



Insight reveals that matched audiences consistently outshine traditional demos. Experience the transformative power of personalized ads - capturing listener attention with relevant information, amplifying brand favourability, excitement, and perceived innovation in the discovery phase. Ready to revolutionize your approach? Connect with [AudioVelocity](http://www.audiovelocity.com) and unleash the potential of tailored audience addressability and messaging today! www.audiovelocity.com

CUSTOMIZED ADS + MATCHED AUDIENCES: **HAVE YOUR BRAND STAND OUT IN THE DISCOVERY PHASE**

Uplift In Key Metrics: Customized matched audience ad vs General market ad

Agree "ad provided helpful info."
(strongly / somewhat agree)

 Total matched audience	 In-market for product matched audience *
15% more likely	16% more likely



Brand Favorability
13X

Brand Is "Exciting"
3.4X



Brand Is "Innovative"
4X

Source: "Matched Audiences for Unmatched Audio Performance" study – Magna, 10 Jan, 2024
*Automotive and Travel Industry matched audiences

