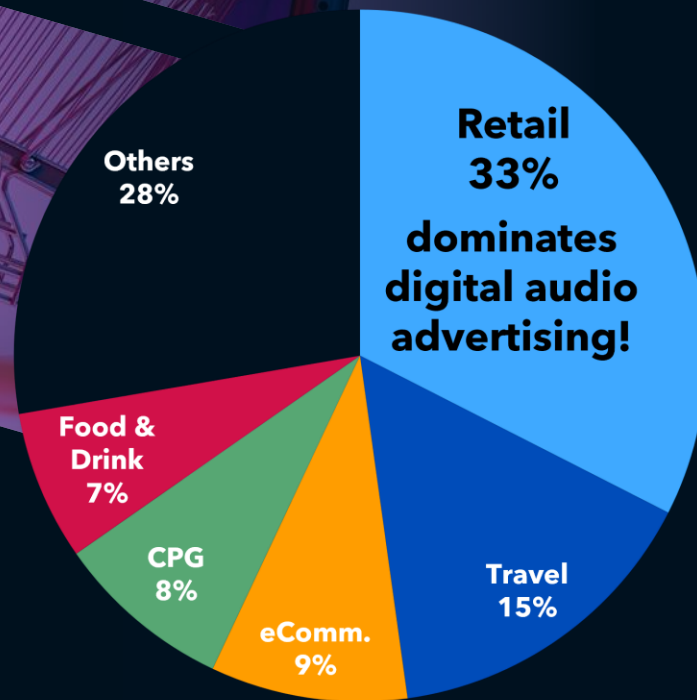


Discover the game-changing insights for media agency planners in AMA's latest study on digital audio ads. With retail commanding 1/3 of ad spend and impressions, personalized messaging is redefining consumer engagement. Utilize dynamic audio campaigns to shape purchase decisions, empowering brands to elevate their strategies and maximize impact. Harness the power of data-driven advertising today with [AudioVelocity](#).

DIGITAL AUDIO IS A POPULAR CHOICE FOR RETAIL BRANDS

Ad Spend & Impressions proportion in Q3 2023



Retailers leverage **DYNAMIC AUDIO** for personalized messaging at scale.



Digital audio ads influence **PURCHASING DECISIONS** & enhance overall **SHOPPING EXPERIENCE**.



Digital audio is expected to continue its **UPWARD TREND**, reshaping the **MEDIA MIX FOR BRANDS**.

