

PROGRAMMATIC AUDIO

Cybba programmatic audio campaigns serves ads on major streaming platforms like Spotify, Pandora, and iHeartMedia. With multiple levels of targeting, we ensure the brand message reaches the most qualified users on an individual level. Our digital strategist team builds customized media plans for each client, aligned with the specific target audience, allocated budget, and KPIs to achieve the best performance possible.



EXTENDED AUDIENCE REACH:

62%¹ of the US population listens to audio online at least once per week. A channel that has shown rapid growth in recent years, digital audio surpassed traditional radio in U.S. audience consumption for the first time in 2021. As consumers try to regain their pre-pandemic lifestyles, and resume normal activities involving traveling, fitness, or commuting to work, audio entertainment will continue to grow in popularity. This makes it a very timely and relevant channel for marketers who want to expand to new digital channels, and reach qualified, highly engaged customers.

ADVANCED TARGETING:



PODCASTS & PLAYLISTS

connect with users as they listen to their favorite podcasts or playlists



CHANNEL CATEGORIES

target users by their interests and behaviors based on what channels they listen to



GEO-LOCATION

target by location and reap the benefits of traffic and sales uplift in your best performing geographic areas

PREMIUM INVENTORY INCLUDES:



IMMERSIVE AD FORMATS:

- Pre Roll, Mid Roll, Post Roll
- 15-second or 30-second audio recordings
- Optional companion banners

RECOMMENDED SPECIFICATIONS:

- File Types: .MP3, .M4A, .WAV
- Bitrate: 160 kbps
- Max Size: 100 MB
- Companion Banner Types: .JPEG, JPG, PNG