

The path to winning customers with audio marketing is paved with the sonic truth.

Understand where you stand in the market with real-time intelligence on how your competitors are advertising in audio.

Brands touch people through audio.

53% of people who hear a smart speaker ad buy the product.¹

Podcast advertising is set to become a \$1.3 billion market by 2022.²

Radio reaches 93% of the population.³

Audio intelligence shows you how.

Audience Response

Which ads are engaging people, driving the right emotion, purchase, and more

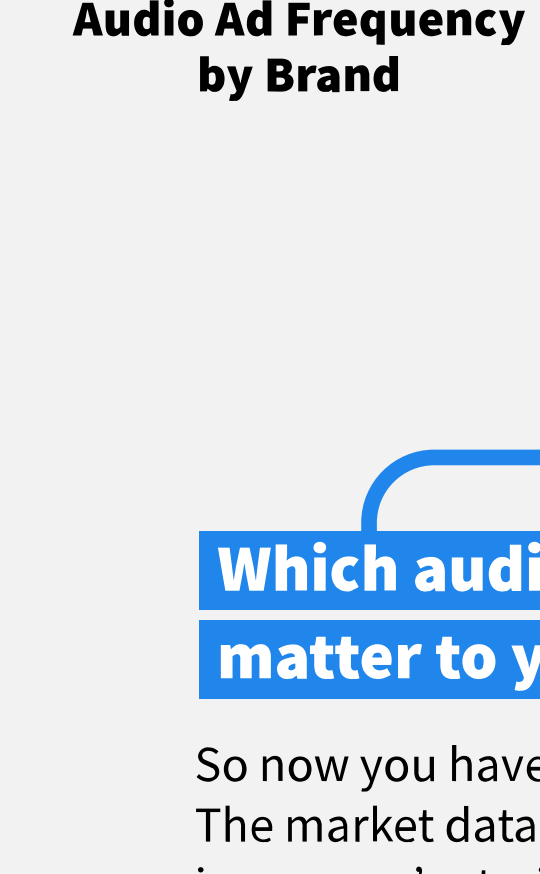
Competitor Activity

Who's advertising the most, what's working the best, and more

The following is based on the analysis of thousands of audio ads detected by the **Veritonic Audio Intelligence Platform** over the past 60 days, revealing these kinds of insights for **Automotive advertisers** and showing them a sound path forward.

A Snapshot of Audio Advertising in Automotive

U.S. Automotive brands are embracing audio marketing extensively — seeing who's running ads, and how frequently, is a great place to start.

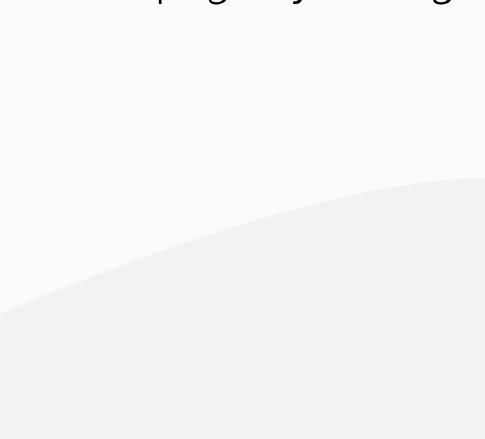


Which audio metrics matter to you?

So now you have a broad view of how much other marketers like you are advertising in audio. The market data you look at next depends on a lot of factors — your campaign goals, the brand image you're trying to project, and more.

Here are just **three examples** of the kind of intelligence that could help you figure out your next move in audio marketing.

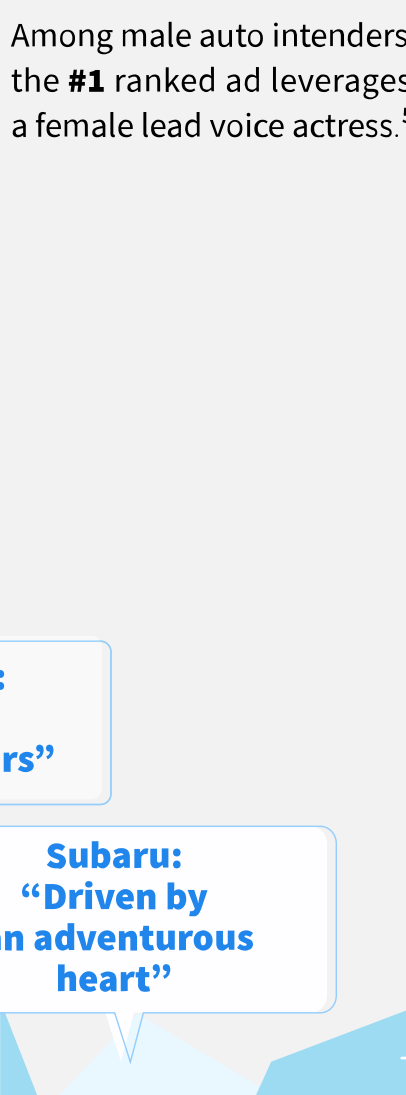
1 Who speaks to auto buyers more in audio ads?



Audio ads have always been **dominated by male voices**, historically hovering at **around 75%**.⁴ This snapshot of auto ads, while not that imbalanced, maintains that trend.

Does it work?

Numerous studies have shown that **female voices perform equal to, and often better than**, male voices. So, if you're thinking about VO for an audio campaign, try bucking the trend and use female voices.



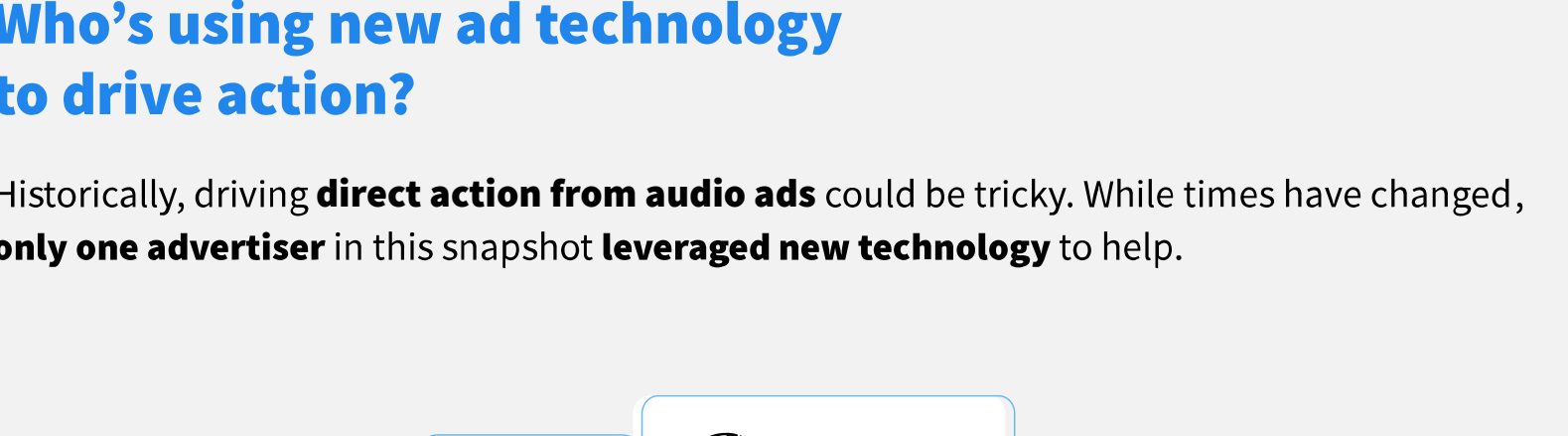
Among male auto intenders, the **#1** ranked ad leverages a female lead voice across.⁵

2 What are they saying?

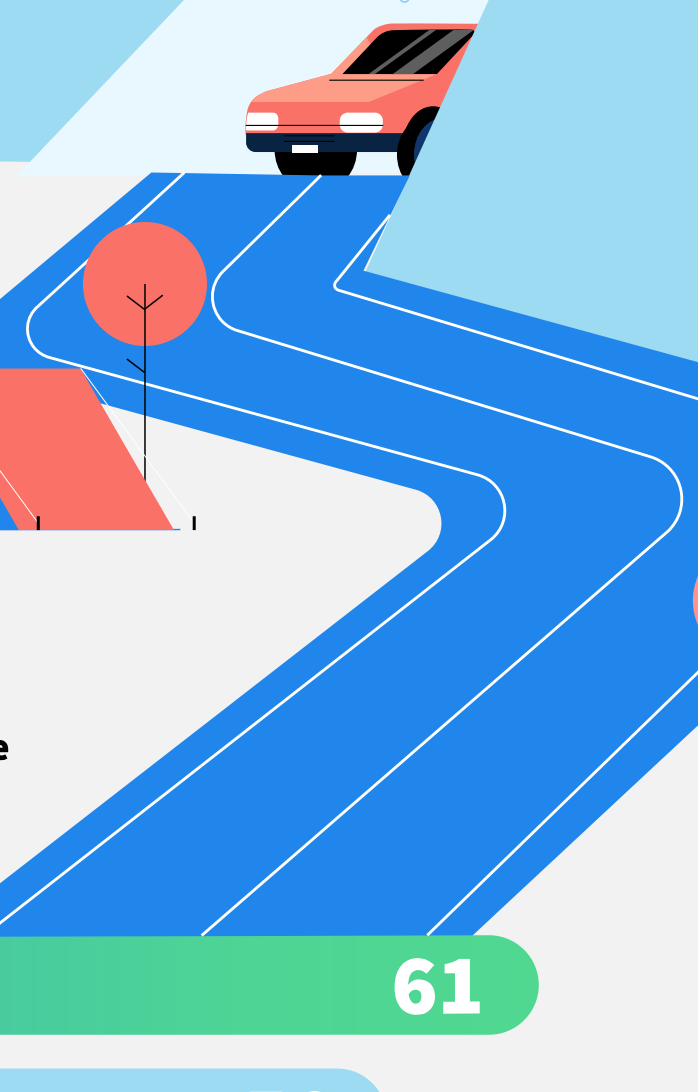
The pandemic has led many brands to alter their audio ad strategies, from striking a more "comforting" tone to changing creative direction entirely. Auto advertisers in this snapshot were no exception, turning their creative focus to **Outdoor Adventures**.

Does it resonate?

Creative analysis suggests the strategy paid off. **Each ad beat the benchmark** for Automotive in the Veritonic platform.

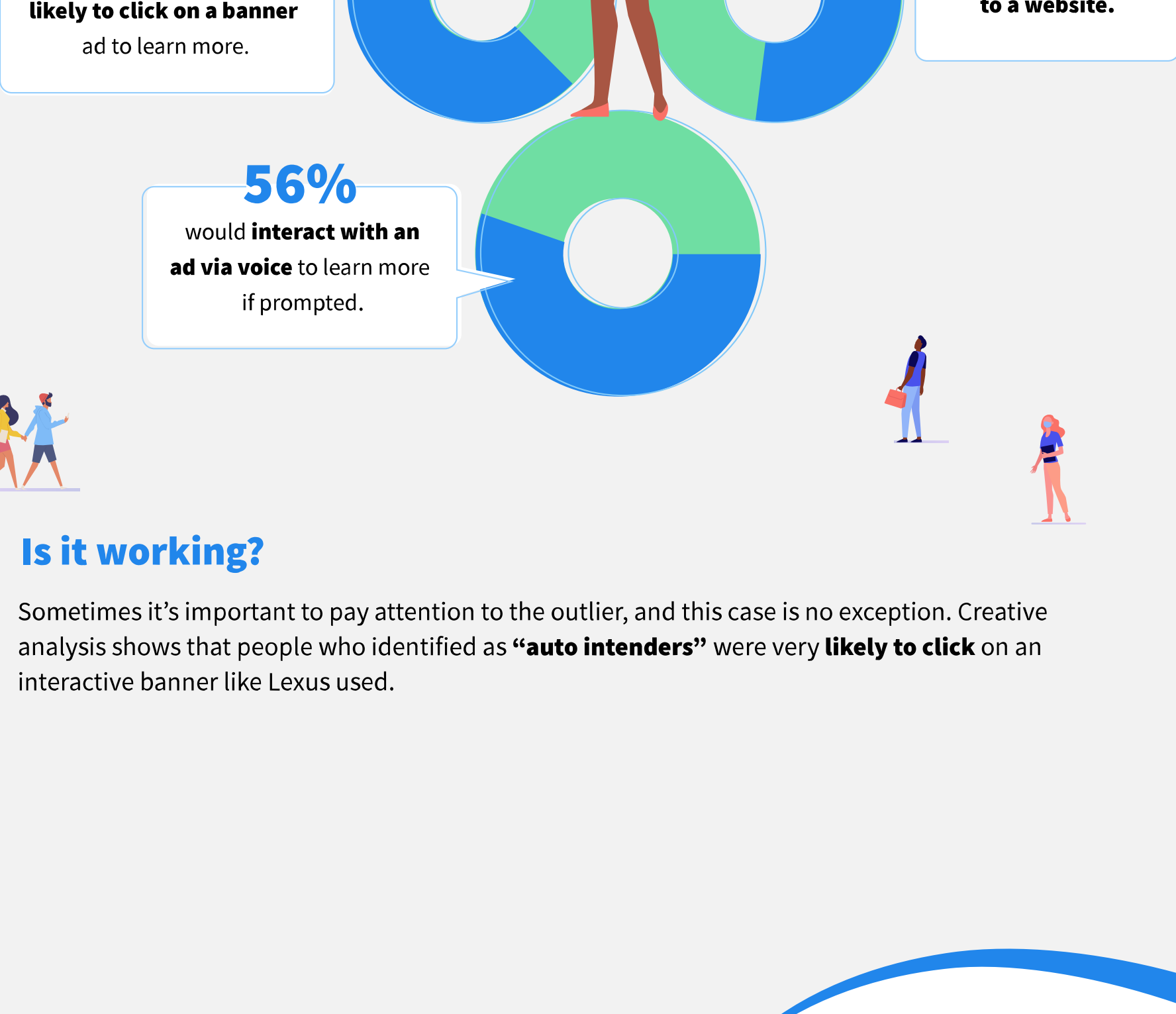


Combine those ad wins with an almost **10 percentage-point increase** in people using their cars for travel during the pandemic, and it's clear that these auto brands made the right decision.



3 Who's using new ad technology to drive action?

Historically, driving **direct action from audio ads** could be tricky. While times have changed, **only one advertiser** in this snapshot **leveraged new technology** to help.



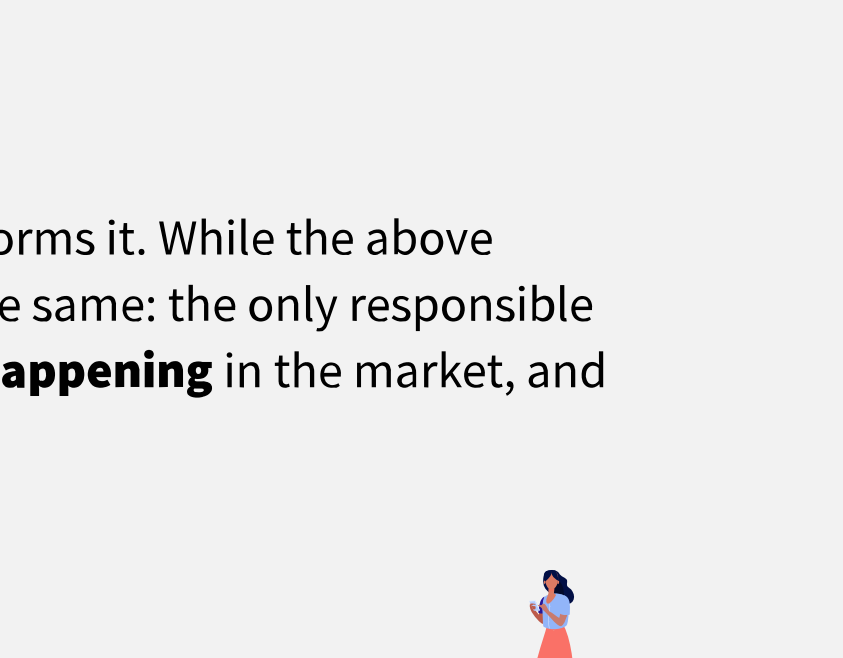
Is it working?

Sometimes it's important to pay attention to the outlier, and this case is no exception. Creative analysis shows that people who identified as **"auto intenders"** were very **likely to click** on an interactive banner like Lexus used.

Keeping Up With Changes

From social/cultural changes to competitors launching new audio campaigns, understanding the market is an ongoing process.

Being alerted to changes in the market is the only way to ensure that your decisions are based on the most current intelligence.



Methodology

Veritonic Competitive Intelligence empowers brands to understand how their audio marketing stacks up against competitors. It detects and scores audio advertisements across major verticals by analyzing an ongoing flow of thousands of radio, podcast and other streams.

Veritonic Creative Measurement empowers brands to leverage the best audio creative with each campaign. Powered by Machine Listening and Learning (M-LAL™), it gauges the effectiveness of and scores audio ads, components like voice and script, sonic branding elements and more, by correlating each asset with thousands like it across the Veritonic database.

¹ Lockdown gets consumers talking, listening to ads on smart speakers: Adobe
² US podcast ad revenue to jump 45% to \$1.13B next year, eMarketer says
³ The steady reach of radio : winning consumer attention
⁴ Why doesn't your ad have a female voiceover? It Should.
⁵ Largest creative test ever conducted reveals AM/FM radio ads drive purchase intent for tier two automotive

• An overall score for audio ad creative that combines emotional resonance, recall, engagement and purchase intent.