Data-Driven Audio Ads

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
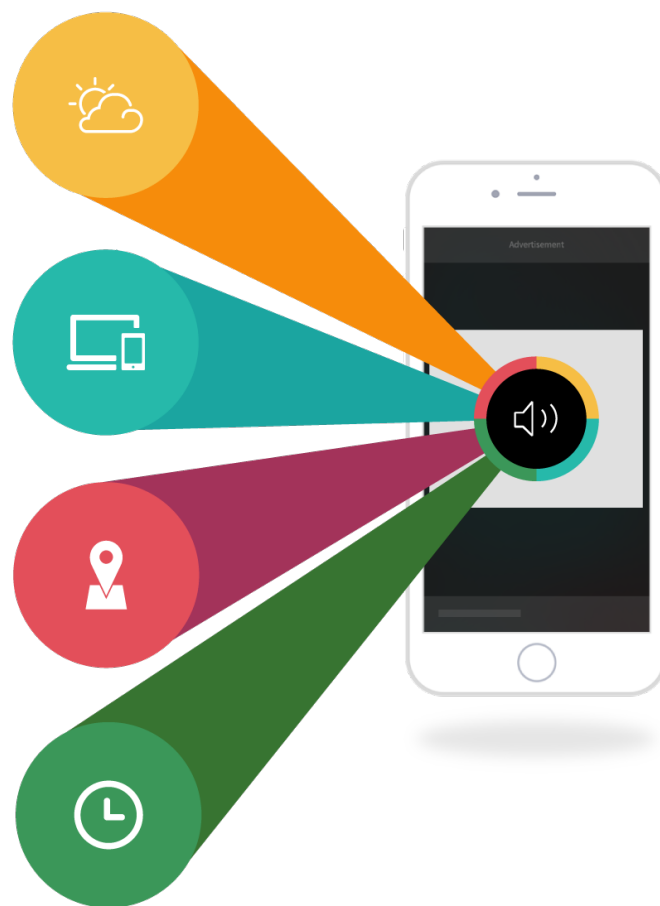
Hear demo: frequencyads.com
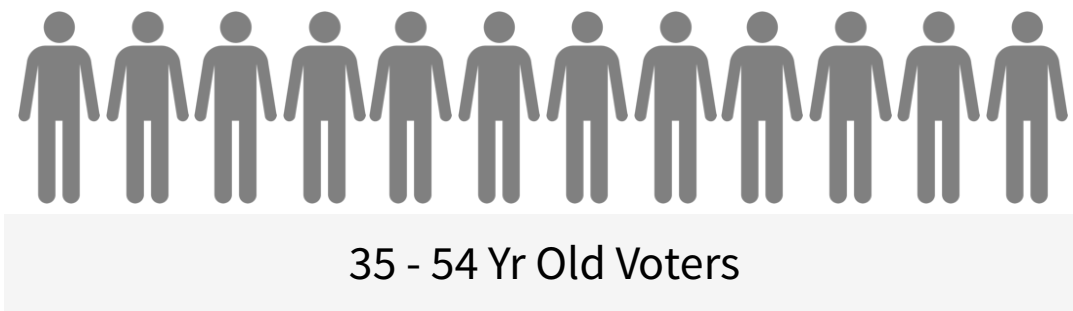
Across the top Digital Publishers

How it Works

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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

Male, 55 yrs old

iPhone user

Listening to Talk Radio

The Platform

Data-Driven Audio Advertising is a featured product on the Frequency platform, a Creative Management Platform for Audio Advertising. Along with Data-Driven Audio Ads, Frequency provides a one-stop solution with many features:

Creative Production
Find vendors through the platform for audio production work -- script writing, vocal talent, and mixing / mastering. Vendors know how to build creative for Data-Driven Audio Ads.
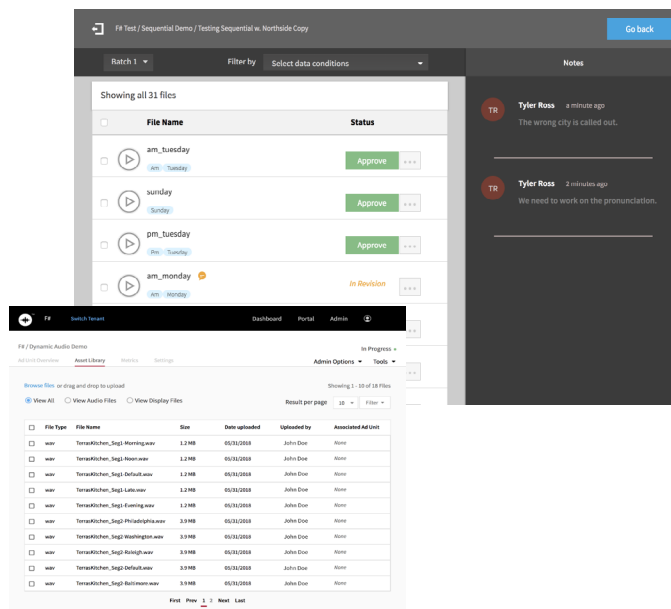
Campaign & Asset Management
Collaborate with the full team in one dashboard to manage all campaigns, share files and information, and stay notified of any changes.

Real-time Metrics
Monitor ad campaigns in real-time with full view over performance for each and every ad message with the ability to adjust ad creative in minutes.