

## Solution & Results

Capitalized on the increase consumption of audio content.

- Background : Verizon Media Demand Side Platform has capability to targeting multiple audio platforms for an advertiser.
- Solution : Expensively pitched Audio programmatic advertisement as the consumption of audio content increased on platforms like Spotify, Podcasts increased during 2020. Mostly because people started consuming music while working.
- Challenge : Clients were skeptical to try new product when their overall budgets were slashed.
- Results : A few advertisers were onboarded on this platform.



### Bajaj Travel Audio



17p

Cost per complete listen



99%

Mobile Traffic



91.37%

Completion Rate

Best CPCL - Spotify @ 10p

Companion CTR - 1.7%

Domain	25% Complete	50% Complete	75% Complete	100% Complete
adrevia.ppt	46,995	32,972	35,112	34,588
roberts	353,535	152,118	353,032	142,577
Screen.com	15,551	15,337	15,281	15,115
Spotify iOS	125,886	125,560	124,868	124,185
Spotify Android	838,438	805,429	893,544	891,614
Spotify Web	1,534	1,518	1,510	1,518

Adreviz includes RadioCity and Rappio inventory

Next, using the insights from this campaign we can improve our targeting and optimize the outcome for the future campaigns like genre wise creative targeting

## Solution & Results

Continuous engagement with the clients and agencies during the phase of no marketing activity.

- **Background** : Five to Six months during the peak of COVID 19, all the marketing were paused.
- **Solution** : Expensively pitched Audio programmatic advertising as the consumption of audio content increased on platforms like Spotify, Podcasts increased during 2020. Mostly because people started consuming music while working.
- **Challenge** : Clients were skeptical to try new product when their overall budgets were slashed.
- **Results** : A few advertisers were onboarded on this platform.