

Elevate Your Digital Audio Game! New study reveals that embracing first- and third-party data in digital audio advertising leads to significant boost in ad effectiveness. Unlock the full potential of your campaigns by going beyond demographics! Learn more about how [AudioVelocity](https://www.audiovelocity.com), our leading digital audio network, can elevate your brand through digital radio and podcasts: www.audiovelocity.com

BEYOND DEMOGRAPHICS: THE IMPACT OF MATCHED DATA ON AUDIO AD SUCCESS

Uplift In Key Metrics: Matched Audience vs Demographic Audience



Aided Ad Recall

38%

more impactful



Unaided Ad Recall

67%

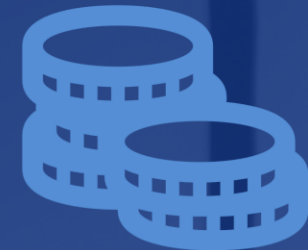
more impactful



Purchase Intent

217%

more impactful



Cost Efficiency
(drive purchase intent)

-64%

less cost per person

Matched audience: 3rd-Party matched audience; Demo Audience: Demographic audience

Source: "Matched Audiences for Unmatched Audio Performance" study – Magna, 10 Jan, 2024

