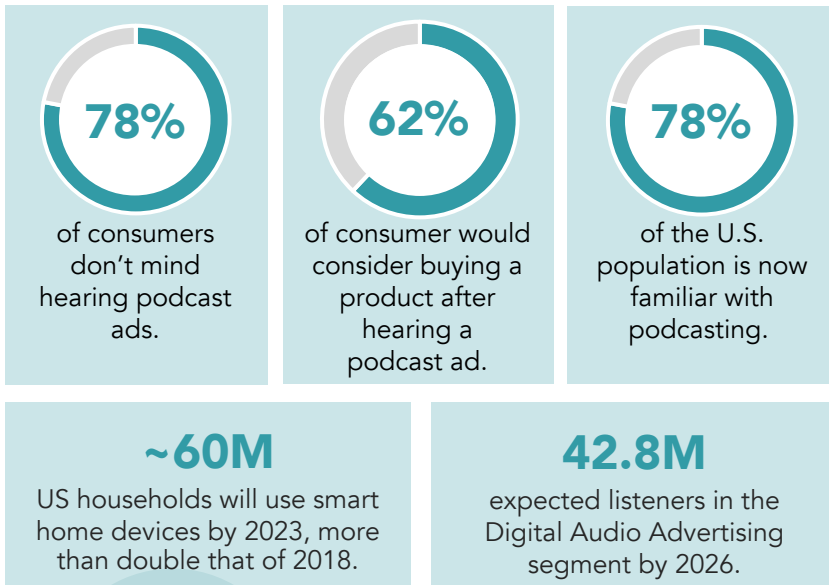


FIRESIDE CHAT KEY TAKEAWAYS

Leveraging Digital Audio and Podcast Advertising in 2022

1 LISTENERSHIP IS ON THE RISE

Consumers are out and about, traveling more, and back to the office, which has resulted in a continued increase in streaming audio and podcasts listenership.



2 AUDIO IS NOW ACTIONABLE WITH ATTRIBUTION & MEASUREMENT SOLUTIONS

Brands can track digital audio attribution similar to other channels like display. Our attribution solutions allow brands to track foot traffic, sales, website actions, and more.

Through our audio and podcast measurement solutions, brands can now measure the impact of their ads across all devices and make data-informed decisions when creating and optimizing campaigns.

ABOUT DIGILANT AND ADSWIZZ

Digilant is an omnichannel media partner built to take advertisers from now to next. We do this with omnichannel advertising strategies that are data-driven, actionable, and effective. Our solutions are supported by our proprietary marketing intelligence platform to connect media investments to business growth.

Additionally, we leverage strategic partnerships, like AdsWizz, to tap in unique digital audio solutions. Through this partnership, we're able to give our clients access to leading global audio providers with a global presence and unlimited reach through thousands of premium stations.

3 INNOVATIVE CREATIVE FORMATS WILL HELP ACHIEVE CAMPAIGN GOALS

Brands should explore unique creative formats beyond the standard audio file for streaming audio & podcast ads. Through our partnership with AdsWizz, brands can leverage unique creative formats to drive action and help achieve campaign goals.

Sample creative options include Sequential Messaging, Dynamic Creative, Symphonic Ads, and Audio to Audio Retargeting. AdsWizz has an exclusive creative format, Shake Me, where the consumer shakes their phone to drive action, such as driving to a landing page, downloading an app, or placing a call.

4 CONTINUE TO LEVERAGE FUTURE PROOF SOLUTIONS

As we approach the deprecation of third-party cookies, now is the time to start testing and learning cookieless strategies to see what future-proof solutions work best for your brand. Audio and podcasts are not dependent on cookies, which is a significant advantage moving forward. These ad formats do not need to adapt to the changing environment, they are able to grow as the industry changes.

Interested in learning more about Digilant's solutions and partnerships? [Let's talk! Reach out to us today.](#)

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