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

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.

   35 - 54 Yr Old Voters

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

   5pm on Sunday
   Female, 42 yrs old
   iPhone user
   Listening to Top 40