Your customers are listening. Tell them your story with Emodo Audio Advertising

Digital audio reaches 70% of Americans, and continues to grow year-over-year. Today, the audiences you’ve been seeking are listening to more content, spending an average of 81 minutes a day with digital audio. Emodo Audio brings the innovation and accuracy of Emodo audiences to premium audio advertising, so you can tell your compelling story in a storytelling context to just the right listeners, wherever they venture.

Emodo Audio

With Emodo Audio, you can target audiences based on their everyday mobile behaviors, like store visits, shopping patterns or staying close to home, through the medium they consume wherever they go.

- **Carrier Intelligence**: Only Emodo uses the data from mobile carriers to verify the accuracy of inventory and audiences.
- **Emodo audiences**: Use Emodo’s verified audiences to target consumers via digital audio.
- **Premium inventory**: Run highly targeted ads in digital radio, streaming, and podcast programs across devices and platforms, including Pandora, SoundCloud and Spotify.
- **Available through DSPs or as a managed service**: Access Emodo Audio inventory on audio advertising platforms like Adswizz, TargetSpot and a2x. Or, have our team of experts curate, manage and execute to your specification.

Measurement

We can help you select the best inventory and audiences for meeting your objectives and performing to your audio KPIs. Audio metrics include:

- Completion rates (In performance report)
- GRP (GRP with Nielsen mDAR)
- Click-through Rate (via a companion banner)
- Path to Conversion report (understand how audio works with other channels and strategies)

Carrier Intelligence

Emodo offers a variety of carrier-verified inventory and audience solutions that can help you engage and target audiences however they consume digital media. These include mobile video, mobile display, connected TV, audio and more.

Want to learn more about Emodo Audio with Carrier Intelligence? Drop us a note: info@emodoinc.com