

# The Power of Audio

Your guide to moments-based marketing for a mobile-first world.

## The Moment: Audio is...

### Everywhere.

*In your pocket, on the move.*

**60%** of music streaming is mobile, compared to 40% of video streamers.

#### KEY TAKEAWAY

**Streaming opens up an entirely new set of addressable moments for marketers.** The mobile moments “at work” and “working out” alone have opened up \$220M in ad revenue opportunity in a \$1.5B music streaming market. Leverage audio to reach your audience when they’re most engaged, with messaging that matches their moment.

### Intimate.

*Let's get personal.*

Generation Z is **54%** more likely to stream on their headphones than the general population.

#### KEY TAKEAWAY

**What's good for consumers is good for marketers.** The growth of headphones and connected devices will provide more opportunities to engage with audio content, giving marketers more ways to gain ear-time. The possibilities to build intimate, 1:1 connections with consumers are endless, from native content to dynamic creative—all with 100% share of voice.

### Evocative.

*Good or bad, happy or sad.*

People use music to regulate their moods and emotions. Spotify's Mood Booster playlist has **1.7 million** followers.

#### KEY TAKEAWAY

**Understand the people behind the devices.** Instead of relying on demographics and device IDs to approximate a target audience, marketers will soon have the possibility to achieve truly perceptive advertising—that is, connecting with consumers on a deeper level by understanding their state of mind.

# The Impact: Messaging that works

Hearing is believing. Follow these simple steps to get creative with audio.

## Think Story.

*Keep your audience engaged with a memorable message.*

Audio ads are more than **2x** as likely to lift purchase intent and information intent than display ads.

### KEY TAKEAWAY

**Whether you're connecting during a podcast or a playlist listening session,** consider how your message can feel less like an interruption and more like content by exploring storytelling techniques like narration or interviews.

## Think Context.

*Make sure your ads match the format and moment they're in.*

On Spotify, audio ads are **28% more likely** to be seen as informative than display ads.

### KEY TAKEAWAY

**When it comes to digital audio, if content is king, context is god.** By understanding how and when your audience listens—from workout time to bedtime to downtime—you can personalize your message for the right listener at the right moment.

## Think Music.

*Leverage music effectively to win over your audience.*

In Ipsos' global database of over 3,500 advertisements, about **89%** use music in some way.

### KEY TAKEAWAY

**When you want to tell a memorable story, evoke emotion, or inspire action, a great soundtrack is key.** Using music effectively can be as simple as picking the perfect song for your message, whether it's an uptempo song to convey high energy, or a chillout background track to keep the focus on the information.

## Think Sound.

*Immerse listeners in your world.*

Audio ads drive **24%** higher recall on average than display ads.

### KEY TAKEAWAY

**Consider the full sonic palette at your disposal**—ambient noise, immersive effects, entertaining narration and catchy melody—to tell stories that people remember.

# The Future: What's next.

Coming soon, direct to your ears.

## Smarter voice technology.

In 2017, **24.5 million** voice-first devices are expected to ship to homes everywhere.

### KEY TAKEAWAY

**It won't be long before we're in a constant conversation with our devices.** The voice assistants of the future will intuitively reach consumers in the right context, personalizing content and ads for the appropriate mood and moment and adjusting tone accordingly. In turn, consumers will be able to engage and interact directly with those messages.

## Deeper personalization.

On Spotify, listeners are **100% logged-in** with a persistent ID across devices.

### KEY TAKEAWAY

**Dynamic audio and programmatic offerings will enable marketers to offer mood-based targeting and creative that can adapt to their audience's context in real time.** As devices become more connected, they'll serve up increasingly relevant content.

## Stronger native opportunities.

**Over 60%** of streaming is mobile, opening up **dozens of new addressable moments** for advertisers.

### KEY TAKEAWAY

**With a deeper understanding of the people who tune in throughout the day, brands will have more opportunities to align with the audio content that their audience is most passionate about.** That could mean playlist curation, podcast sponsorship, or even producing original audio content themselves.

## Richer immersion.

From 2015 to the beginning of 2016, investments in virtual reality and augmented reality companies **grew 648%**.

### KEY TAKEAWAY

**As earbuds become more than just earbuds, and music becomes more than just music, ads will become more than just ads.** Brands and marketers will utilize new VR, AR, 4K and 3D technologies to tell their story through an immersive combination of sight and sound.

Visit [spotify.com/brands](https://spotify.com/brands) to hear more about **The Power of Audio**.