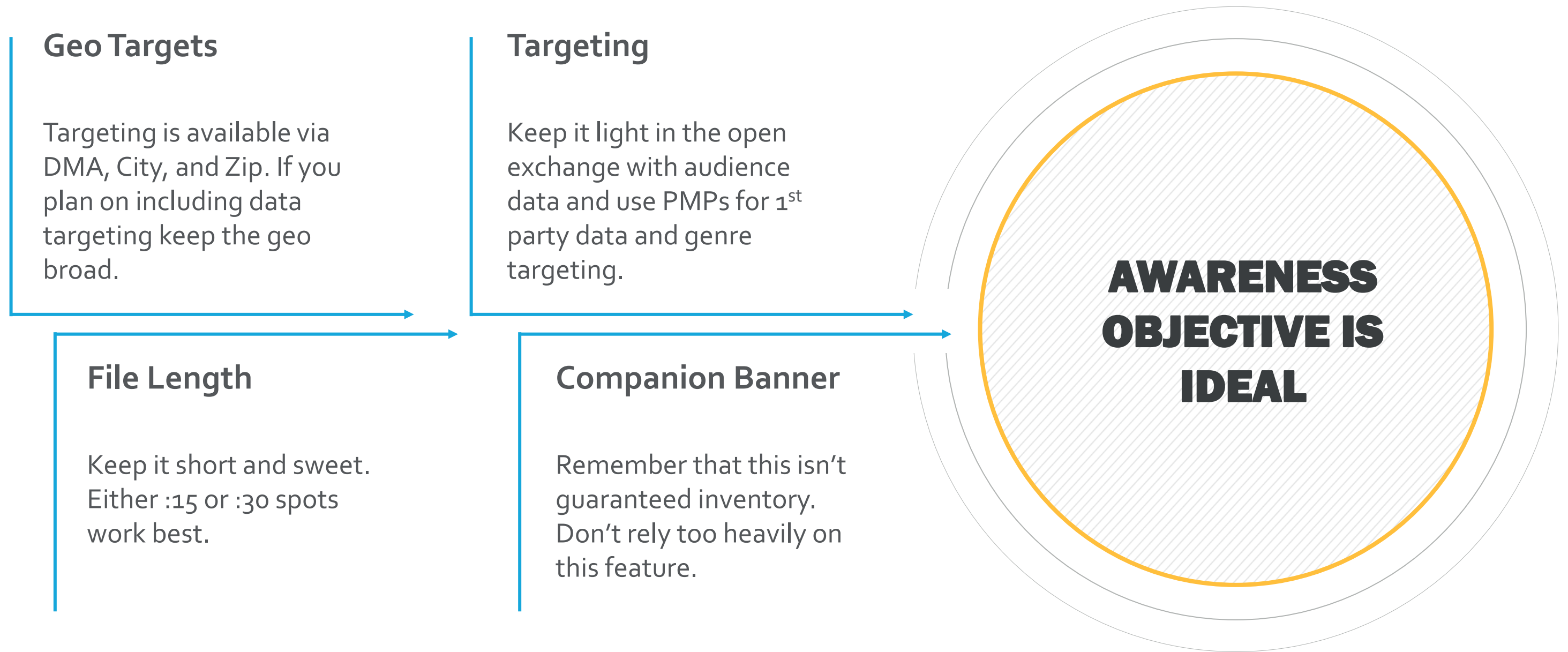
COMPANION BANNER METRICS

The added value of the companion banner can help increase impressions and clicks, but is not guaranteed to display.



**HOW DO I INCLUDE IT IN A
PLAN?**

AUDIO BEST PRACTICES



AUDIO EVERGREEN PRIVATE DEALS



- Cross device targeting to engage with Spotify users wherever they're listening.
- Site direct opportunities are available.



- Inventory includes CBS Radio, Univision, Entravision, Slacker Radio, Audioboom, Blog talk radio, Speaker, Revolver, Radio.com and more.
- Podcast Inventory
- Cannabis-Friendly Inventory



- Premium publisher partners including Entercom, 8Tracks, SoundCloud, and the MLB.
- Podcast Inventory
- Cannabis-Friendly Inventory



- Premium publisher broadcasters like ESPN ESPN Radio, CBC/Radio-Canada, Radio One, ABC Radio, CNN, Fox News
- Cannabis-Friendly Inventory

AUDIO DIRECT DEALS



- Includes a mix of all AdsWizz publishers (iHeart Radio, Audiology, etc).
- Podcast Inventory
- RFP for Direct Deals and Evergreen Deals Available



- Provides a highly-personalized listening experience to approximately 70 MM users each month
- Podcast Inventory
- RFP for Direct Deals

AUDIO + COMPANION REQUIREMENTS



AUDIO AD

File size:

Maximum file size of 100MB and maximum duration of :60 seconds (:15, :30, and :60 accepted)

Supported File Types:

MP3
OGG
VAST Audio



COMPANION AD

File size:

Maximum 200kb
(640x640, 300x250)



TIP

Always try to include a companion banner with audio ads

Supported File Types:

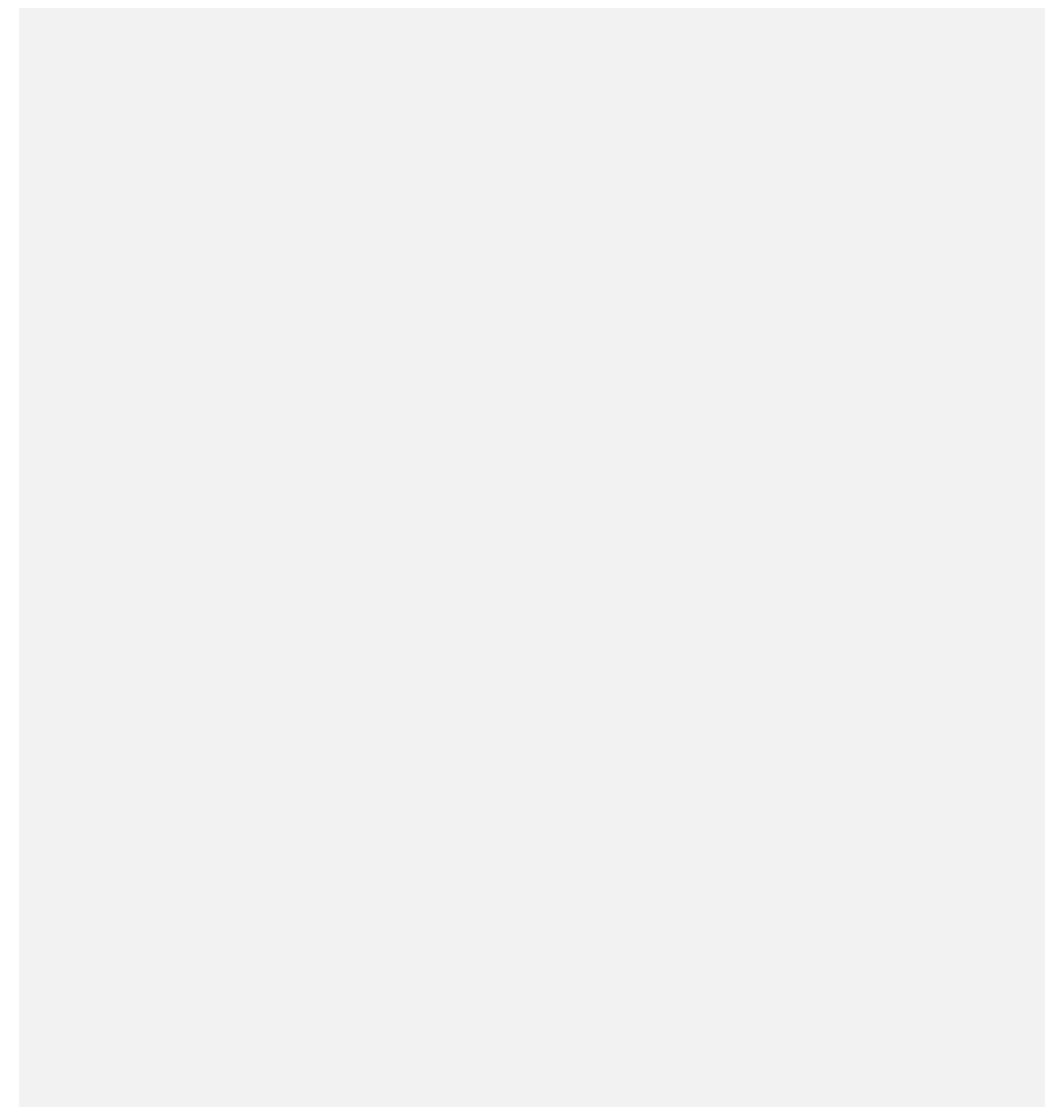
JPG
GIF
PNG



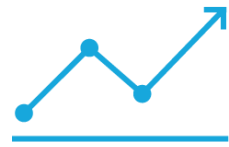
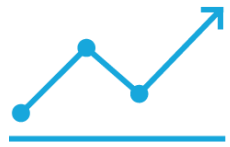
QUESTIONS?



**THANK
YOU.**









MAKE
IT
WORK



1

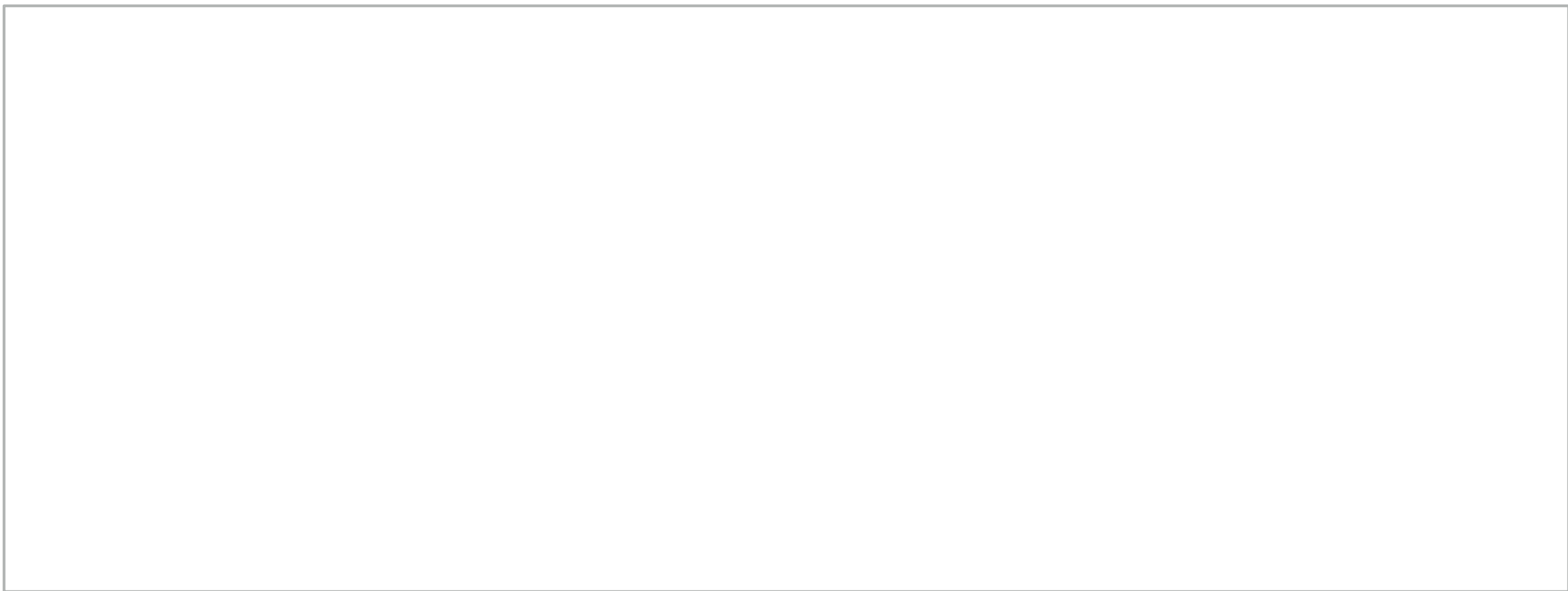
2

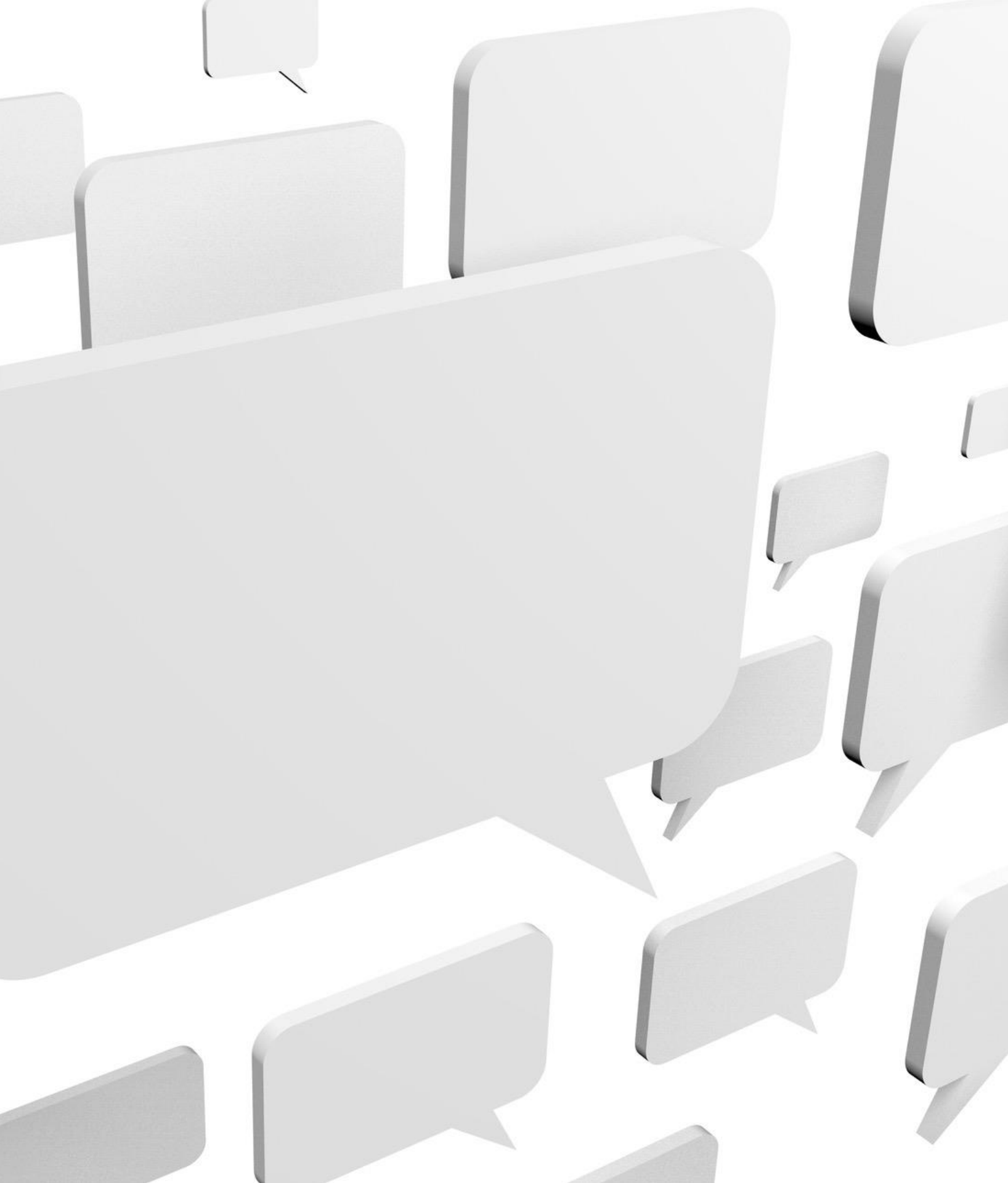
3

4

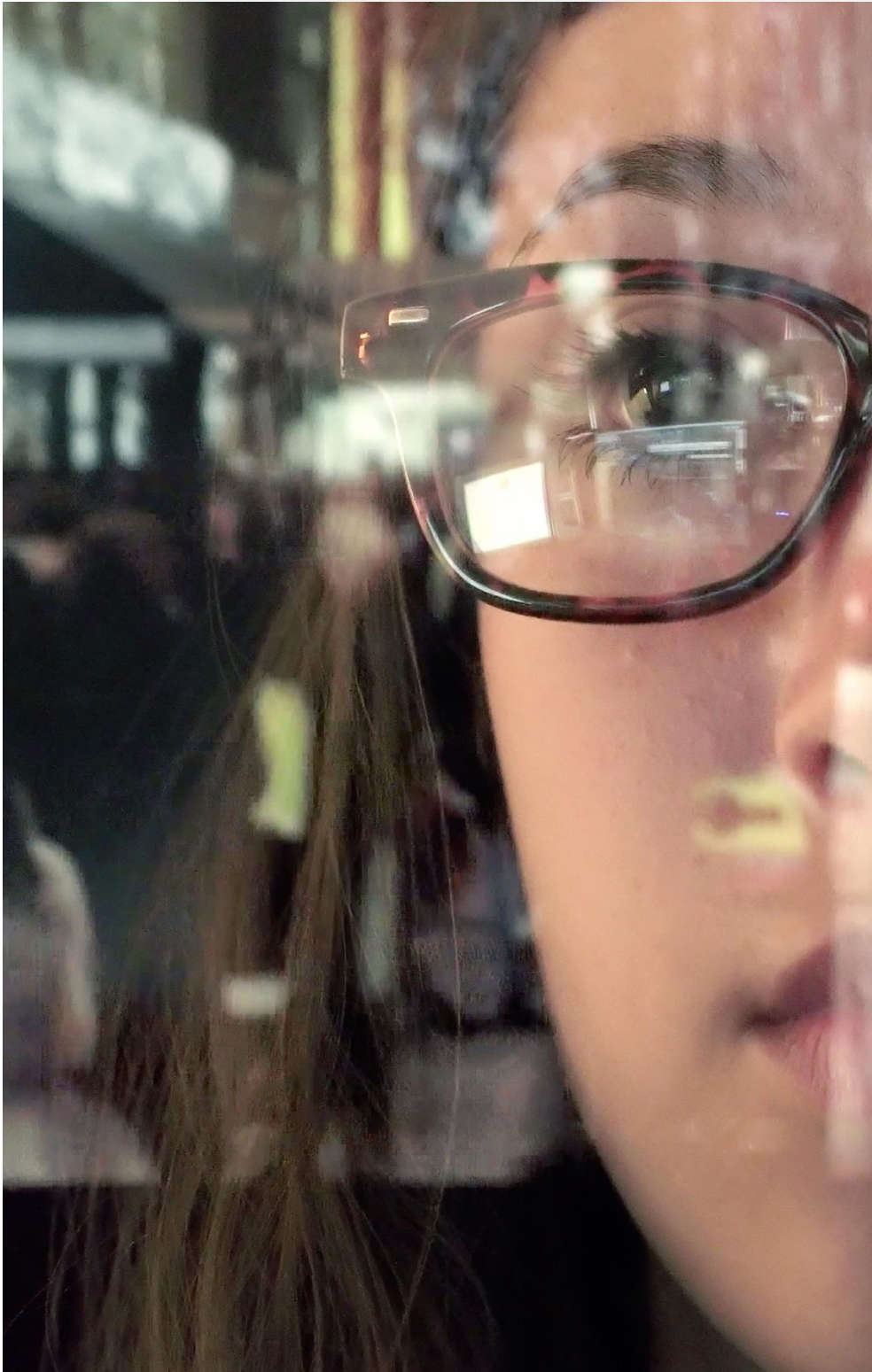
5



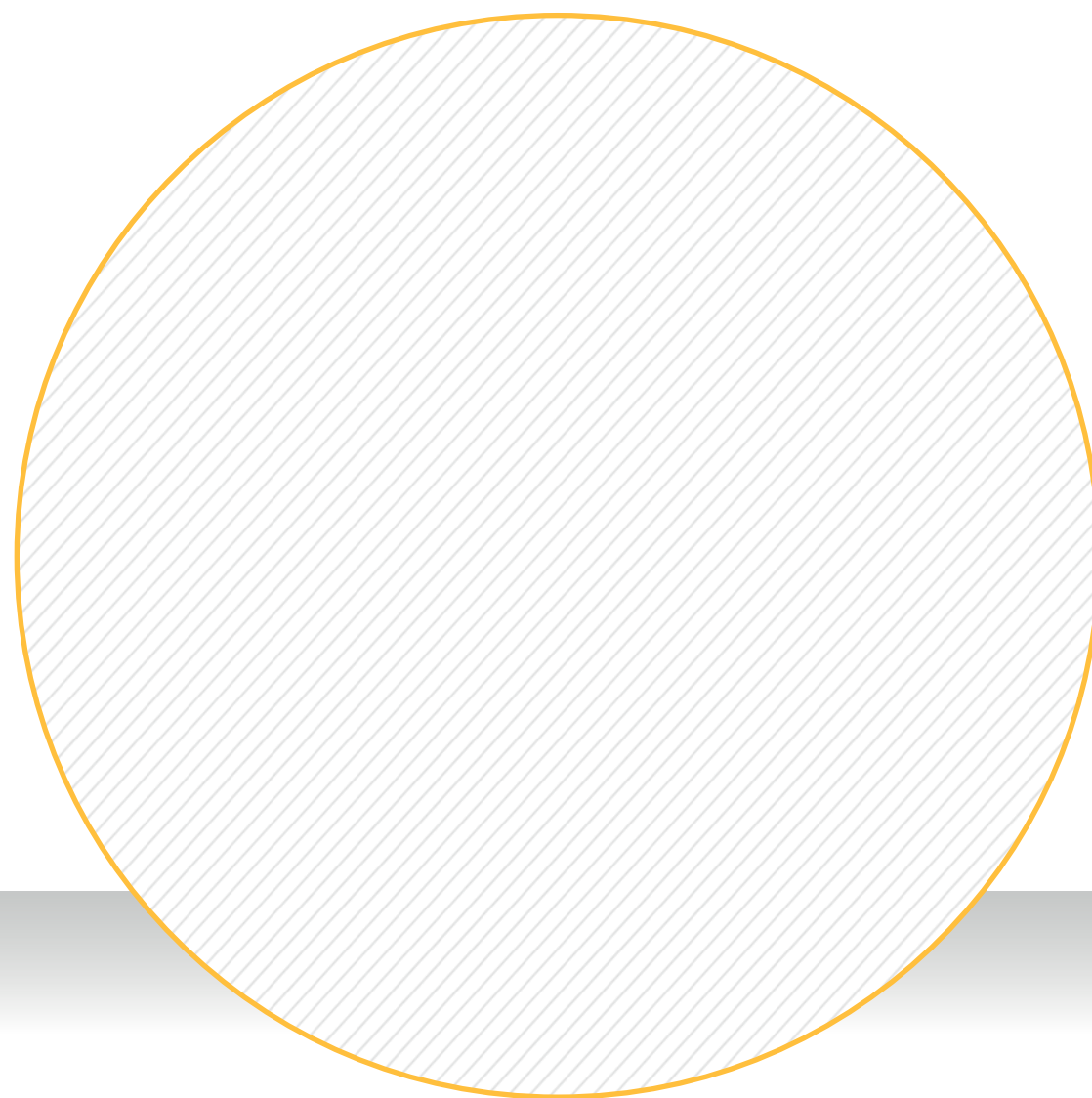














Details	BBC Worldwide	RON - BBC - Business News ...
Details	BBC Worldwide	RON - BBC - Business News ...
Details	BBC Worldwide	RON - BBC - Business News - High...
Details	BBC Worldwide	RON - BBC - Business News - High...
Details	BBC Worldwide	RON - BBC - News ...
Details	BBC Worldwide	RON - BBC - News - High Impact
Details	BBC Worldwide	RON - BBC - News - High Impact
Details	BBC Worldwide	ROS - BBC - Travel, Culture & Entert...
Details	BBC Worldwide	ROS - BBC - Travel, Culture & Entert...
Details	BBC Worldwide	ROS - BBC - Travel, Culture & Entert...
Details	BBC Worldwide	ROS - BBC - Environment Science...
Details	BBC Worldwide	ROS - BBC - Environment Science...
Details	BBC Worldwide	ROS - BBC - Environment Science...

centro.net

**THANK
YOU.**

centro.



**THANK
YOU.**

centro.



**THANK
YOU.**

centro.



**THANK
YOU.**

centre



**THANK
YOU.**