



# Data-Driven Audio Advertising

Data-Driven Audio Advertising leverages 1st and 3rd party data from a listening audience to make real-time decisions on which audio ads a listener should hear, personalizing the audio ad experience for each unique listener.

Data can be used to either dynamically change the content of the audio ad or decide in which order a listener hears a sequence of audio ads.

## Features:

- Dynamic Creative, Sequential, Results-Driven
- A/B Testing
- Real-time Reporting & Optimization
- Attribution and Conversions
- 3rd Party Tracking



## Personalize based on Data Signals:

- Location (e.g. DMA, county, zipcode, POI)
- Device Type
- Time-of-Day
- Day-of-Week
- Content (e.g. Music Genre, Podcast Show)
- Weather

Hear demo: [frequencyads.com](https://frequencyads.com)

Across the top Digital Publishers



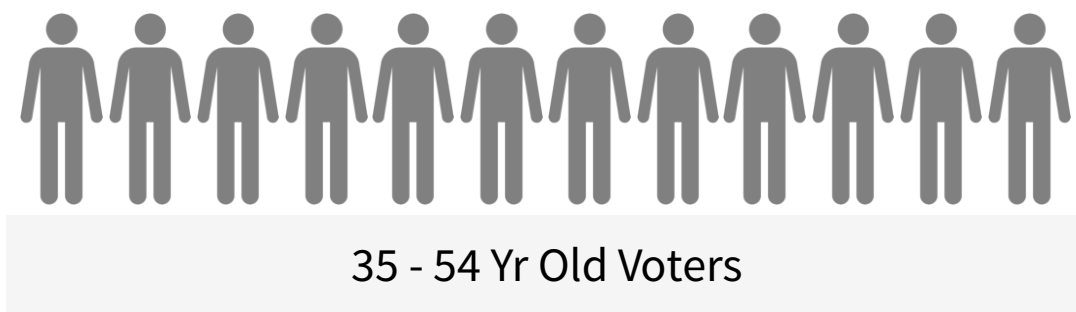


# How Data-Driven Audio Works?

- 1 Identify Listening Audiences**  
Determine the listener audiences to reach based on audio content and digital platforms.



- 2 Target Audience Segments**  
Target specific segments based on demographic and psychographic information.



- 3 Personalize the Messaging**  
Personalize messaging based on the individual listener and context with real-time data.

