

What We Do
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Digital Audio & Podcasts

Maximize your ad spend on the number one medium for reach in the US

Talk to an expert
Unlock Success with to Digital Audio and Podcast Advertising

Digital audio, from Podcasts to Spotify, Pandora, iHeartRadio, Apple Music, and Google Music, can be accessed through typically any device that connects to the internet so your ads can have a wider reach than many other channels while still being able to be extremely precise with behavioral or contextual targeting as you follow and target the shift in modern-day listener trends.

Premium media partnerships

Spotify Music and Podcasts, Pandora, iHeartRadio, Apple Music and Podcasts, Google Music, and Amazon Music.

Granular targeting and insights

Optimize ad targeting with precise behavior or contextual targeting. Minimize waste through geographic, demographic, and psychographic targeting. Use streaming audio's parameters or lists to target interests and demographics, and retarget engaged users.

Impactful attribution methods

Pixel tracking allows us to utilize data analytics to optimize media schedules and personalized messaging.

Testing and optimization

Incremental and brand lift studies quantify impact using brand awareness, favorability, and purchase intent, while reporting capabilities and flexibility allow for real-time optimization.

Podcast audience loyalty

Leverage podcast hosts' connection and trust with their audience as they endorse your brand.

Creative that converts

BMG360's SAG/AFTRA-Licensed in-house creative studio means audio creative is launched with speed to market and efficiency, and consistently tested and optimized for effectiveness.

See our work

Dive into our case studies and see how we've helped clients grow their business with lasting results.

All case studies

Cash-Back App

Using a multi-channel audio strategy and creative optimized for unique target audiences, we grew our client's market footprint by 350% with a 950% increase in app signups

[Learn more](#)
Fitness Education

Using creative optimization and audio and digital channels, we drove a 40% conversion rate increase and a 10x increase in annual revenue

[Learn more](#)
Home Healthcare

Boosting conversion rates by 300% with radio, direct mail, and CTV for leading US healthcare client

[Learn more](#)
Industrial Building Supplier

Increasing lead volume by 50% for a major steel building supplier

[Learn more](#)
More insights in Digital Audio & Podcasts

Check out our latest related blog posts and resources.

Paid Social

2023's Top Viewed Performance Marketing Articles
BMG360
5 min read
12/20/23

Digital Audio & Podcasts

Segmentation Criteria for Better Audio Advertising
Cody Doubleday; Manager, Media Strategy
8 min read
12/11/23

Digital Audio & Podcasts

Why (and How) to Advertise on Podcasts
Cody Doubleday; Manager, Media Strategy
8 min read
10/17/23

Digital Audio & Podcasts

Why is Podcast Advertising So Effective?
Cody Doubleday; Manager, Media Strategy
7 min read
07/27/23

Radio

Controlling Creative Fatigue for Radio Ads that Work
Thomas Starr, Vice President of Media and Strategy
7 min read
06/27/23

Radio

Video Didn't kill the Radio Star, According to Statista and MRI-Simmons.
Here's What to Know About Radio Advertising in 2023
Thomas Starr, Vice President of Media and Strategy
3 min read
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Paid Social

4 Tactics to Maximize your D2C Holiday Advertising Results
Ali DeMocker, Senior Director of CRO
5 min read
02/27/23
We're here to help you grow your business.

Whether you have something specific in mind or just want to learn more about our services, we'd love to hear from you.

A member of our team will contact you within 24 hours.

Maureen G.

Ken S.

Tanner M

Name*

Email*

Job Title

Company

Phone Number

What can we do for you?*

Spark your business growth.

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

Paid Search

Paid Social

Direct Mail

Sponsored Content

CRO

Out of Home

SEO

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