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# **Agency Guide to AudioGO**

**Music, Radio, and Podcast Advertising Made Simple**

# Agency Guide to AudioGO

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**We want to make the power of audio accessible and simple for everyone to use, not just the large ad buyers.**

## Our Mission

We want to make the power of audio accessible and simple for everyone to use, not just the large ad buyers.

We believe entrepreneurs, brick and mortar shops, e-commerce retailers, and any kind of small business or agency should have the opportunity to get their message heard.

We also believe this process should be easy. So we eliminated the salesperson and the studio, and for the first time built a programmatic self-serve platform that allows anyone to create, buy, and run audio ads on the biggest music, radio, and podcast streaming apps.



# Why Your Agency Needs a Digital Audio Ad Strategy

Think about your day for a minute. Think about all the times you’re driving, or when you’re exercising, cooking, or cleaning around the house. Think about those moments when screens are off and your favorite music or podcast is on.



Because for the average American, those audio moments now account for over 4 hours of the day.<sup>1</sup> A really long time to be away from your Facebook and Google ads.

But fortunately, it’s in these moments that a streaming audio ad can help fill that messaging gap. By reaching your client customers in impactful ways and places your search and social marketing can’t, while at the same time still promoting and reinforcing your clients’ online brand.

This is one of the bigger reasons why your agency needs a Digital Audio ad strategy, *effective multichannel marketing*. Being everywhere your customers go in their journey, on-screen and off. Studies have even shown that you can 4X your engagements just by integrating audio into your ad mix!<sup>2</sup>

Then when you consider how a good music ad can lift awareness by as much 81%<sup>3</sup> - or how 60% of listeners bought something from a podcast ad recently<sup>4</sup> - and you’ll also start to see why that is.

Digital audio ads work. So to help make them work for your clients, we pulled together this guidebook that has everything your agency needs to know about the easiest way to give your digital marketing a voice on the biggest streaming apps: AudioGO.

You’ll learn how affordable and effective it is to take advantage of our self-serve ad platform. You’ll get to meet our publisher partners, where your audio ads will play. You’ll also get introduced to a handful of the over 7,500 podcasts we host in-network.

And, of course, we’ll be sharing plenty of other reasons why your agency needs a digital audio ad strategy along the way.





# The Latest Buzz on Audio

Podcasts are the #1 fastest growing form of entertainment. While Digital Audio continues to reign supreme as the mobile content king. In short, one of the biggest growth opportunities for agencies in the coming years - thanks to Millennials and Gen Zers - is in music and podcast advertising. Virtually everyone is listening. And there's no better time than right now to get your clients heard.

## Our **most popular** agency clients, by industry:

- Automotive
- Consumer Goods
- Education
- Entertainment
- Financials
- Fitness
- Food & Beverage
- Government
- Healthcare
- Mobile Apps
- Retail

And more!







“Back in the day the Big 3 media channels were print, radio, and TV. That’s where most of the customers came from. But fast forward to today, and the Big 3 is search, social, and streaming... any robust, integrated marketing campaign should have all three.”

BRAZZELL  
MARKETING  
AGENCY

200M+  
Americans stream  
music, radio, news,  
and podcasts

# How to Talk to Your Clients About Digital Audio

## Digital Audio is everywhere

200M+ Americans stream music, radio, news, and podcasts on phones, tablets, smart speakers, and computers every single month.<sup>16</sup> This is your chance to bring your business everywhere they go.

## Digital Audio gets attention

Did you know the average internet user is hit with as many as 10,000 online ads a day?<sup>17</sup> Cut through that noise with an audio ad. Best of all, your 30 second spot will get listened to all the way through 98% of the time.<sup>18</sup>

## Digital Audio is not your grandmother’s radio

The digital nature of streaming audio allows for 1-to-1 audience targeting at a level of personalization that ensures the ad listener is exactly the one you want hearing your ad.

## Digital Audio is catchy

This medium has the unique ability to form strong emotional connections with listeners. Songs and podcasts linger with us. Making your audio message all the more memorable too.

## Digital Audio is effective

That catchiness actually lends to a sort of stickiness that can improve engagement 2X – 4X across accompanying search and social campaigns.<sup>19</sup> Like any proper wingman, Digital Audio makes the rest of your marketing look really good.

FYI, audio is often consumed handsfree — so try not overstress clicks as a KPI to your clients. Instead, focus your success metrics around ad impressions and how many unique listeners your ad reached.


### Our most popular agency campaigns, by type:

- Increasing brand awareness
  - Driving online traffic
  - Driving retail footfall
  - Public service announcements
- Event promotions
  - Sales promotions
  - Job recruiting
  - Fundraising


And more!




# Meet AudioGO




Spend, flexibility,  
control



Powerful targeting  
options



Real time  
reporting



Professional made  
audio ads for \$10



**AudioGO is a self-serve advertising platform that lets agencies buy audio ads on the biggest music, radio, and podcast streaming services.**




# Get Your Clients Heard — in Just 3 Simple Steps

Our goal in creating AudioGO was to make audio advertising accessible to small brands, and their agencies, who might not otherwise meet industry minimums or have an audio creative.

Here's our solution.

STEP 1




### Set Your Budget and Schedule

Get 13,888 ad plays for every \$250 spent. That's a flat \$18 CPM, which includes FREE display ad hosting, real-time reporting and unlimited access to 100+ targeting options.

1 Set up your campaign

Set your advertiser \*

94 - AudioGO

 American Express \*1000  
Expires on 07/2025

Edit

Your campaign name \*

Agency Guide Demo

Campaign budget \*

Custom amount

USD 500

USD 1,000

USD 2,000

USD 2000

Campaign start and end dates (US/Central time)\*

Start immediately

HH : mm

Start immediately


End date

HH : mm

Turn on hourly scheduling (Listener time) \*

	AM												PM											
	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11
MON																								
TUE							✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
WED							✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
THU									✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
FRI									✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
SAT											✓	✓	✓	✓	✓	✓	✓	✓	✓					
SUN																								

STEP 2




### Upload or Create your Audio and Display Ads


Or you can request to have our team of real voice actors record an ad in under 24 hours, and for just \$10. Display ad hosting is, again, free of charge.

2 Create your ad

Choose on what type of content your audio ad will play \*

All creatives are manually screened for approval. Ads must comply with our [ad guidelines](#).

☐  **Music Streams**  
Your audio ad has background music

☐  **Podcast Streams**  
Your audio ad has no background music


Upload Music Ad

Upload Podcast Ad


No audio ad? Get one created specifically for you

Request ad

Add up to 3 display banners (recommended)


 Upload banners from your device

Upload

 Quickly design your banners online

Design with Canva

STEP 3



### Select Your Audience and GO!

Target listeners by demographic, language, location, music or podcast genre, up to 60 different interests, user statuses, and more. Then track your ad's performance on your own personal dashboard.

3 Define your audience

Target listeners by location \*

Search for a State, County, City or Zip Code

Target listeners by device \*

☒ Mobiles & Tablets ☒ PC's & Laptops ☒ Smart Speakers

Target listeners by gender \*

All

Female

Male

Target listeners by age group \*

☒ 18-24 ☒ 25-34 ☒ 35-44 ☒ 45-54 ☒ 55-64 ☒ 65+

Refine your audience by...

☐ Car Enthusiasts

☐ Cooking

☐ Education

☐ Electronics

☐ Fashion

☐ Financial Investment

Search for interests

Refine my audience by streamed content

Target listeners by the type of content they stream like music genres or podcast show topics

# Fast and Affordable Audio Ad Creation

Traditionally, one of the biggest obstacles to advertise on audio channels has always been access to a studio.

Which is a problem AudioGO solves by offering professionally made audio ads for just \$10.

Simply tell us what to say by submitting a script, then select your voice actor and your choice of background music, and in less than 24 hours, you'll have an audio ad recorded and ready for launch. Revisions are also available upon request.

## Audio Creative Specs

- Max length**  
30 seconds
- File types**  
mp3, wma, aac, ogg,wav
- Max file size**  
1MB
- We create Spanish language ads too!**

# Free and Easy Display Ad Creation

Display banners are an effective visual companion for your audio ads. We also host them for free as part of your AudioGO campaigns.

But if you don't have a banner ad handy, not to worry. Because thanks to our integration with Canva – a leading online graphic design platform – you can just create them yourself within the AudioGO app for FREE.

And with thousands of templates to choose from, you don't need to be a Picasso to create your own professional-grade displays.

## Display Creative Specs

- Pixel dimensions**  
300×250, 500×500, 300×600
- File types**  
JPEG, PNG, GIF
- Max file size**  
20MB
- We strongly advise using all three display sizes - that way they can run on most computers, tablets, and mobile devices**





# Comprehensive Audience Targeting

Reach whoever you want, wherever they are, whatever they’re listening to, whenever in the day. So whether that’s job seekers in Reno, country music lovers in Asheville, sports fanatics during their morning commute, or 20-something-year-old singles – you get to decide who hears your ad from well over a 100 different targeting options, at no extra cost.



**Interests**  
Market listeners by relevant hobbies and passions

**Language**  
Run ads on the largest Spanish language networks around

**Location**  
Target audiences by state, county, city, and even zipcode

**Age & Gender**  
Reach your target demographic

**Time**  
Schedule your ad’s run times for any hour of the day

**Genre**  
Make connections in between music playlists & favorite podcasts

**Device**  
Target listeners on their mobile phones & tablets, PCs & laptops, or smart speakers

**Statuses**  
Refine your messaging based on user profiles

# Powerful Display Retargeting

Sight and sound is a potent combo for creating connections with your client customers. Tap into the power of display ads with AudioGO’s retargeting feature – and reconnect with your listening audience as they browse the web.

## Hear it. See it. Click it.

Retargeting lets our advertisers display their campaign banner ads on websites their listeners visit after hearing their audio ad.

By leveraging the prevalence of display ads to support the stickiness of your audio messaging, retargeting has proven to increase recall, reach, brand awareness – and most significantly, clicks.

In fact, by pairing audio ads with display ads, you can even quadruple the amount of clicks\* you would otherwise get from running displays ads on their own!

## Other benefits include:

- Improved conversion rates by reinforcing calls to action
- Expanded digital footprint, and touchpoints, via multichannel marketing
- No website pixel required, it just takes one click to supercharge your reach

4x

click through rate

\*based on AdsWizz internally reported data and compared to the average display industry benchmarks

AudioGO’s display ad network includes:

 Adobe



 verizon media



100M+  
monthly ad  
enabled-listeners

# Monitoring Progress, Measuring Success

## Real Time Reporting

Once your campaign is live, we'll start populating your dashboard with real-time performance data for easy management and in-depth analysis.

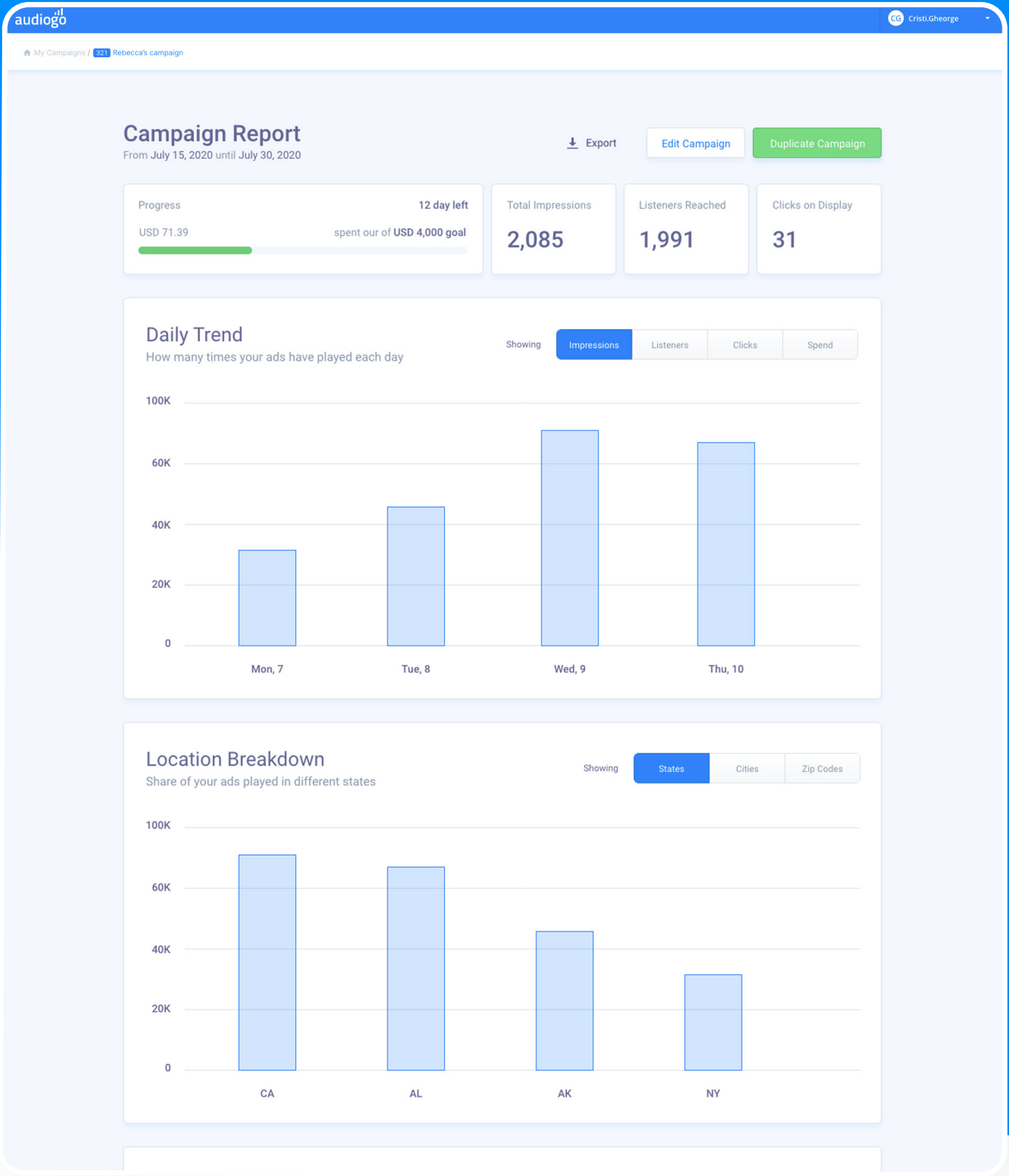
Like most other adtech platforms, you too can also stop, edit, and restart your live campaigns at anytime with AudioGO. In addition to having the ability to export your campaign reporting into PDFs and CSVs for sharing with your clients.

## Campaign Metrics:

- Total/daily ad spend
- Budget
- Start/end dates
- Total/daily impressions (ad plays)
- Total/daily clicks (including retargeted display clicks)
- Total/daily reach (the number of unique listeners who heard your ad)

## Audience Metrics:

- **Age:** view your ad listeners by age group
- **Gender:** view your ad listeners by male or female
- **Genre:** view your ad listeners by the content they're streaming
- **Behavioral segments:** view your ad listeners by their interests and statuses
- **Location:** view your ad listeners by their state, city, and zipcode
- **Device:** view your ad listeners by the devices they stream on





# Meet Our Publisher Partners

AudioGO brings together the country's leading digital radio stations, podcasts, music streaming services, and Spanish language content.





























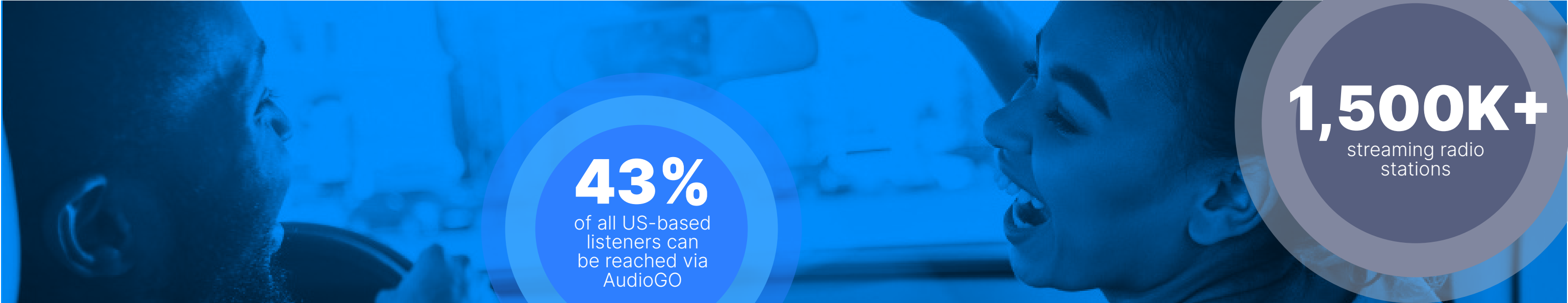












AudioGO’s **Streaming Music**  
**and Radio** Partners Give Instant  
Access to:



**Pandora**

Pandora is the country’s #1 music streaming service with over 60M+ monthly active users, 90% of which are ad enabled, compared to only 50% of Spotify’s. Music to any marketer’s ears.



**iHeartRadio**

8% of Americans reported using iHeartRadio each week, streaming from a portfolio of 30M+ songs and 860 live broadcast stations in 153 US markets. Not to mention, 95% of iHeart listeners are ad-supported!



**Digital Radio**

AudioGO’s digital radio publishers reaches millions of Americans every month through local and national media sources like **CNN, the AP, MSNBC, FOX News, NPR**, and entertainment programming from iconic brands like the **NFL, the NCAA, the Masters, and the Academy of Country Music Awards**.



**Spanish Language Content**

AudioGO’s Spanish language publishers consists of the country’s largest audio network that caters exclusively to Latino audiences (Univision), 49 of the largest Spanish language radio stations in states like CA, NV, AZ, and TX (via Entravision), along with hundreds of other stations in major metropolitan Hispanic markets (SBS).



# 7,500+ Available Podcasts, from 10+ Different Networks, All on ONE Ad Platform

Here's your chance to get in on today's podcast boom. And a great opportunity to get your brands in front of some highly-engaged audiences.

\*Please note that shows and partners are subject to change, and that podcast ad buys are genre-based and not specific to any one show or publisher. Shows and partners are current as of 12/31/2021.

77%

of listeners pay attention to podcast ads<sup>20</sup>

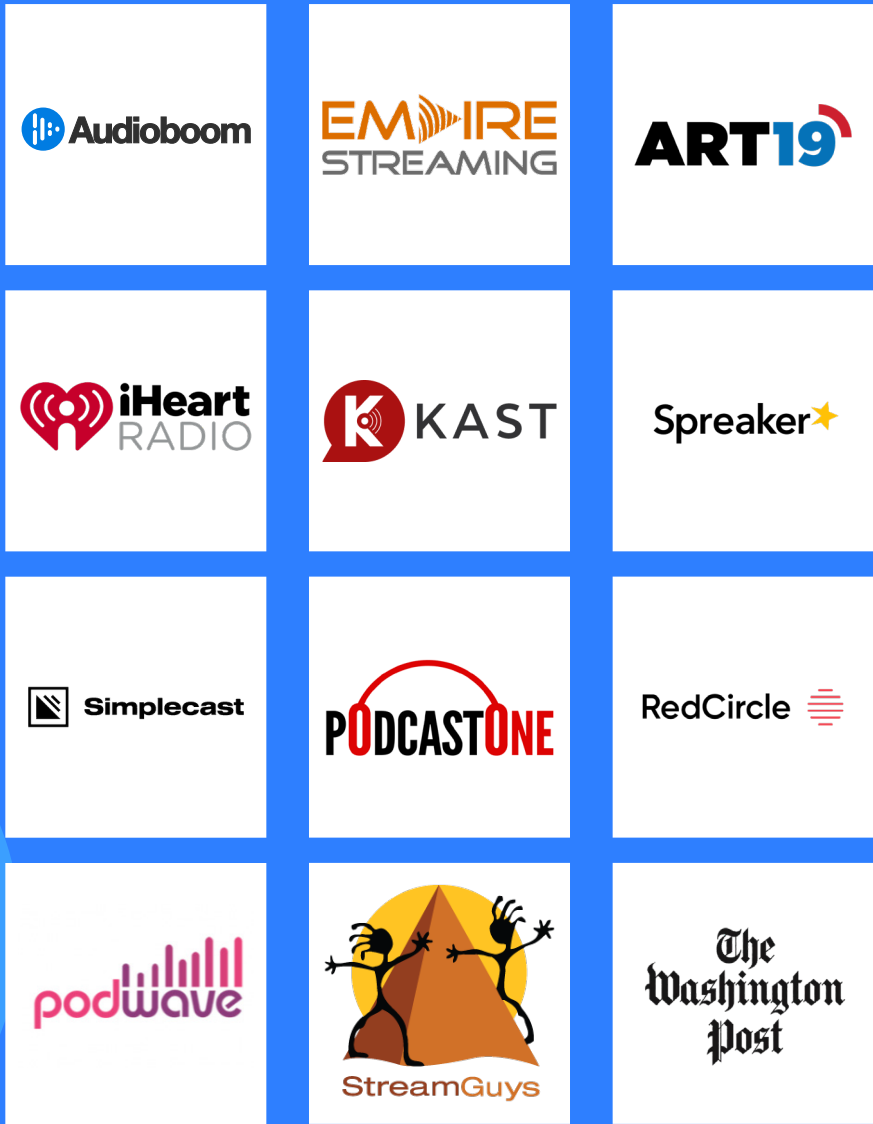
9 in 10

listeners took action after hearing a podcast ad<sup>21</sup>

60%

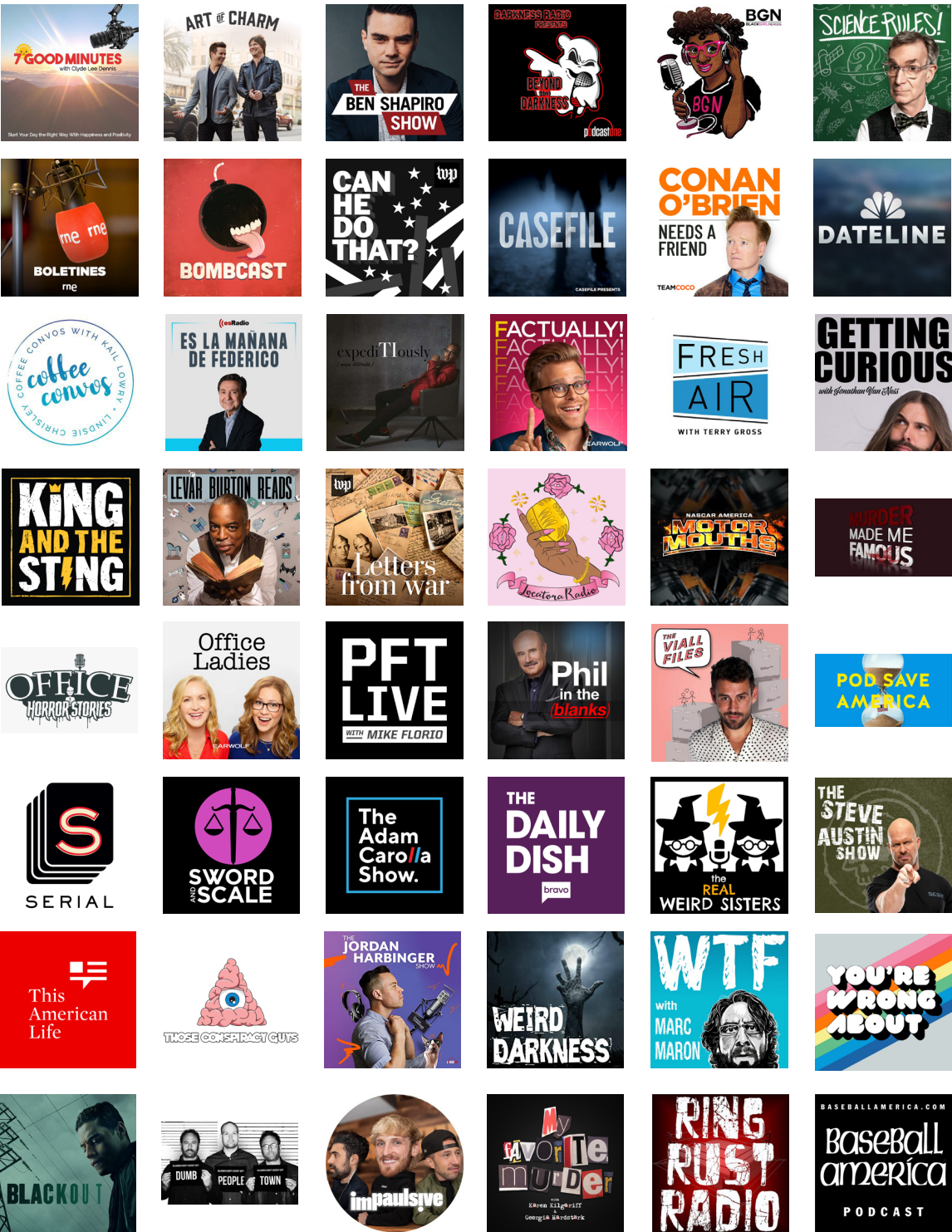
of listeners purchased something from a podcast ad<sup>22</sup>

## AudioGO's Podcast Content Partners



## Shows

From cult favorites to top news programs, AudioGO hosts an extensive catalogue of over 7,500 podcasts.





# Why AudioGO is Good for Your Agency and Clients

## Why AudioGO is Good for Your Agency

<b>Self-serve</b>	Create audio campaigns in a matter of minutes. No need to pick up a phone or send an email, just login and schedule your ads as needed.
<b>Your client customers are listening</b>	When you advertise on AudioGO, you're not just advertising on one app, you're tapping into an entire network of radio stations, podcasts, and music streaming services. The most popular ones too, giving your message plenty of ears to reach.
<b>Real-time media planning and reporting</b>	Gain real-time insights into available inventory as well as up-to-date reporting on impressions, reach, clicks, and other metrics to help you learn more about your listeners.
<b>A new competitive advantage and revenue source</b>	Adding audio to your media offering could help separate your agency from others, while creating another sales channel for your clients to profit from.
<b>The easiest way to get into podcast advertising</b>	There's already more than a few solutions out there to get into podcast advertising. AudioGO just so happens to offer the easiest and the most affordable one.



# Why AudioGO is Good for Your Clients

**Reach tens and thousands of listeners without breaking the bank**

For the first time ever, you can buy ads on Pandora, iHeartRadio, Univision, and other leading publishers for as little as \$250. This type of premium content isn't just available for the large ad buyers anymore, AudioGO makes it affordable for the the little guys too.

**No audio ad? No problem**

There's no need to contract an outside studio that's going to charge you an arm and a leg for an audio ad. Instead, you can have one recorded by AudioGO's creative services in under 24 hours and for only \$10.

**Audio compliments other digital campaigns**

While Digital Audio is effective on its own merits, it can resonate with listeners in a way that helps amplify other digital marketing channels by as much as 400%.

**Personalized messaging for hyper-targeted audiences**

With up to 60 different interests and user profiles to choose from - you can narrow your client marketing on AudioGO to a target audience that's more likely to take action after hearing your ad.

**Listening builds trust**

A picture is worth a thousand words. But you only need a few of them to accurately describe your clients. Communicate your value props and brand messaging clearly, without any confusion or ambiguity, with an audio ad.



**“We found AudioGO to fulfill our clients’ needs extremely well. Placing campaigns is simple and we’re able to easily create and upload creative assets.”**



# Case Study

## Brazzell Marketing Agency

How an SMB Ad Agency Grew Sales 30% with AudioGO

**We first met Gary Brazzell, President and Owner of Brazzell Marketing Agency, through a review he left us on G2. In it he talks about how AudioGO helped one of his clients grow sales 30%! So we caught up with him to ask more about how he did it, what his experience was like using AudioGO, and why he thinks every agency should be giving digital audio advertising a more serious look.**

**Gary, you mind telling the folks out there a little bit about yourself and the clients you serve?**

Sure! I'm Gary Brazzell, Owner and President of the Brazzell Marketing Agency. We've been operating since 2003 and we've represented over 2,000 clients nationwide. Our clients come from all over, but the bulk of it comes from healthcare companies and SMB-sized retailers.

**What got you interested in audio advertising?**

I actually started my career in radio advertising back in the day. And back then the Big 3 media channels were print, radio, and TV. That's where most of the customers came from.

**But fast forward to today, and the Big 3 is search, social, and streaming.**

When it comes to streaming your options are either video or audio, but the most cost-effective of the two is audio. Hands down. For example, it costs me, a small media buyer, \$10 to make an audio ad on AudioGO that sounds every bit as good as the big brands they play next to. But with video, you'll need to spend 5K, 10K, or even as much as 15K to produce ads that won't embarrass yourself.

**What brought you to AudioGO?**

When I found out there was a service like this - where I can have an ad creative made in no time, there's no contracts, there's no salesman, it's all self-serve with Pandora, iHeart, and other premium inventory - I knew I had to try it.

I've ran a lot of streaming audio campaigns in the past, and let me tell you, it has never been this simple nor affordable. In most cases you'll need to commit to four, five-digit minimum spends before you can even get started. Which can be hard to budget for, given the size of some of my smaller clients.

**What did you like about AudioGO?**

What I love about AudioGO is that it basically provides Facebook-level targeting, at a similar cost profile, but with better quality impressions. What I mean by that is audio ads aren't flat 'scroll pass' ads or video ads people wait a few seconds just to skip and ignore. Our 30 second spots routinely get played all the way through 97 to 99% of the time! So, needless to say, they get attention.

**The warmth of the human voice communicates your brand so much better than what a display ad could ever do too.**

Not only did we get high-quality, high-level awareness, AudioGO has really helped us convert these listeners into customers as well.

**Speaking of that, care to provide some color on that campaign in your G2 review that grew your client's revenues 30%?**

I have this client that we like to run a lot of experiments with. They were big on Facebook, but we wanted to see what kind of success we



could find on AudioGO. So we ran a Facebook campaign as a baseline test. Once that was done, we saw that it took about 12 impressions per user for us to grow sales about 8% during that month.

Next, we took the same budget, the same targeting parameters, the same schedule, basically the same everything and moved it over to AudioGO. We stopped every other type of marketing. And what we got by the end of that audio campaign was a 30% spike in gross receipts. From the reporting we were also able to see that each user was served about 3 ads per listening session, which helped nudge them into becoming buyers pretty fast.

**Anything else surprise you about this campaign?**

Not so much this specific campaign, but the buzz factor that I got using AudioGO was a happy discovery. We've been advertising on Facebook and Google and whatnot for years and years and years, but the only times I've ever had clients getting calls from people about an ad they saw or heard was either with cable TV campaigns or the AudioGO ads that ran on Pandora.

**I've found that hearing local businesses being advertised right alongside big national brands boosted the credibility and buzz around my client accounts.**

AudioGO really helped with that, almost instantly.

**How does Digital Audio compare to your other digital channels?**

Going back to the Big 3 of search, social, and streaming - any robust, integrated marketing campaign should have all three. They should be a standard part of your mix, period.

The good thing about search marketing, Google Ads, is that it delivers the fastest, almost immediate return on investment. Clicks. But clicks don't automatically translate into success. Good marketing still takes time to develop and search really isn't going to help build your reputation in the community. That's what social and streaming audio, especially, is for.

Facebook has long been the leader for affordability, it costs about 1 cent per ad view there. On AudioGO, it's about 2 cents per ad play when you're strictly doing audio ads. But if you use that retargeting feature they have - which, for a 20% fee, will remarket your listeners with display banners on the websites they visit - that will actually double your campaign impressions AND reduce your cost per impression down to where it actually nets out to the same penny as Facebook's.

Not to mention, better quality ads, like I was saying before. The combo of audio and display ads give our campaigns much more punch and even more bang for the buck. I'm at the point now where I'm actually shifting more of my client budgets away from Facebook and investing that into AudioGO.

**Anything else you'd like to tell all the agency advertisers out there?**

Yes, I'll tell them this. As somebody who's been around the audio space for most of my career, what AudioGO is doing is truly a game changer. The audio ad industry is still owned by the big Fortune brands and AudioGO is one of the only players right now trying to bring those barriers down for local small businesses.

This matters. When the local restaurant or physical therapist down the street runs an ad right after a Coca-Cola one, it gets people buzzing. Like I said before, it conveys an aura of credibility around our brands. It builds trust. And it gets results.

**Yes, I'll tell them this. As somebody who's been around the audio space for most of my career, what AudioGO is doing is truly a game changer. The audio ad industry is still owned by the big Fortune brands and AudioGO is one of the only players right now trying to bring those barriers down for local small businesses.**

Next, and I'll end with this. There are amazing things that audio ads do to consumer behavior that don't necessarily show up in the stat box. Sometimes my campaigns will have a decent amount of clicks. Other times, not so much. So I kind of throw all of the tracking and reporting stuff out the window if we're being honest.

Instead, how we track success is that we pick some measure of growth - in most cases gross revenue - and then we run experiments as if they're medical ones to look at its rate of change. The advertising is the medicine. The business is the patient. And when we ran that Facebook vs AudioGO experiment, my client's website traffic actually went way down when we turned Facebook off. But gross sales still went up 30% with AudioGO on. So, what matters more?

Again, I'm not recommending that you do one or the other. You should be marketing across all search, social, and streaming platforms. Just be careful by what you quantify as success metrics. Don't get me wrong, we still use data for fine tuning. But it's just data. Instead ask yourself, are you getting more customers? Are your revenues growing?

That's the performance that matters at the end of the day to our clients. We're not being judged on anything else. And since we started using AudioGO, all of them couldn't be happier with the results they've been getting.

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# Frequently Asked Questions

## Where will my audio campaign run?

Currently, our publisher partners include Pandora, iHeartRadio, TuneIn, Cumulus, Cox Media Group, Spanish Broadcasting System (SBS), Univision, Entravision, and more. The distribution of your campaign impressions will vary on the targeting criteria you set.

For example, if you select music genre targeting most of your impression will go to Pandora which specializes in music streaming. If you select podcast or talk genre targeting, your ad will get more impressions on our publishers that focus on podcasts and talk radio content.

## What targeting options are available?

Reach the audience of your choice on AudioGO by selecting any of the demographic or advanced targeting options below:

- **Gender:** Male or Female
- **Age Group:** 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, and 65+
- **Location:** State, county, city, zipcode, MSA (metropolitan statistical area), or DMA (designated market area)
- **Date and Time:** Day of the week and the time of day
- **Genre:** Music or spoken word (news, podcasts, talk radio)
- **Language:** Spanish or English
- **Behavioral Segmentation:** Choose from 60 different interests and user statuses
- **Device:** Mobile phones & tablets, PCs & laptops, or smart speakers

## How does pricing work?

Minimum spend per campaign is \$250, and impressions are delivered based on the amount you spend. That rate includes unlimited targeting, display ad hosting, and real-time reporting —

with no additional fees. For \$250, your ad will be played approximately 14,000 times (\$18 CPM). You'll only get charged for the ads that actually play.

## What are my billing options?

The default payment method for AudioGO is credit card. We currently accept Visa, American Express, Mastercard, Discover and JCB.

We also offer invoicing as an alternative, though it comes with a minimum spend requirement. Contact [hello@AudioGO.com](mailto:hello@AudioGO.com) for more details.

## How often will I be billed?

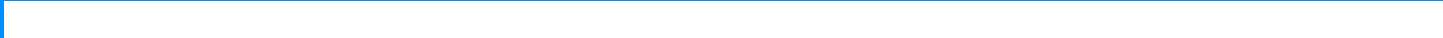
Credit cards are charged when campaigns reach a spend threshold of \$250, or whatever your running balance is at the end of the month, whichever comes first. A receipt will follow every charge via email. After a few consecutive, successful payments you can start to raise this threshold amount to as much as \$1,000.

## I have more questions, who should I contact?

Our FAQ page [AudioGO.com/faq](https://AudioGO.com/faq) is a great resource for the answers to most of your questions.

Otherwise, feel free to reach out at [hello@AudioGO.com](mailto:hello@AudioGO.com) or via our in-app live chat to speak to someone directly.





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