

AUDIO & COMPANION ADS

79% of audio is consumed while people are unreachable by visual media. Get your message in front of that audience

Reach targeted consumers while they're walking to work, sitting at their desks, on the treadmill, or even on a road trip.

Supported File Types:

MP3, OGG, Vast Audio

Reach consumers listening to:

- Spotify
- Soundcloud
- TuneIn
- TargetSpot
- ...Continually adding new partnerships

Companion Ads:

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.

Access Consumers Listening to:

- **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.
- **Growing audience:** The number of music streaming users worldwide is expected to grow to 1.4 billion in 2022, according to Statista.

New ways to extend your reach with Audio Ads