

AUDIO

- Reach targeted consumers while they're walking to work, sitting at their desks, on the treadmill, or even on a road trip.
- 79% of audio is consumed while people unreachable by visual media - get your message in front of that audience
- Pair your Audio Ad with a Companion ad to give users a place to click for more information or to further engage with your brand. Pairing a visual ad, matching your audio ad, offers additional visibility of your brand to the consumer throughout the audio ad.

BENEFITS

- + **A captive audience:** Users can't listen to anything else while an ad is playing,
- + **Little-to-no fraud:** historically, audio ads have been significantly less affected by fraudulent technology
- + **Higher Recall:** According to Nielsen, audio ads increase ad recall by up to 24% over display
- + **Large audience:** The number of music streaming users worldwide is expected to grow to 1.4 billion in 2022, according to Statista.

