

# THE DIGITAL AUDIO ADVERTISING GUIDE



A Channel That  
Can't Be Beat

**Basis**<sup>®</sup>  
Technologies

# WELCOME! WE'RE SO GLAD YOU'RE ~~HEAR~~ HERE.

Whether it's the latest T-Swift album you blast when it drops on Spotify, the NFL coverage you keep up with on your smart speaker while making dinner, the playlist of 90s throwbacks you stream during your daily workout, or the podcast series you download before a road trip, digital audio plays a significant role in our lives.

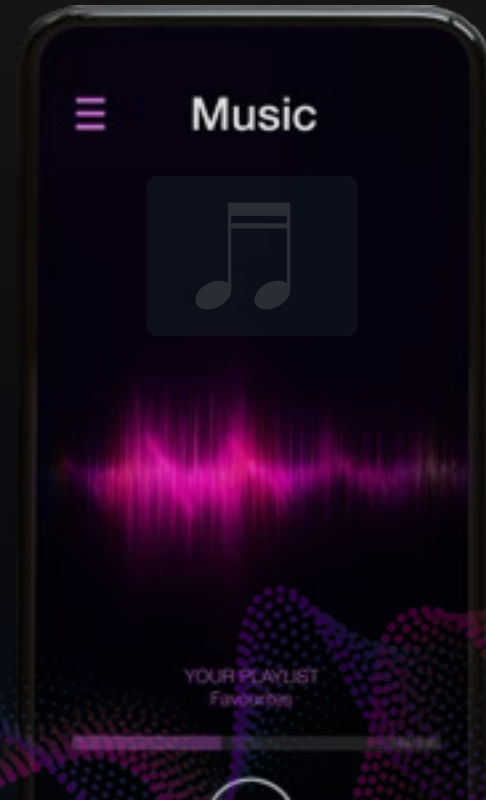


It's a channel that goes above and beyond traditional radio and offers advertisers a unique opportunity to harness the power of some of the most proven tools in adtech—from programmatic advertising, to advertising automation, to ad personalization and targeting—to connect with audiences when, where, and how they're listening.

Until now, digital audio's awesome power has been largely underutilized. But the tides are turning, and a wave of audio spend is cresting on the horizon.

## Ready to dive in?

Read on to explore how savvy marketers can embrace this opportunity to connect with consumers.



# TRACKLIST

|   |    |
|---|----|
| INTRODUCTION                              | 1  |
| AUDIO ADVERTISING BASICS                  | 2  |
| THE DIGITAL AUDIO ADVERTISING OPPORTUNITY | 6  |
| FINE-TUNING THE AUDIO EXPERIENCE          | 14 |
| DIGITAL AUDIO ADVERTISING WITH BASIS      | 16 |
| BONUS TRACK: WHAT COMES NEXT?             | 20 |

# THE POWER OF SOUND

Audio is a powerful form of storytelling. It fosters intimate and emotional connections—be that through the affinity we have for our favorite podcast hosts, the memories that resurface while revisiting an album we played (or over-played) during a certain era of life, or the algorithm-fueled joy of discovering a new favorite song on a playlist curated just for us.<sup>1</sup>

So it makes sense that digital audio advertising is a compelling medium for connecting with consumers. It's a personal experience that allows listeners to use their imagination—to visualize themselves engaging with the product or service and apply it to their lives.<sup>2</sup> This format gives advertisers and brands the ability to speak directly to audiences, customize messaging, and inspire brand engagement.



In 2022,  
**222.7 million people**  
in the US listened to digital  
audio each month.<sup>3</sup>

In 2022, the average US adult spent  
**100 minutes** listening to digital  
audio. Among active listeners, that  
figure exceeded 135 minutes.<sup>4</sup>

## Get to Know Digital Audio

**Digital audio:** Audio that is stored and/or transmitted through digital devices such as mobile phones, desktops/laptops, and tablets.

**Audio streaming:** Technology that allows platforms to deliver audio in real-time on internet-connected devices. (In other words, it's what allows you to have 10,000 songs in your Spotify library without maxing out your phone's storage!)

**Digital audio advertising:** The process of placing ads in digital audio content—from podcasts, to streaming music, to digital radio—to connect with consumers in the moments they're listening.

**Programmatic audio advertising:** Technology that allows advertisers to place audio ads in an automated and data-driven manner, typically by using a demand side platform (DSP).

<sup>1</sup> <https://ads.spotify.com/en-SG/news-and-insights/the-power-of-audio-chapter-2/>

<sup>2</sup> <https://ads.spotify.com/en-SG/news-and-insights/the-power-of-audio-chapter-2/>

<sup>3</sup> [https://forecasts-na1.emarketer.com/584b26021403070290f93a39/5851918a0626310a2c1869d87utm\\_source=Forecast%20Alert&utm\\_medium=Email&utm\\_campaign=Forecast%20Alert%2010.26.22&utm\\_term=Forecast%20Alert&utm\\_content=Forecast%20Alert%2010.26.22](https://forecasts-na1.emarketer.com/584b26021403070290f93a39/5851918a0626310a2c1869d87utm_source=Forecast%20Alert&utm_medium=Email&utm_campaign=Forecast%20Alert%2010.26.22&utm_term=Forecast%20Alert&utm_content=Forecast%20Alert%2010.26.22)

<sup>4</sup> <https://content-na1.emarketer.com/digital-audio-takes-up-increasing-share-of-us-digital-media-time>

# AUDIO ADVERTISING BASICS

## A Brief History of Audio Advertising



**1922**

First paid radio commercial airs in the US<sup>5</sup>



**1930**

Nearly 90% of US radio stations broadcast commercials<sup>6</sup>



**1930-1940s**

Known as the “Golden Age of American Radio”; FM broadcasting begins and the role of advertising in radio grows; advertisers control much of the programming, produce jingles, and sponsor entire programs<sup>7</sup>



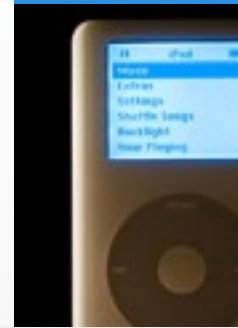
**1970**

First commercially available digital audio recorder is released<sup>8</sup>



**1998**

First mass-produced MP3 player is released<sup>9</sup>



**2001**

First iPod is released and iTunes debuts<sup>10</sup>; first satellite radio is launched<sup>11</sup>



**2002**

Smart home speaker company Sonos is founded<sup>12</sup>

<sup>5</sup> <https://www.npr.org/2012/08/29/160265990/first-radio-commercial-hit-airwaves-90-years-ago>

<sup>6</sup> <https://study.com/academy/lesson/history-of-radio-advertising.html>

<sup>7</sup> <https://www.britannica.com/topic/Golden-Age-of-American-radio>

<sup>8</sup> <http://www.soundrecordinghistory.net/history-of-sound-recording/history-of-digital-recording/>

<sup>9</sup> <https://www.soundandvision.com/content/flashback-1998-birth-mp3-player>

<sup>10</sup> <https://www.makeuseof.com/history-of-the-ipod/>

<sup>11</sup> <https://electronics.howstuffworks.com/satellite-radio.htm>

<sup>12</sup> <https://www.sonos.com/en-us/how-it-started>

## 2004

First podcast is released<sup>13</sup>



## 2005

Pandora launches<sup>14</sup>; iTunes begins supporting podcasts<sup>15</sup>



## 2008

Spotify launches<sup>16</sup>; 20.1% of the US population listens to digital audio<sup>17</sup>



## 2014

Amazon Echo debuts (feat. Alexa)<sup>18</sup>



## 2019

The number of podcast listeners sees its most significant increase YoY of 22.8%, leading some to say we've entered the "Golden Age of Podcasts"<sup>19</sup>



## 2020

Digital audio daily consumption passes traditional radio consumption<sup>20</sup>



## 2022

66% of the US population listens to digital audio monthly<sup>21</sup>



<sup>13</sup> <https://internationalpodcastday.com/podcasting-history/>

<sup>14</sup> <https://www.startupgrind.com/blog/origin-story-the-founding-of-pandora-radio/>

<sup>15</sup> <https://www.apple.com/newsroom/2005/06/28Apple-Takes-Podcasting-Mainstream/>

<sup>16</sup> <https://newsroom.spotify.com/company-info/>

<sup>17</sup> <https://forecasts-na1.emarketer.com/584b26021403070290f93a39/5851918a0626310a2c1869d8>

<sup>18</sup> <https://www.digitaltrends.com/home/history-of-amazon-echo/>

<sup>19</sup> <https://forecasts-na1.emarketer.com/5e5577c61beeb905989e3975/5b6c5d9e65df490dccc5c4b9f>

<sup>20</sup> <https://www.shareofear.com/#data-available>

<sup>21</sup> <https://forecasts-na1.emarketer.com/584b26021403070290f93a39/5851918a0626310a2c1869d8>

# WHAT ABOUT (TRADITIONAL) RADIO?

Think the days of traditional radio have gone “Bye, bye, bye”? Then you may want to get “in sync,” because traditional radio is still a force to be reckoned with in the audio world.

While it may not be as new or as “hip” as digital audio, **traditional radio still accounts for 10.5% of all media time among US adults<sup>22</sup> and makes up about two-thirds (63.5%) of all audio ad spend,<sup>23</sup>** making broadcast radio a sensible part of any marketing mix and an important component of a holistic audio advertising strategy.

By combining the one-to-many reach of traditional radio with the booming popularity of digital audio, marketers can connect with a wide range of audiences whenever and wherever they tune in.



**82.5%** of US adults listen to broadcast radio every week.<sup>24</sup>



**51%** of consumers say they are more trusting of radio and podcast advertisers than on *any other medium*.<sup>25</sup>

<sup>22</sup> <https://www.insiderintelligence.com/content/digital-audio-takes-up-increasing-share-of-us-digital-media-time>

<sup>23</sup> <https://forecasts-na1.emarketer.com/584b26021403070290f93a2f/5851918a0626310a2c186ab5>

<sup>24</sup> <https://www.statista.com/topics/1330/radio/#topicOverview>

<sup>25</sup> <https://www.iheartmedia.com/press/new-study-reveals-audio-trust-halo-deep-consumer-connection-radio-and-podcast-influencers>



# KEY DIGITAL AUDIO STATS TO KNOW

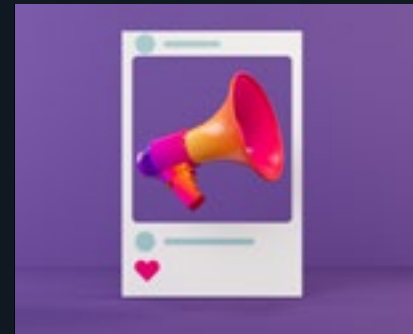


About two-thirds of the US population ages 12+ listens to digital audio at least once per week.

That's a more than 100% increase over the past 10 years.<sup>26</sup>



US digital audio ad spend is projected to grow by nearly 50% between now and 2026.<sup>27</sup>



US podcast advertising will surpass \$2 billion in 2023 and will account for nearly one-third of all digital audio ad spend.

By 2024, that amount is forecast to exceed \$4 billion.<sup>28</sup>



In 2022, US adults spent more time each day listening to digital audio (1:40) than they did watching subscription video services (1:27) or using social networks (1:15).<sup>29</sup>

<sup>26</sup> <https://www.insiderintelligence.com/content/us-population-listens-digital-audio>

<sup>27</sup> <https://forecasts-na1.emarketer.com/584b26021403070290f93a2f/5efce1aa83c627071411ab8c>

<sup>28</sup> <https://www.iab.com/insights/u-s-podcast-advertising-revenue-report-fy-2021-results-2022-2024-growth-projections/>

<sup>29</sup> <https://www.insiderintelligence.com/content/digital-audio-takes-up-increasing-share-of-us-digital-media-time>

# THE DIGITAL AUDIO ADVERTISING OPPORTUNITY

## Benefits of Digital Audio

- Audio ads provide a break from visual overload.
- Audio ads are primarily non-skippable (unlike video).
- Only one audio ad can be played at a time.
- Users can't listen to anything else while an audio ad is playing—therefore, engagement and share of voice (SOV) give audio ads extra value.
- Audio inventory is primarily available via private marketplace deals (PMPs), which tend to have higher quality inventory.
- Audio ads have little-to-no fraud and haven't been heavily affected by fraudulent technology.
- Audio provides the opportunity to connect across a variety of different content types and interests—from streaming music, to podcasts, to live sports broadcasts, to digital radio.
- Compared to video ads, audio advertising is cost-effective and less expensive to produce.
- It's easy to pivot from radio budgets to digital budgets.



**74% of podcast listeners**  
report visiting a company or  
product's website after hearing an ad.<sup>30</sup>

Audio ads have a  
**24% higher recall rate**  
than traditional display ads.<sup>31</sup>

**53% of smart  
speaker owners**  
who have heard an ad on their device  
say they're likely to respond to such ads.<sup>32</sup>

<sup>30</sup> <http://www.edisonresearch.com/wp-content/uploads/2022/02/Super-Listeners-from-Edison-Research-and-Ad-Results-Media-2-16-22.pdf>

<sup>31</sup> <https://martechseries.com/mts-insights/guest-authors/tuning-in-to-digital-audio-advertising/>

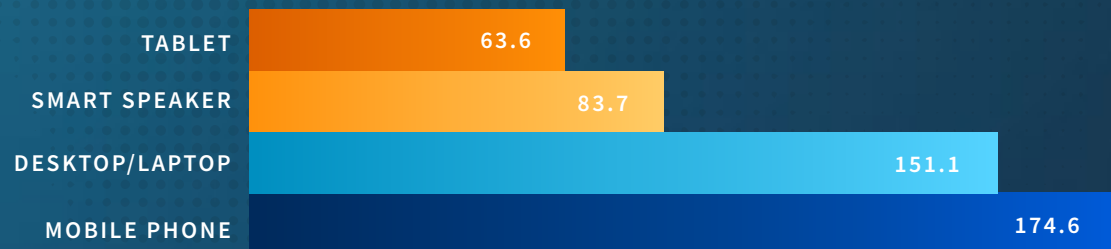
<sup>32</sup> <https://ads.spotify.com/en-US/news-and-insights/advantages-of-digital-audio-advertising/>

## THE DIGITAL AUDIO ADVERTISING OPPORTUNITY

### Connect With Audiences Everywhere (Yep, You Heard That Right)

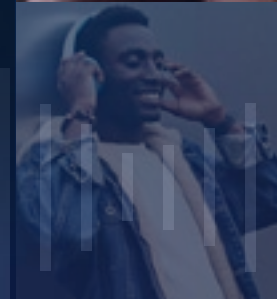
Listening has truly gone mobile. Unlike the days of yore, in which listeners could only *dream* of jamming to their favorite tunes while on a walk, people today can tune in from virtually anywhere.

### Where Are We Listenin'?' (In Millions)<sup>33</sup>



Of time spent with digital audio in 2022, approximately **80% occurred on mobile devices.**<sup>34</sup>

**35% of American adults** own a smart speaker. This is an increase of more than 118% from just five years earlier.<sup>35</sup>



<sup>33</sup> <https://forecasts-na1.emarketer.com/584b26021403070290f93a39/5983838baaf61c0df4784d90>

<sup>34</sup> <https://content-na1.emarketer.com/us-time-spent-with-media-2022>

<sup>35</sup> <https://www.edisonresearch.com/smart-audio-report-2022-from-npr-and-edison-research/>

# REACHING YOUNGER AUDIENCES



**More than half** of adults ages 18 to 29 stream music every day.<sup>37</sup>

**ON AIR**

Among 16- to 24-year-olds, **91.1%** listened to digital audio in the first half of 2022.<sup>36</sup>

**73% of American millennials** feel that audio is the most immersive form of media.<sup>39</sup>



An estimated **79% of Gen Z and 80% of millennials** say they listen to a podcast at least once per week.<sup>38</sup>

**69% of Gen Z** say they feel “more centered and generally happier” when listening to their favorite music on a daily basis.<sup>40</sup>

<sup>36</sup> <https://content-na1.emarketer.com/us-digital-audio-users-2022>

<sup>37</sup> <https://morningconsult.com/2020/01/21/young-adults-nearly-twice-as-likely-to-prefer-streaming-music-than-consumers-overall/>

<sup>38</sup> <https://www.spglobal.com/marketintelligence/en/news-insights/research/us-podcast-listener-profile-q321>

<sup>39</sup> <https://ads.spotify.com/en-US/news-and-insights/culture-next-the-new-culture-of-listening/>

<sup>40</sup> <https://ads.spotify.com/en-US/news-and-insights/culture-next-the-new-culture-of-listening/>

# WHAT'S THE BUZZ ON AUDIO AD CHANNELS?

## Streaming music

**273 million Spotify users<sup>41</sup>** and **44.2 million Pandora listeners<sup>42</sup>** opt for ad-supported tiers.



## QUICK TIP

Have a video you've already used in a campaign? Consider repurposing it as an audio file!

This way, you can tap into consumers through a different channel and make the most of your existing creative assets.

## Digital radio

**Over two-thirds of Americans** report listening to online radio monthly, while 62% consider themselves at least weekly users.<sup>43</sup>

## Podcasts

In 2023, US podcast ad spending is forecast to surpass **\$2 billion** and will account for more than **one-fourth of digital audio ad spending**.<sup>44</sup>

<sup>41</sup><https://www.statista.com/statistics/813787/spotify-ad-supported-monthly-active-users/>

<sup>42</sup><https://investor.siriusxm.com/news-events/press-releases/detail/1856/siriusxm-reports-second-quarter-2022-results>

<sup>43</sup><https://www.statista.com/topics/1348/online-radio/#dossier-chapter4>

<sup>44</sup><https://content-na1.emarketer.com/podcasts-digital-audio-ad-spending>

# LET'S TALK PODCASTS



Most of us are more willing to try out a product when it's recommended to us—especially if that rec comes from someone we know and trust.<sup>45</sup>

When listeners spend hours tuning in to a specific show, they're building a connection—and even a relationship—with that host. So, if someone has been listening to the same podcast for years, then the host's endorsement of a product is likely to go a long way.

Case in point: a 2022 study by iHeartMedia<sup>46</sup> found compelling data to back up the concept of the “audio trust halo,” or the unique connection that listeners foster with their favorite podcasts, hosts, and audio personalities. It found that 51% of respondents say they are more trusting of radio and podcast advertisers than on *any other medium*.



According to a 2022 podcast advertising survey by Voices, **over three-quarters of listeners had purchased or considered buying something promoted on one of their favorite shows.**<sup>47</sup>

<sup>45</sup><https://www.convinceandconvert.com/digital-marketing/more-likely-to-buy-product/#:~:text=According%20to%20Chatter%20Matters%2C%2083,a%20friend%20or%20family%20member.>

<sup>46</sup><https://www.iheartmedia.com/press/new-study-reveals-audio-trust-halo-deep-consumer-connection-radio-and-podcast-influencers>

<sup>47</sup><https://www.voices.com/company/press/reports/podcast-advertising-stats-2022>

## THE DIGITAL AUDIO ADVERTISING OPPORTUNITY

### Podcast Advertising<sup>48</sup>

Podcast advertising revenues surpassed **\$1 billion** for the first time in 2021.



This **72% increase YoY** makes its growth twice as fast as overall internet advertising market.

Podcast revenues are forecast to nearly triple by 2024 to **over \$4 billion**.



### Listening Habits<sup>49</sup>

**62% of the US population 12+** (or 177 million individuals) has listened to a podcast.

**38%** have listened to a podcast in the last month.

Weekly US podcast listeners average **8 episodes per week** (nothing like a good true crime binge!)

Podcast consumers listen to shows for an average of nearly **53 minutes per day**.

<sup>48</sup> <https://www.iab.com/news/u-s-podcast-advertising-revenue-hits-1-4-billion-in-2021/>

<sup>49</sup> <https://www.edisonresearch.com/the-infinite-dial-2022/>

# PROGRAMMATIC AND DIGITAL AUDIO

Wondering which types of digital audio ads can be tapped into programmatically? The answer: all of them!

Programmatic technologies enable advertisers to purchase audio ads in an automated and data-driven way, as well as utilize advanced targeting and personalization features to get their message to the right listener, on the right device, at the right time.

In 2022, an estimated 21.3% of all digital audio ads were transacted programmatically, and that number is expected to reach nearly one-fourth of all digital audio ads by 2024. In fact, programmatic digital audio ad spend has already topped \$1 billion annually and is expected to grow by nearly 50% by 2024 as audio platforms and advertisers embrace the power of data and automation.<sup>50</sup>

**According to a 2022 survey,<sup>51</sup> the top benefits of programmatic digital audio advertising are:**

- + Increased product awareness and/or brand building
- + Enhanced audience targeting capabilities
- + Ease of use when launching and managing campaigns



### Personalization Through Programmatic

Fifty-six percent of consumers today expect ads to be personalized to them.<sup>52</sup> With the power of programmatic, advertisers can target audio ads based on:

- + A user's geolocation
- + The content they're consuming (contextual)
- + The device they're listening on (technological)

Programmatic also opens the door for audio advertisers to use tech such as dynamic creative optimization (DCO), which leverages customer data to automatically generate personalized variations of ads. All in all, programmatic audio allows advertisers to give listeners the personalized experiences they want, in a way that's efficient, precise, and less taxing on marketing teams.



Programmatic digital audio ad spend grew by **31.7%** in 2021 and **29%** in 2022.<sup>53</sup>

Programmatic podcast ad spend increased by **80.5%** in 2022 and is projected to more than double from 2022 to 2024.<sup>54</sup>

<sup>52</sup> <https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/>

<sup>53</sup> <https://forecasts-na1.emarketer.com/584b26021403070290f93a55/5f159aff80d0b704f0f842c0>

<sup>54</sup> <https://forecasts-na1.emarketer.com/584b26021403070290f93a55/5f159bd180d0b704f0f842c2>

# FINE-TUNING THE AUDIO EXPERIENCE

## What makes an effective audio ad?

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### KEEP IT SIMPLE

The average attentional span of American adults is between 8-15 seconds, so aim to hook listeners quickly. Plus, shorter ad lengths tend to have higher completion rates, so simplicity is both cost and scale effective!

### CONSIDER YOUR TONE OF VOICE

Voice is a crucial component of audio ads. Read the script out loud a few times to see how things sound and consider optimal features of vocal pitches, timbres, intensity, etc., to highlight your brand/service messaging.

### UTILIZE THE POWER OF SILENCE

Play with inserting short pauses after each sentence—these allow the listener time to digest the first thought before jumping into the next. Frequent pauses also make it easier to edit the audio file later.

### CONTEXT IS KING

Consider words that sound alike or similar and pay attention to context. Think about the way people talk in everyday conversation and avoid formal structuring (i.e., that of a formal written paper). Keep it casual!

### HAVING A COMPELLING CTA

A strong call to action is key, so be sure to feature it within the script and (if applicable) a companion banner. The CTA should direct listeners to a clear and concise action they can take immediately (“Learn More,” “Visit Our Website,” etc.)



### QUICK TIP

If you have a companion banner ad paired with your audio ad, remember to keep it simple—after all, it should complement your audio ad, not distract users from it.

## FINE-TUNING THE AUDIO EXPERIENCE

### Strategies

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#### CAPTIVATE WITH STORYTELLING

Craft intentional, strong creative that shares your brand's distinct narrative. Unlike other formats, listeners can only be served one audio ad at a time—in other words, all eyes ears are on you!

#### EMBRACE TECH FOR FLEXIBLE SOLUTIONS

By embracing programmatic with your digital audio spend, you can automate your efforts to reach your target audience where and when they are listening.

#### CREATE A PERSONALIZED EXPERIENCE

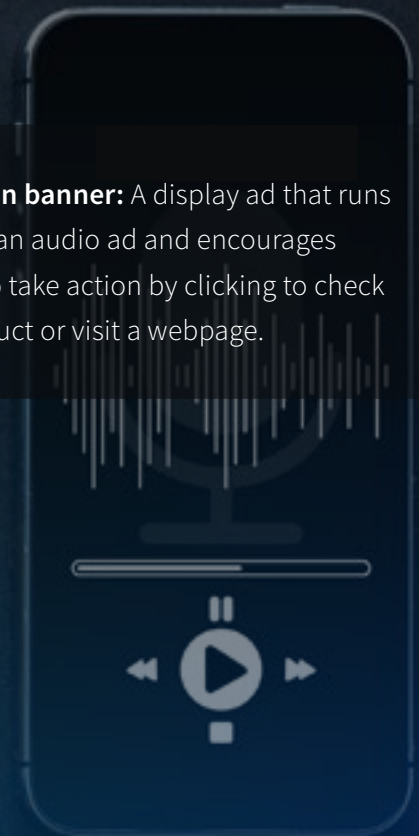
Produce valuable, personalized content to energize your brand. Consider emerging creative opportunities with vendors like A Million Ads that allow advertisers to dynamically personalize audio messages based on criteria such as age, demographic, language, weather, day of the week, and more.

#### DIVE INTO REPORTING

Digital audio advertising is highly measurable and valuable. VAST (Video Ad Serving Template), IAB's standard method of serving video and audio, allows advertisers to report on in-stream audio metrics and compare their performance against other digital channels, such as paid display, video, search, or social media ads.



**Companion banner:** A display ad that runs alongside an audio ad and encourages listeners to take action by clicking to check out a product or visit a webpage.



# DIGITAL AUDIO ADVERTISING WITH Basis®

Audio advertising is an intimate, always-evolving way to connect with audiences, and advanced platforms like Basis make it easy to seamlessly bring digital audio into your team's overall ad strategy.

## Select Audio Inventory in Basis



- Use cross-device targeting capabilities to engage with users wherever they're listening.
- 100% share-of-voice (SOV) audio ads are served in-stream during active sessions.
- Use advanced audience targeting to align your brand with genres or moments.
- Tap into podcast inventory through a direct buy or programmatic guaranteed buy.
- 140 million global (92M US) monthly unique visitors.

The adswizz logo, with "adswizz" in a lowercase, purple, sans-serif font.



- Requires a custom PMP to access premium inventory such as Pandora, Stitcher, TuneIn, Soundcloud, and iHeart.
- Achieve scale via Audiology PMPs.
- Reaches 78% of all addressable audio listeners in the US.
- 150 million monthly unique visitors.

## DIGITAL AUDIO ADVERTISING WITH BASIS



### QUICK TIP

Be sure to check out the PMP deals card for a selected deal to view minimum spend, specs, and creative requirements.

## Select Audio Inventory in Basis



- Programmatic marketplace for digital audio including podcasters, radio broadcasters, web radios, and online music services.
- Access premium publisher partners, including Entercom, 8Tracks, and MLB.
- Use targeting parameters to narrow by format, genre, geography, device.
- 98 million global (92M US) monthly unique digital audio visitors.
- Access 860 radio stations, 160 US markets, and 90% of the US adult population via programmatic broadcast radio (*exclusive to Basis*).



- 4th largest US digital audio streaming platform with Radio.com.
- Includes CBS Radio, Univision, Entravision, Slacker, Audioboom, BlogTalkRadio, Speaker, Revolver, Radio.com and more.
- Includes dynamic insertion of podcast advertiser.
- 60 million monthly unique visitors.

### Types of Audio Ads

**Pre-recorded:** As the name suggests, these are pre-recorded by the sponsor or host and then inserted later.

**Host read:** Most common in podcasts, live sports broadcasts, and digital radio, these ads are either pre-recorded or read live during the recording of the program, and they are often delivered in the host's own words.

**Dynamic creative:** Pre-recorded ads that can be personalized in real-time based on data from individual listeners.

**Voice-activated:** Allow customers to literally speak with ads and are commonly targeted to smart speakers and in-car entertainment systems.

### Ad Placements

**Pre-roll:** Ads that are played at the beginning of a program.

**Mid-roll:** Ads that are played during a break in a program or in the middle of the program.

**Post-roll:** Ads that are played at the end of a program.

Pair your audio ad with a companion ad to let users further engage with your brand.

pandora®

Spotify®

targetspot

SOUNDCLOUD

adswizz

TRITON

TUNE IN

iHeart RADIO

### Audio Advertising Best Practices

**Location:** Elevate brand impact with national targeting or select designated market areas (DMAs). The key here is intentionality—the more granular the targeting, the harder it is to scale (In other words, DMAs > zip codes).

**Audience:** Layer on third-party data or tap into first-party data offered through certain private marketplace (PMP) deals. Just don't do both, as this can limit scale.

**Inventory:** Most audio inventory is available through PMP deals. Why does this matter? Because it means that inventory is higher quality, housed in a brand-safe environment, and that you can customize the deals to fit your needs!

**Creative:** To help increase scale, include multiple ad sizes in a tactic (for example, both a :30 second and :15 second version).



#### QUICK TIP

Having difficulty scaling? Take a step back and run the PMP as-is. That way, you're getting as open of a frequency cap as possible.

### Key Digital Audio KPIs

#### Impressions

The number of times an audio ad is played.

#### Reach

The number of people exposed to an ad at least once during a specified period.

#### Frequency

The number of times people are exposed to an ad.

#### Listen through rate (LTR)/audio completion rate

The percentage of audio ads that are listened to in their entirety.

#### Click-through rate (CTR)\*

The number of clicks a companion ad receives divided by the number of times the audio ad was played.

\*When there is a companion ad.

# WHAT COMES NEXT?

## The Future in Sound

Current opportunities in digital audio are expansive, and there's a lot to look forward to when it comes to future innovation:

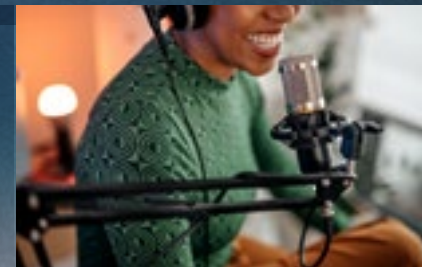


### SONIC LOGOS

Audio devices that capture the distinct audio signature of your brand, in six seconds or less. (Think: the tune that plays in your head when you hear “Like a good neighbor...”)

### BRANDED PODCASTS

More and more companies are starting their own podcasts that elevate their distinct messaging. (A podcast all about Trader Joe's? Yes, please!)





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### ARTIFICIAL INTELLIGENCE (AI)

New and emerging AI technology (such as AI-voiced audio ads and AI-powered podcast editing) could help make digital audio more cost-effective and easier to scale.



### CONNECTED CARS

Many newer cars are directly connected to the internet, making it easier than ever to tap into digital audio content.



### VOICE-ACTIVATED EXPERIENCES

Audio technology that allows people to talk and to listen. These experiences allow people to engage more deeply in audio. (Voice ordering pizza from Domino's, anyone?)





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