

Recent studies reveal that Digital Audio Ads are not just about sound; they're about sparking real interaction and driving purchases from engaged listeners. While host-read ads have been in the spotlight, let's not overlook the remarkable performance of audio-only ads. Both formats are making waves, proving that authenticity and a well-crafted message can truly elevate your brand. Discover how AudioVelocity, our leading digital audio network, can elevate your brand through digital radio and podcasts: www.audiovelocity.com.

AUDIO ADS SPUR INTERACTION & PURCHASES

Interaction with ads on audio platform in the past 12 months...



63%
Interacted with audio ads



20%
Purchased a product/service



28%
Visited store/website

Types of ads that lead consumers to purchase...

