

Audio streaming platforms

An audio streaming platform is a digital platform that enables users to play music, podcasts and other audio-based content over the internet in real time. The platform offers an extensive collection of audio content from various artists as well as personalised playlists and recommendations based on users' individual preferences. The platform offers various advertising formats such as audio spots, sponsored playlists or native ads that are seamlessly integrated into the content flow. Companies can target their ads based on criteria such as demographic characteristics, music preferences or individual listening behaviour. Audio streaming platforms can be Spotify, Amazon Prime Music, YouTube Music, Apple Music, Deezer or Tidal.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✓ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✗ Marketing portals, 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 | × Purchase | × Advocacy |
| ✓ Consideration | × Retention | |

Ad media

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

Connected media channels

App (Advertising medium)
 Audio streaming platform Spotify
 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)