

# Dynamic Ad Insertion

## WHAT IS IT?

Dynamic ad insertion (or DAI) is a technology that allows advertisers to swap out ad creatives within digitally streamed content, through connected devices.

## WHY IT MATTERS?

Using digital tools in an audio environment allows advertisers to target listeners accessing radio streams via a connected device. This enables us to target and serve radio ads to a specific audience, using demographic, geographic and behavioral metrics.

Through this ability, we can target, report, optimize and ensure your ad is being heard, all in real time.



Digital audiences are more likely to be young singles and couples



Digital audiences are more likely to have a household income of \$125k+




Digital audiences index higher for university post-graduate degree



Digital audiences are more likely to have listened to radio at work in the past week

## WHO YOU CAN TARGET?

 Small/Medium Business Owners	 Sports Fans	 Parents	 Business Experts	 Automotive Enthusiasts	 Fashion & Beauty Enthusiasts
 Fitness, Health & Wellness	 Electronics/Tech Buffs	 Food Lovers	 Travel Enthusiasts	 Home Owners	 Millennials