



## Meet Twilight

The smart, intuitive and flexible audio monetisation solution for podcast aggregators and publishers to accelerate revenue from their content.

**Twilight also serves the unique needs of DSPs, SSPs, CMOs, Agencies and Media Providers.**



### For Podcast Creators and Aggregators

For advertisers and brands, AdTonos offers access to the best, global premium audio inventory, and solutions to effortlessly maximise the revenue of podcasts and audiobooks. Podcast creators – if you can issue RSS and download VAST ads, we take care of the rest.

Podcast episodes are automatically downloaded by our platform so we can:

- analyse keywords to establish sentiment
- assign IAB categories to podcasts to serve the targeted audio ad.

**5.40\$**

Average CPM

**77.53%**

Average Fill rate

### For Advertisers

We work with the biggest brands and advertisers worldwide, serving online audio advertising campaigns on top-tier radio networks, podcasts and mobile apps through our platform offering:

- Premium inventory for Podcast Ads
- Targeting options with more than 400 IAB taxonomies
- Data-driven audio campaigns and access to a lot of data that allows them to optimise audio campaigns and achieve better results
- **Content-based ad targeting**
- **Content context and mood analysis.**

**272 million**

Unique Listeners monthly

**5 billion**

Available Playouts monthly

## AdTonos

Connect your brand to the right audience and engage with innovative results-oriented audio ads. We serve targeted and measurable audio campaigns worldwide and allow you to measure their effectiveness.

Our Customer Success team will work with you to set the best interactive scenario for your business.

**e:** sales@adtonos.com **w:** adtonos.com

### We're also famous for

#### YoursTruly™

An innovative technology that allows advertisers to serve interactive and actionable audio ads and reach listeners via smart speakers.

#### Innovative audio advertising solutions

Ad replacement technology that seamlessly replaces the broadcasted commercial break on-air into targeted, pay per playlist ads online.