

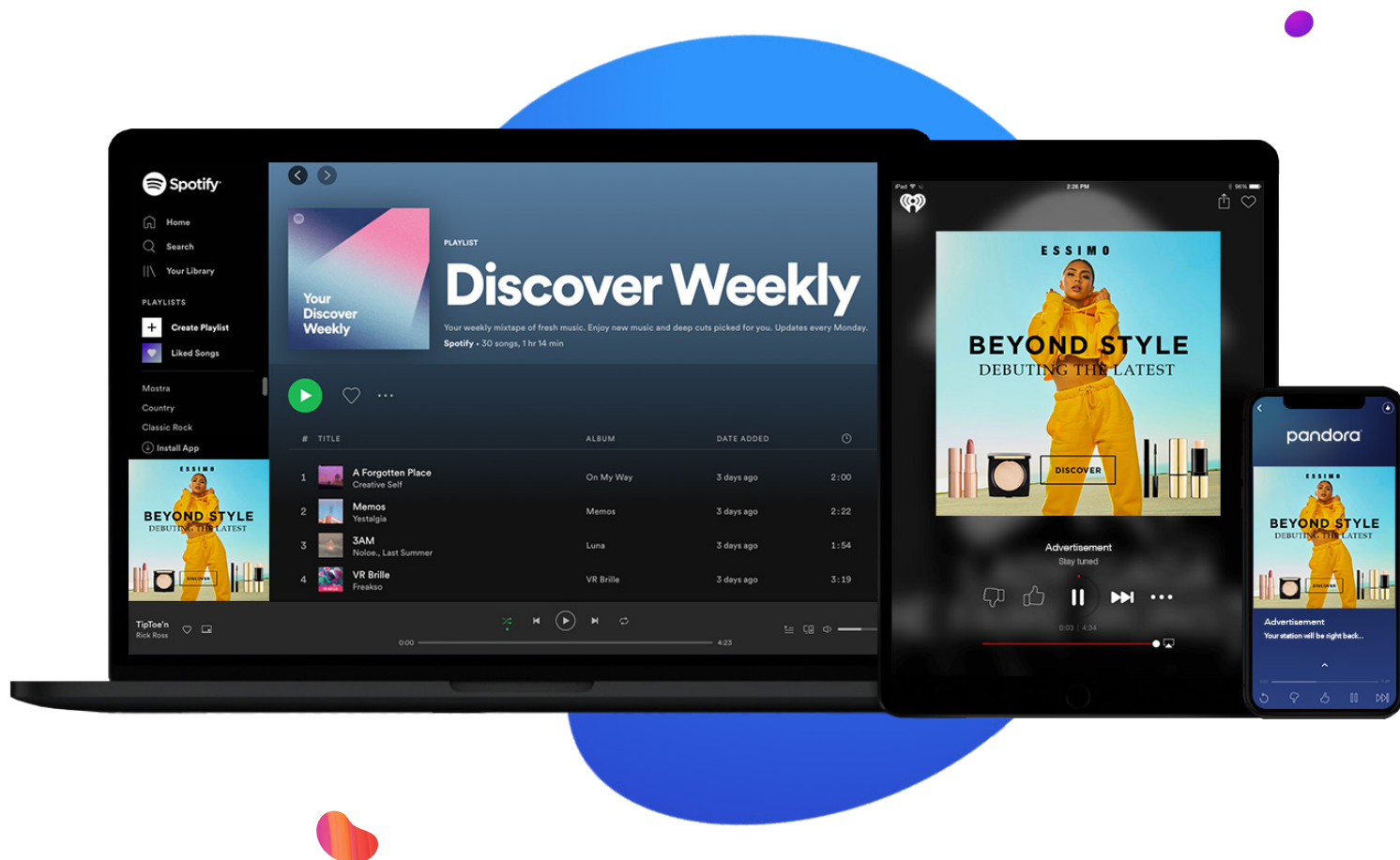
Digital Audio Advertising with Innervate

The Dynamic Content Orchestration Platform

Data-driven personalization empowers marketers to tailor audio ad experiences in real-time, ensuring the experiences listeners hear are relevant and impactful

The past several years have seen growing popularity of audio media, including podcasts, streaming radio, and music — and Fortune 500 marketers are taking notice. Forward-thinking marketing teams will increasingly include audio advertising to their marketing mix for both general brand awareness and data-driven customer acquisition campaigns.

Innervate's omni-channel Dynamic Content Orchestration Platform supports audio advertising, empowering marketing teams to effortlessly produce, personalize, and optimize audio content at scale alongside their other marketing channels.



BENEFITS OF AUDIO ON INNERVATE

PRODUCE AT SCALE

- Import audio assets into Innervate for assembly and iteration using the Innervate audio ad builder
- Create unlimited numbers of permutations of the same audio ad automatically
- This allows for high-velocity audio experience personalization and optimization at scale

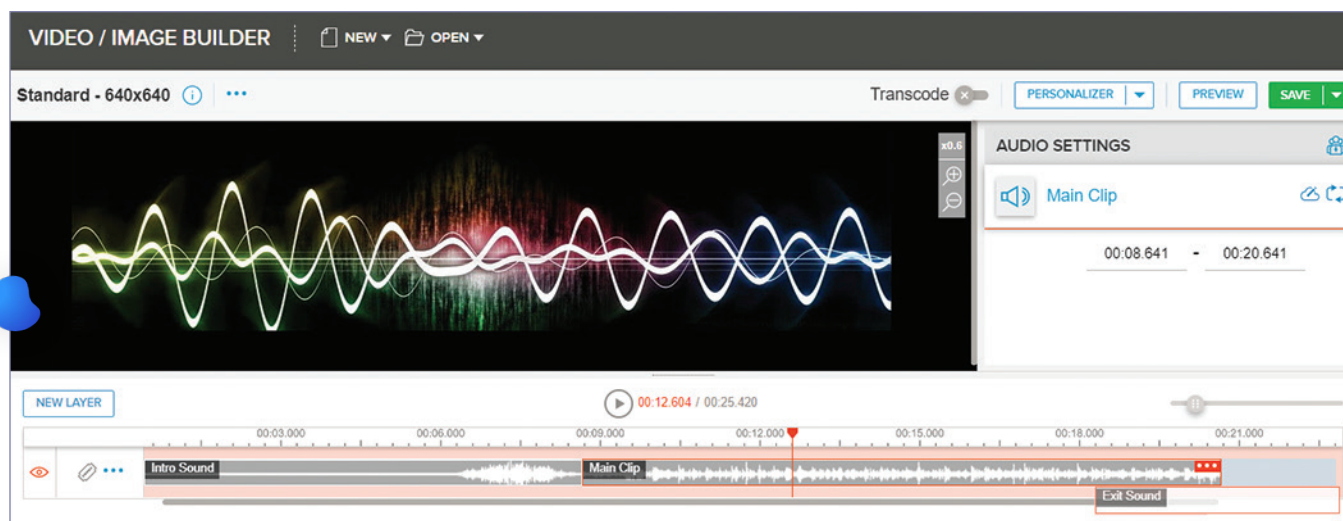
ANALYZE, EXPERIMENT AND CONVERT

- Innervate monitors vital performance data including listens, clicks, and conversions (online or offline) for total visibility into performance.
- Marketers can set up experiments to automatically pause under-performing audio ad experiences — effectively boosting campaign performance with no incremental media spend.

DYNAMICALLY DELIVER AUDIO MESSAGES BASED ON USER DATA AND TRIGGERS

- Contextual: Advertisers can key personalization based upon the type of content the user is listening to, the platform they are listening on, or the device being used to understand user interests and inform the best version of an ad to serve.
- Buyer journey: Marketers can tailor audio experiences to map to the frequencies or previous consumer behavior to build upon the brand story rather than versus repeating the same message again and again.

SIMPLE, ALL IN ONE PLACE



Innervate clients save valuable time by delivering audio experiences to the top digital audio platforms including Spotify and Pandora all from a single user-friendly interface. And, our proprietary Experience Group structure makes it easy to change creative on the fly without needing to wait for audio advertising partners to switch out advertisements.

WHERE IT WORKS

CHANNELS



Mobile apps



Car



Smart Speakers



Desktop

CONTENT

- Streaming music, AM/FM radio, live talk, sports, podcasts
- Spotify, Pandora, iHeartRadio, etc

WITH INNERVATE YOU CAN

- Manage Companion Ads alongside audio experiences
- Deliver Programmatic Audio experiences seamlessly
- Tailor creative based upon
 - Location
 - Device
 - Age
 - Weather
 - Language
 - Content type
- Deliver Sponsored Sessions
- Try Video Takeovers

DIGITAL AUDIO COMES IN MANY FORMS INCLUDING:

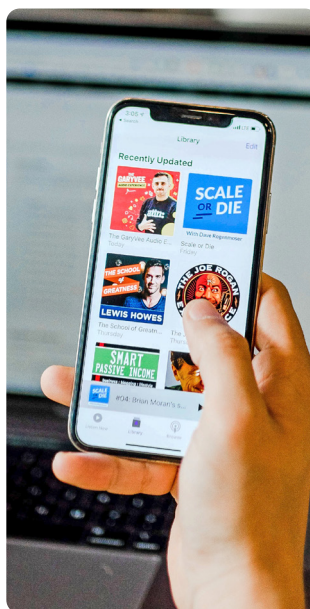
STREAMING MUSIC SERVICES



ON-DEMAND AUDIO CONTENT



AUDIO CONTENT AGGREGATORS



AM/FM SIMULCASTS

