

# Spotify

## Product Brochure

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## Unlock the Power of Sound: Spotify Audience Network \*\*Reach the Right Ears at the Right Moment.\*\* Beyond the playlist, lies a powerful opportunity to connect with your audience on a deeply personal level. Spotify Audience Network is the advertising solution designed for businesses of all sizes to leverage the unparalleled reach and precision targeting capabilities of the world's leading audio streaming platform. \*\*Reach Beyond Spotify:\*\* Unlike traditional Spotify advertising, the Spotify Audience Network extends your audio ads to a vast network of premium publishers beyond Spotify's core platform. This includes podcasts, streaming radio services, and other digital audio environments, significantly broadening your reach to targeted listener segments. \*\*Precision Targeting for Maximum Impact:\*\* Utilize Spotify's first-party data and advanced targeting options to reach your ideal customer. Target by: \* \*\*Interest & Genre:\*\* Connect with listeners passionate about specific genres like Hip-Hop, Pop, or Podcasts focusing on Business, True Crime, and more. \* \*\*Demographics:\*\* Precisely target users based on age, gender, and location. \* \*\*Behavior & Context:\*\* Reach listeners in specific moments, such as while they're working out, commuting, or relaxing, based on their listening habits. \*\*Data-Driven Insights & Measurable Results:\*\* Track the performance of your campaigns in real-time with comprehensive analytics dashboards. Key metrics include reach, frequency, listener engagement, and conversion attribution. Optimise your campaigns based on granular data to maximise ROI and drive meaningful results. \*\*Ideal For:\*\* Brands looking to enhance brand awareness, drive website traffic, generate leads, or promote specific products and services. Perfect for retailers, entertainment companies, financial institutions, and any business seeking to connect with a highly engaged audio audience. \*\*Spotify Audience Network: Amplify your message and turn listening moments into valuable connections.\*\* Learn more at [spotify.com/advertising/audionetwork](https://spotify.com/advertising/audionetwork).