AdsWizz

Advanced Targeting

in Digital Audio Advertising



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Programmatic buying is no longer just transactional

It’s contextual, it’s emotional, and it’s resonating more than ever—thanks to the advanced targeting capabilities available via our AdsWizz ad technology.

We’re here to combat some of the biggest misconceptions about both programmatic buying and audio advertising to ultimately show you how to reach your audience in ways you didn’t think possible. Both have come a very long way: Not only is programmatic audio advertising one of the most effective forms of advertising, innovations in targeting make it one of the most impactful as well.

This eBook is your guide to what exactly is available from a targeting perspective on the AdsWizz platform, with a deep dive into some of the most differentiated capabilities out there. This is precision and resonance, at-scale.

Digital audio is now a must-buy

75% of the total population 12+ is listening to digital audio[1]

74% of listeners 18-34 say they’re listening to more audio content than ever before[2]

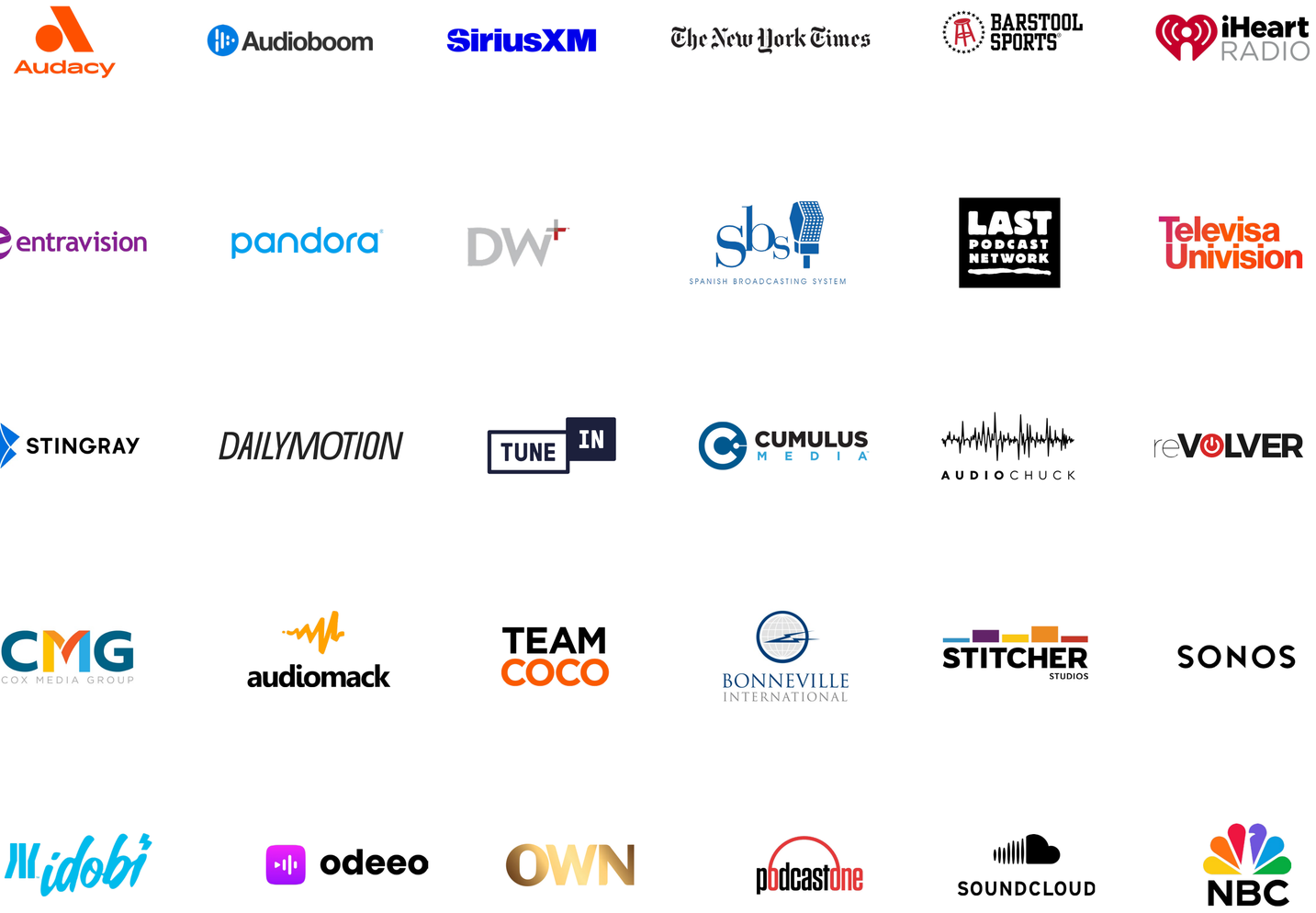
61% increase of time spent with audio by digital audio listeners[3]

> As privacy regulations and settings render traditional identifiers unreliable, our goal is to offer our advertisers new ways to find and reach relevant audiences. I truly believe we at AdsWizz do it better than anyone—and we’ve put a lot of energy into securing the right partners to give you best-in-class, first-to-market targeting options that make your advertising campaigns that much more successful.
>
> — Anne Frisbie, SVP, Global Enterprise Commercial Business



Let’s talk inventory

Targeting is all for nothing if you don’t have the right content. Our network of premium partners accounts for 90% of the global audio inventory and ensures your message is placed in the best environment.[4]



Capabilities Overview

Industry-leading targeting menu

From standard to advanced, we offer one of the most robust targeting menus in the game.

Standard

Geo
Country, region, sub-region, city, Designated Market Area (US-only), Metropolitan Statistical Area (US-only), Census Metropolitan Area (Canada-only)

Device
Mobile and tablets, desktops and laptops, smart TVs, gaming consoles, connected devices (Chromecast), and smart speakers

Date & Time
Specific times and days of the week, or prohibit specific times and days of the week

Advanced

Listening Context
Listeners using headphones, Wi-Fi or cellular, Bluetooth devices, and more. Use headphone targeting to promote more personal or discreet products

Behavioral Audiences
Educational level, household income, various interests, job positions, occupations, marital status, and more

Publisher & Inventory
Publisher genre, content language, publisher type, or audio position

Sonar Demographics
A home-grown probabilistic solution for listener age and gender, now enhanced through a partnership with NumberEight, enabling targeted and privacy-compliant ads that transform how advertisers connect with podcast audiences

Podcast Contextual
Speech-to-text transcription technology that allows for targeting at the topic and episodic level

Content Mood
Mood of listener according to listening behavior i.e., happy, sad, angsty, focused, etc.

Predictive Audiences
300+ audience personas and behaviors based on real-life content consumption

Multicultural Audiences
Custom audience segments including premium inventory

Location
Specific location targeting such as postal code, point-of-interest (e.g., football stadium or concert venue), longitude/latitude

Weather-Based
Combines location and various weather conditions like rain or snow, and can include temperature intervals in Celsius or Fahrenheit



Here at AdsWizz, our goal is to offer better content, better audiences, and better ways to reach them. For the purpose of this eBook, we'll be diving into the five most unique capabilities available via our industry-leading audio advertising platform.

Predictive Audiences

Podcast advertising gets precise

From decision makers, to newlyweds, to golf fans, if you're looking to target specific audiences on podcasts, predictive audience targeting is the answer. Historically considered signal-light, this capability transforms the podcast advertising industry—creating a reliable and contextually relevant pathway to your target audience.

Our partnership with Comscore allows us to match consumer affinities and preferences to content they index high for—targeting ads to the most relevant of audiences. Choose from over 300 segments across multiple categories such as TV viewership, commercial signals, gaming habits, location-based behaviors, life stage, and more.

A not-so-side-note: we were the first audio partner to offer Predictive Audiences. That makes it personalized, privacy-friendly, and you heard it from us first.







Predictive Audiences

Find your audience, at-scale

OTT:	Netflix watchers
OTT:	Game console users
TV Genre:	Foreign language
TV Network:	NFL
Personas:	Olympic enthusiast
Personas:	Hispanic
Dining:	QSR
Retail:	Grocery stores
Credit Behavior:	Up & coming consumers
In Market:	Likely to apply for a loan
Firmographics:	Company size, large
Demo:	New homeowners
Demo:	Expectant mothers

Grocery retailer uses predictive audience targeting across the podcast network—ultimately driving 4.5M in-store visits and a 2.25% store conversion rate.[5]

Segments used:

TV GENRE:	Cooking
INTERESTS:	Health & Fitness
HHI:	$100K-$200K
PERSONAL CARE & HEALTH:	Vitamins

Targeting TL;DR

What is it:
A partnership with Comscore that allows advertisers to reach their desired audience by targeting content that they index high for—without relying on traditional identifiers

Example use case:
Reach cord-cutters with your tune-in message; tell new parents about your diaper brand; find incremental reach by targeting social media non-users

Benefits:
- ✓ Privacy-friendly precision
- ✓ Increased relevance
- ✓ Future opportunities forecasted

Multicultural Targeting

Engage diverse audiences where they're listening

With $3.2 trillion in spending power,[6] multicultural audiences are a must for advertisers everywhere. And as a major connection to their culture, their community, and to each other, these audiences are tuning into digital audio more than ever.

Now, you can reach multicultural listeners everywhere they're listening with custom audience segments through AdsWizz's AudioMatic DSP and other industry omnichannel DSPs. Based on your objectives and specific segment, we work with you to find a layered approach across all available targeting, such as music genre, geo, content language, and predictive audiences, to build your ideal audience.

Plus, we've curated one of the most diverse networks of premium publishers to ensure your campaigns reach your exact audience, everywhere they're listening.

INVENTORY FROM SOME OF OUR TOP PUBLISHERS

SBS SPANISH BROADCASTING SYSTEM

entravision

Televisa Univision

SOUNDCLOUD

audiomack

Targeting TL;DR

What is it:
Custom audience segments across genre, language, and behavioral data that allow you to reach diverse listeners across premium content

Example use case:
Beauty product boosting shopping intent during holiday season; Spanish holiday messages to engage Hispanic listeners; beauty enthusiasts targeted on relevant podcasts

Benefits:
- ✓ Connection on a major cultural passion point
- ✓ Increased relevance
- ✓ Premium, diverse inventory



Connect authentically with Black Americans

ADSWIZZ DSP TARGETING SEGMENTS:
Music Genre: Hip-Hop
Podcast Genre: Culture & Society
Behavioral: Interested in Sports

PREDICTIVE AUDIENCES PERSONA:
Multicultural: Black/African-Americans

78%

of Black podcast listeners say they would purchase a product if they heard their ad on a podcast with a Black host[7]



Resonate with Asian American communities

ADSWIZZ DSP TARGETING SEGMENTS:
Music Genre: Pop
Geo: Top Cities Based on Census Data
Behavioral: Interested in Cooking

PREDICTIVE AUDIENCES PERSONA:
Multicultural: Asians

45%

of Asian American listeners prefer to purchase from brands that have ads that are relevant to their culture[8]



Engage with Spanish-speaking audiences

ADSWIZZ DSP TARGETING SEGMENTS:
Music Genre: Latin
Content Language: Spanish
Behavioral: Interested in Soccer

PREDICTIVE AUDIENCES PERSONA:
Multicultural: Hispanic

76%

of Hispanic listeners feel proud and empowered when they see positive Latino/Hispanic representation in media[9]

Weather Targeting

Be hyper-relevant with weather conditions

Weather plays a big role in our everyday lives. It impacts our moods (cozy, rainy days), buying behaviors (ordering delivery instead of cooking), and even buying methods (from your couch). Weather targeting is highly contextual and allows you to get hyper-relevant with your ads—creating cost-efficiency, boosted conversions, and just overall better listener experience.

Our platform leverages live weather data from our trusted partners in a timely manner (data is updated every 60 minutes), ensuring a high level of accuracy for your campaign's delivery. Easily select from a list of weather conditions including thunderstorm, fog, drizzle, rain, clear sky, clouds, or snow; temperatures (Celsius or Fahrenheit); or other conditions, including UV index, humidity, pressure, and pollen count.



Weather Targeting

Sun’s out, ad’s out

Our platform leverages live weather data from trusted partners that is updated every 60 minutes. This paired with location parameters allows you to get precise weather conditions for your target audience.

Targeting Options:

Weather conditions:
Thunderstorm, Fog, Drizzle, Rain, Clear Sky, Clouds, Snow

Temperatures:
°C or °F

Various conditions:
UV index, Humidity, Pressure and Pollen Count (US only)

Targeting TL;DR

What is it:
Advanced targeting feature where live weather data is used to target listeners experiencing specific conditions

Example use case:
Retailers pushing winter gear; delivery apps in inclement weather; home repair after major storms

Benefits:
- ✓ High engagement and relevance
- ✓ Targeting based on needs
- ✓ Reduced wasted ad spend

Location Targeting

Get into their neck of the woods

You're familiar with location targeting—and of course we have the usual: country, DMA, city, etcetera, etcetera. But on top of the standard capabilities, you gain access to longitude/latitude, postal code, point-of-interest, or a combination thereof. This means: You can get real specific, like, down-to-the-concert-venue specific.

Think of the possibilities for businesses of all sizes, products, objectives. You can message to audiences surrounding big events, county fairs, even based on different back-to-school dates. These options transform location targeting into a form of contextual targeting—with bonus relevancy points for adding local references—all while guaranteeing the end-listener is actually within the set geographical parameters given due to real-time data. If you considered location targeting basic, think again.



Location Targeting

Move with your audience

Listeners are always on the go, so we've enhanced our location precision and adjust to them on the move. When someone starts a listening session on a web browser at home (city A), closes their laptop, and continues listening at work (city B), the location targeting will move to that second location.

Targeting Options:

Location:
Country, region, sub-region, city, DMA (US only), MSA (US only), CMA (Canada only)

Points-of-interest:
Predefined Segments–target within a 5 km radius: Airports, libraries, nightclubs/bars, restaurants, department stores, universities, church, hospital, gym and more

Custom segments:
Target by postal codes or GPS coordinates

Targeting TL;DR

What is it:
Above-and-beyond location targeting capabilities that allow you to get granular to exact locations such as zip codes or points of interest in real-time

Example use case:
Car service leading up to a big game; merchandise after a concert; local deals to a specific zip code

Benefits:
- ✓ Near real-time location data
- ✓ Increased relevancy
- ✓ Rolling incremental reach

Content Mood Targeting

Match message to mood

Music is highly correlated with emotion—and now, there's finally a way to reach people based on their mood. Mood targeting is contextual advertising taken to the next level: a privacy-friendly, data-driven, audience-friendly way to reach listeners in a mindset that they'll most likely respond to your ad.

Based on music listening behavior analyzed by our data science team, not only are the audiences extremely scalable, but aligning with listener moods can drive positive association and brand recall. In fact, nearly seven in 10 listeners ages 25-54 say that streaming audio improves their mood. That means, audiences actively seek out music to improve, change, or complement their moods.[10]

From celebratory to chill, our nine different mood segments consist of over 60M songs across the AdsWizz Mood Library—all so you can find your audience when they're in the #mood.



Content Mood Targeting

Meet the moods

Combining machine learning, human analysis, and a meticulous selection process, our mood targeting audiences are based on a sophisticated algorithm that scores songs against various mood attributes to reach listeners in real-time moments.

Targeting TL;DR

What is it:
A type of contextual targeting that allows advertisers to reach audiences based on the mood they're in while they consume content

Example use case:
A travel brand + listeners looking to relax; a retail brand + listeners in love; a CPG brand + audiences gathering the energy to spring clean

Benefits*:
- ✓ Contextual targeting at-scale
- ✓ Privacy-friendly
- ✓ Real-time connections

*Currently, this feature is available only on Pandora and SoundCloud (US).

Angsty
14.7M listeners



Celebratory
18.2M listeners



Chill
11.8M listeners



Energetic
15.6M listeners



Focused
12.8M listeners



Happy
20.6M listeners



Love
18.5M listeners



Relaxed
18.9M listeners



Soothing
9.8M listeners



Sources

1. Edison Research, The Infinite Dial 2023
2. Pandora Soundboard, 2023, User Study A18-34
3. AdsWizz Internal Metrics
4. Edison Research Share of Ear Study, Q42023
5. FourSquare Location Analytics Study 2023s
6. Nielsen's The Database: Meeting Today's Multicultural Consumers
7. Black Podcast Listener Report 2.0
8. Culture Pride Soundboard Study
9. SiriusXM Media Hispanic User Study 2020
10. Pandora Soundboard User Study 2023
11. Pandora Internal Metrics

Reach your audience today

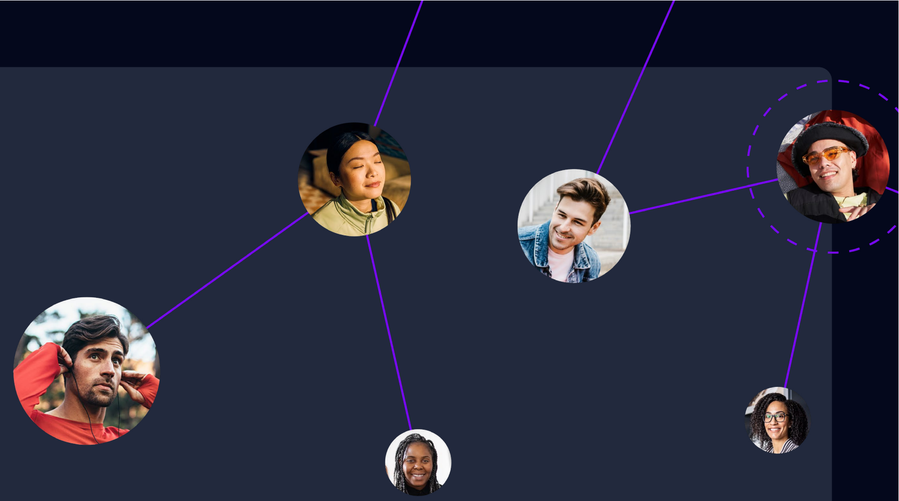
Now you know the power and versatility of programmatic targeting in audio advertising. It's contextual, it's emotional, and it resonates with listeners unlike any other form of media. So whether you're looking to drive brand awareness or deliver performance marketing campaigns—we've got you covered.

Ready to get started?

Fill out this form.

About AdsWizz

AdsWizz (a SiriusXM company) is an audio-only adtech platform free from omnichannel imprecision and walled content gardens. Since 2008, AdsWizz has set the bar for multi-format planning, buying, and ad placement, designing advanced solutions to deepen the listening experience. We partner with enterprise publishers and advertisers to perfect the tools they need to execute stellar campaigns through the power of sound.



AdsWizz

Technology for a Sound World

Connect with us to get your message heard:
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