

Audio streaming platform Spotify

Spotify is one of the best-known and most widely used audio streaming platforms, allowing users to play music, podcasts and other audio-based content over the internet in real time. Companies can place targeted adverts and sponsor artists or influencers with large followings. Another important function of Spotify is its algorithmic recommendations. Spotify analyses the listening behaviour of its users and offers personalised music and podcast recommendations. Companies can use this function to place their products or services in suitable contexts. Spotify also offers the option of audio adverts that are played between songs. Due to the detailed target group selection and precise targeting, companies can direct their advertising messages exactly to the predefined audience.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✓ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✗ Marketingportals, Marketing automation platforms

Media segment

- ✓ Internet
- ✗ E-commerce
- ✗ Social media
- ✓ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✓ Radio, audio
- ✗ One-to-One
- ✗ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

Target group

- ✗ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Business-to-Employee

Marketing objective

- ✓ Brand awareness, increased audience reach
- ✗ Customer care
- ✗ Employee recruitment
- ✓ Lead generation, new customer acquisition
- ✓ Sales increase

Customer Journey

- ✓ Awareness
- ✓ Consideration
- × Purchase
- × Retention
- × Advocacy

Ad media

- ✓ Advertisement, Banner
- × Advertorial
- × Annual report
- × Appointment calendar
- ✓ Audio, radio spot, audio file
- × Augmented Reality
- × Beach flag, flag, roll-up
- × Book, E-book
- × Brochure, flyer, inserts
- × Catalogues, price lists
- × Chat, chatbot
- × Company entries
- × Configurator
- × Contact form
- × Content SEO-optimised
- × Credit card
- × Customer card
- × Display, monitor, citylight, megalight
- × Display stand, light box
- × E-mail, signature banner
- × E-paper
- × Event
- × Exhibition stand, event modules
- × FAQ
- ✓ Games, competitions
- × Google Business Profile
- × Influencer
- × Landing-page, microsite
- × Location Based Service
- × Mobile payment systems
- × Newsletter
- × Newspaper, magazine, periodical
- × NFC
- × Offer, quotation
- × Office equipment
- × Office files
- × Operating instruction, user manual
- × Passers-by addressing
- × Petrol pump nozzle
- × Postcard
- × Poster, billboard, pillar
- × Product live demo
- × Product packaging, product labeling
- × Product sample
- × Programmatic print
- × Promotional items
- × Push, text messages
- × Quality seal
- × QR code, link
- × Rental addresses, target group areas
- × Roof objekt
- × Sales talks
- × Self service terminal
- × Shopping cart
- × Sign, labelling
- × Social media advert
- × Social media company page
- × Social media posting
- × Social media profile page
- × Sponsoring
- × Spontaneous event
- × Structured company data records
- × Survey
- × Telephone and video call service
- × Unboxing
- × V-card
- ✓ Video spot, moving image
- × Virtual Reality
- × Virtual, voice assistant
- × Vouchers, coupons, discount cards
- × Web layer
- × White paper
- × WLAN for visitors

Connected media channels

- App (Advertising medium)
- Audio streaming platforms
- Guerilla marketing action
- Influencer marketing
- Online shop (Brand)
- Podcast (Advertising medium)
- Radio
- Reviews, recommendations
- Social media platforms
- Voice assistant, voice marketing
- Wearable Device
- Website (Brand, topic)

