

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 and purchase intent, and more

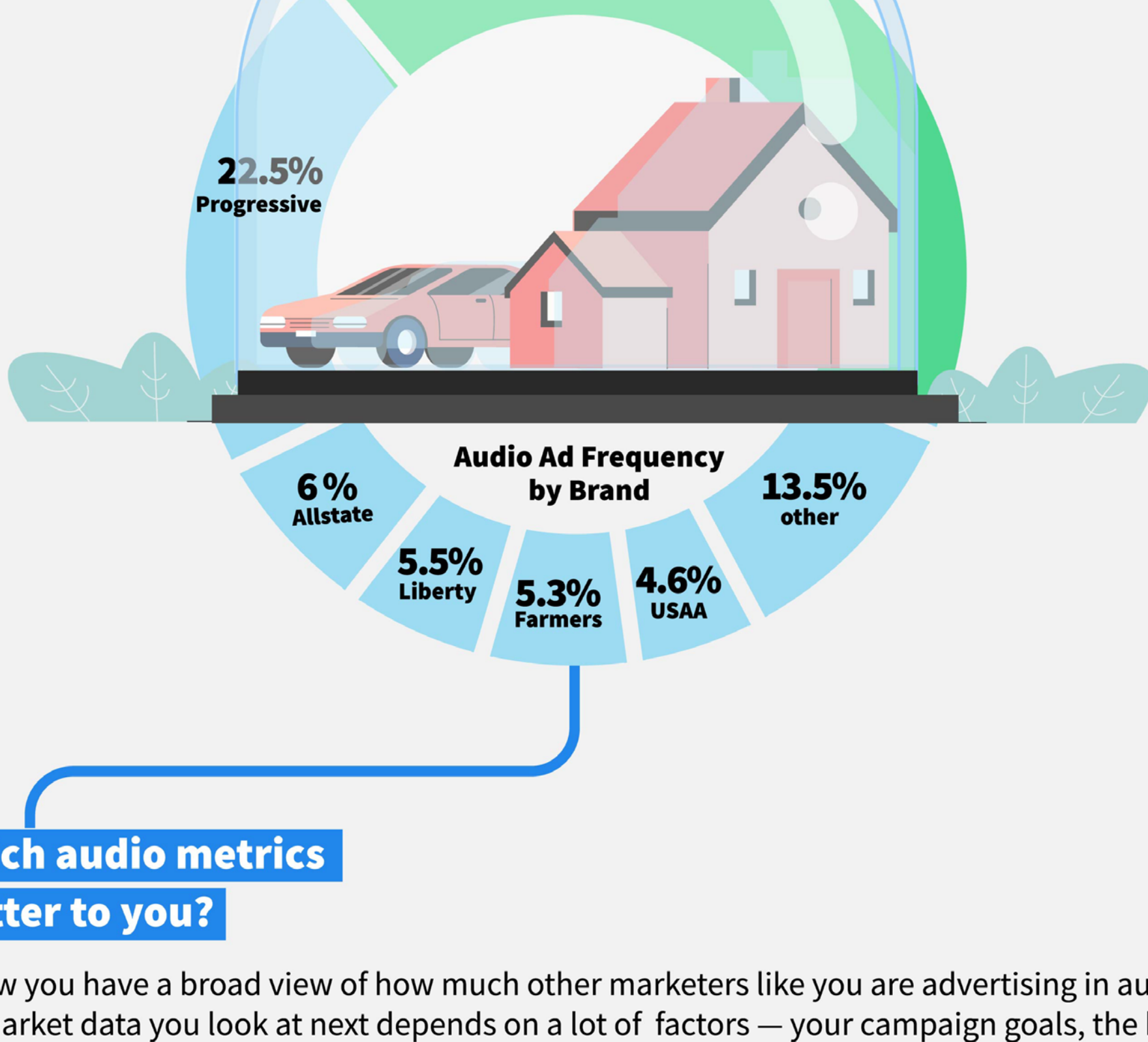
Competitor Activity

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

The following is based on the analysis of thousands of audio ad detections on the **Veritonic Audio Intelligence Platform** over the past 6 months.

A Snapshot of Audio Advertising in Insurance

Insurance 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?

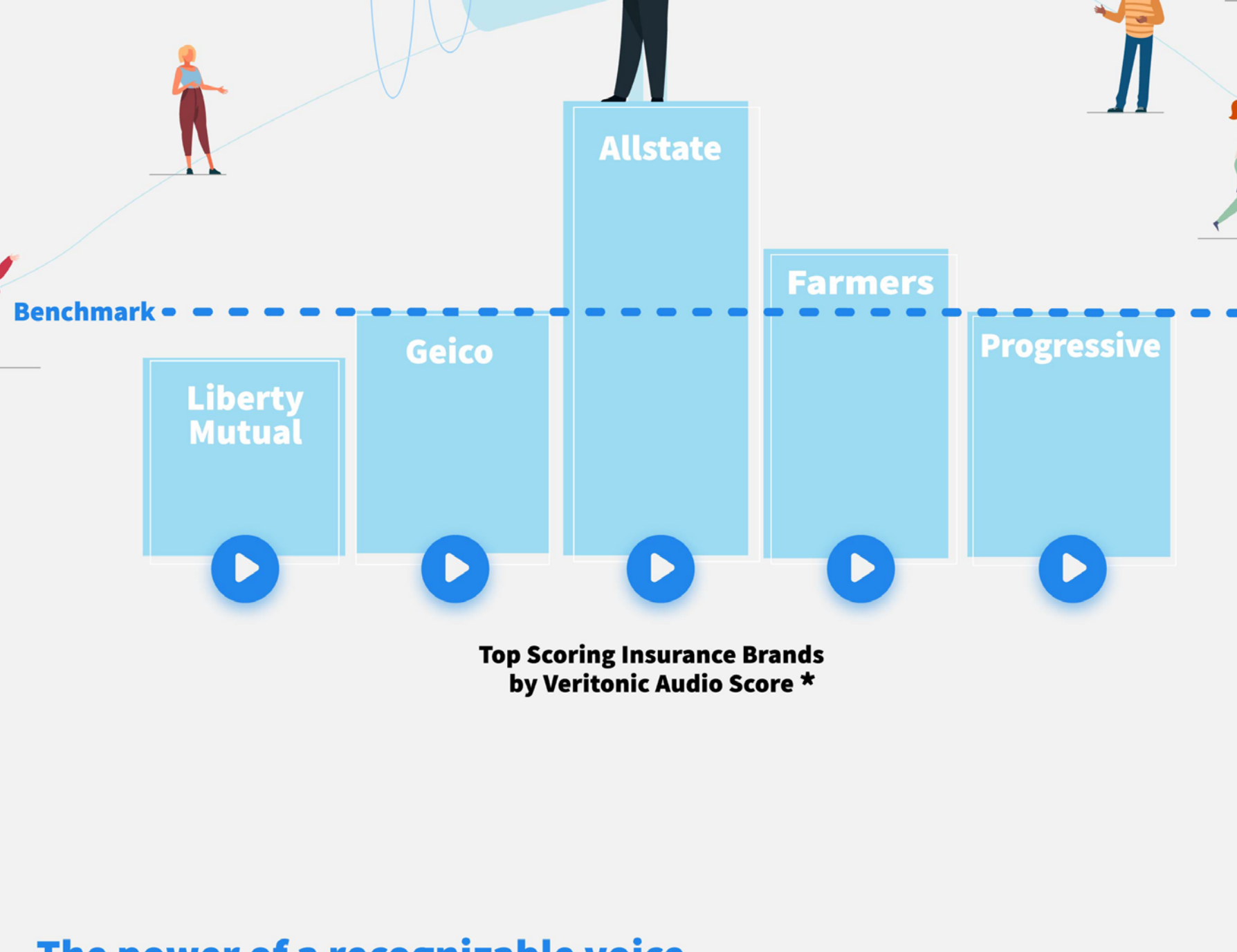
So now you have a broad view of how much other marketers like you are advertising in audio. The market data you look at next depends on a lot of factors — your campaign goals, the brand image you're trying to project, and more.

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

1 Who's winning in audio advertising?

Allstate ads were outliers for multiple reasons in the insurance category, but their methods proved worthwhile as they **beat competitor ads across multiple success metrics**.

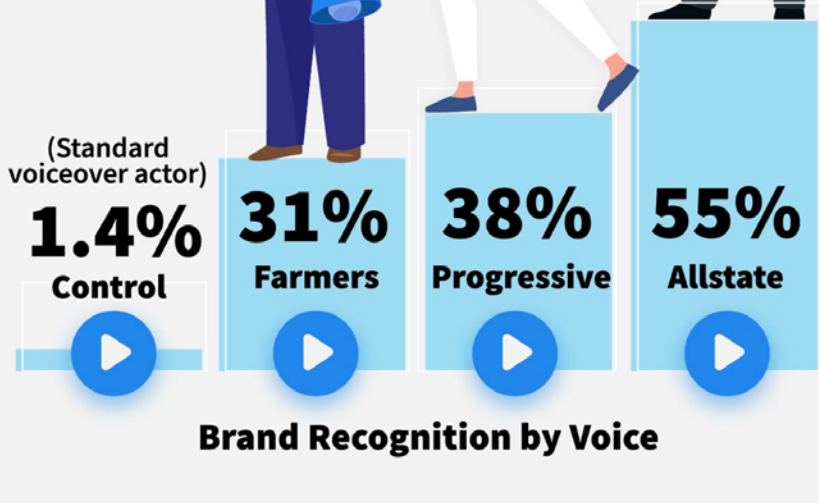
More serious in tone, Allstate ads were considered **more empowering, relaxed, likable, and trustworthy** than their competitors' ads. They also drove **higher purchase intent**.



2 The power of a recognizable voice

Nearly every large insurance company leverages a unique "personality" to tie consumers to their brand, from a character like the Geico gecko to a spokesperson.

The voice of Allstate's longstanding spokesperson, Dennis Haysbert, proved most powerful here, making it the **most recognized brand** in this analysis.



Dennis Haysbert's voice was matched with **Allstate** with **almost complete certainty (97%)**, while Flo, the runner up, had a staggeringly **low certainty rate (2%)** for its association with **Progressive**, even though the brand was **associated correctly 38% of the time**.

3 Go ahead and buck a trend

A focus on price (in script) and humor (in tone) has become the status quo in insurance ads; but don't be fooled, the usual way isn't the only way.

Whether it's because of the abnormal social climates of the past year or that consumers are growing tired of repetition, data shows insurance advertisers may be wise to **consider tones besides humor and value points besides only price** to increase the effectiveness of their ads.



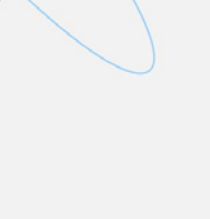
This is clearly a strong factor in Allstate's overall win -- it was the only brand that employed a more **straightforward approach over humor**, and it paid off.

Data also shows that consumers are looking for a lot more than just the lowest price tag. Not only do they consider **range of coverage** and the **lack of added fees as equally important to price** -- ads focused on other qualities drove some of the **highest purchase intent** in the analysis.

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.



Your competitor **Geico** just launched a new radio campaign focused on customer service.

Transcription

"Geico gets you access to licensed agents, 24/7..."

A **marketing strategy** is only as good as the intelligence that informs it. While the above represents only a few examples of insights, the point is always the same: the only responsible move in audio marketing is one made with **clarity into what's happening** in the market, and **what's working the best**.

For a demo of **Veritonic Competitive Intelligence**, [contact us](#).

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

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