

Programmatic Radio

Challenge:

You want to widen your audience reach and increase growth.

Solution:

Programmatic radio automates the process of buying ads in audio content such as digital radio, podcasts, and music streaming services.

Features:

- Premium, brand safe environments
- Powerful listener-level targeting
- Multi-channel impact
- Access leading audio publishers
- Reaches audiences in screen free moments
- Audio reporting and attribution



Benefits:

- High match rate to offline audience
- Promotes high-credibility, cost-effective brand recognition
- Offers a unique, unsaturated channel to reach engaged listeners (65% of Americans listen to digital audio monthly)
- Captivates listeners with an immersive experience

Questions?

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