

Meet

# AdTonos

## A Sound Advantage

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.

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.



**272 million**

Unique Listeners Monthly

**5 billion**

Available Playouts Monthly

### We are 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 playset ads online.

#### Twilight

A smart, intuitive and flexible audio platform that allows advertisers to share the brand's message in podcasts and audiobooks.

### We offer digital audio advertising for brands and agencies

#### Connected Devices

Audio advertising where the listener is. We carry out campaigns on all devices where audio content is received, on desktop, smartphones and smart speakers. We connect brands with listeners in any place and at any time.



#### Advanced Conversion Tracking

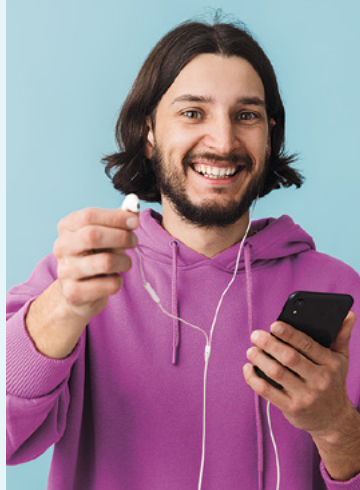
Our proprietary Audiopixel™ technology allows you to measure the effects of the campaign in real-time. The statistics on the advertiser's dashboard are available from the moment the first playouts are broadcast.





## Dynamic Remarketing

We are also able to run remarketing campaigns. We can address all of the advertiser's visitors with one campaign or play different ads, depending on the product that was viewed. We can also remarket audiences with dynamic creatives.



## Deep Targeting

Age, gender, language, country, device, city, province, interests, purchasing intentions, special segments. We are able to layer dedicated targeted segments for your audio advertising campaign. We offer more than 400 IAB taxonomy compliant options.

## Ad type & quality

We offer standardised advertising slots: pre-roll, mid-roll and ad-replacement.



We accept mp3 files of 44kHz stereo quality, 128kpbs. Length tolerance +/- 1s.

## How to start?

If you have an account on our platform and an audio spot has been prepared, 10 minutes is enough time to upload it to the platform and set up all of the campaign parameters.

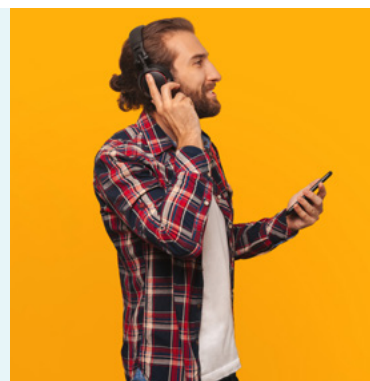
### Self-service

On AdTonos, you can launch any digital audio campaign at any time. Sign up now, upload your creative (contact us if you need one), set the campaign options and you are good to go!



### Managed-service

We are always happy to help our clients. If you want us to assist in creating your campaigns or maybe you want to use a different DSP platform? Please contact us.



## Audio, radio & podcasts rule!

### United Kingdom

**89%**

of the adult (15+) UK population listen to the radio each week

**67%**

of the population tune in to digital radio every week

**50%**

of adults in the UK have listened to a podcast

Source: RAJAR / Ipsos MORI / RSMB, Rajar Data Release Quarter 1, 2020

### United States

**83%**

of Americans (+12) listened to terrestrial radio in a given week

**62%**

of Americans (+12) have listened to online audio in the past week

**57%**

of people (+12) have listened to a podcast in 2021, at least once

Source: Pew Research Center, June 2021, Infinite Dial 2021

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

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