



Google Audio Ads

A flexible, all-digital system for buying more targeted and measurable radio advertising

Highlights

- Precise targeting for all your radio campaigns
- Efficiency in reaching your listeners
- Reporting and measurement to facilitate in-flight optimization

For more information, visit www.google.com/adwords/audioads

Product details

- :30 and :60 second commercial times available
- Advanced reporting tools: view complete campaign details within 24 hours

Did you know?

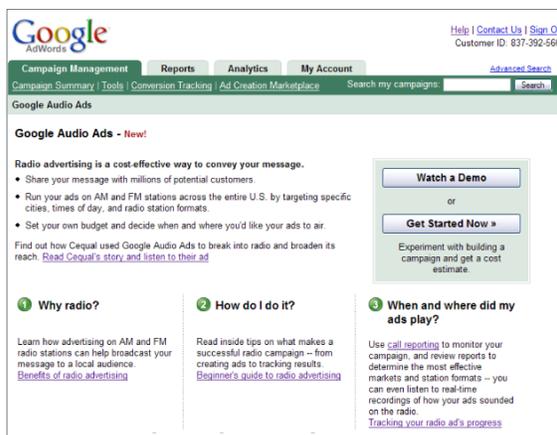
- Recall for one Internet ad + one radio ad is 4.5x as high as recall for two Internet ads alone
- Radio holds 92% of its lead-in audience during commercial breaks
- 55% of all consumers had in-car radio exposure prior the major purchase of the day

Run Better Radio Campaigns with Google Audio Ads



Targeted

With Google Audio Ads' simple online interface, it is quick and easy to deliver highly targeted radio ads to your listeners.



You can customize all your radio campaigns by demographic, geography, station format and daypart. Innovative Event Triggers bring an additional element of precision to your targeting. By automating the delivery of ads to coincide with specific weather conditions, your listeners can always hear a message that is relevant to the moment.



Efficient

Our auction-based technology makes it easy to book and scale all of your radio buys. Audio Ads automatically matches the most cost-efficient spots for the campaign parameters you have chosen.

Every time you change your campaign parameters, the system will secure the right inventory for you. You never have to deal with time-consuming negotiations; pricing is automated through the auction and is always based on real demand.



Measurable

Real-time reporting means you can monitor clearance in the auction on a daily basis. You'll know exactly when and where your ad played, and the number of impressions delivered. You can even hear a recorded playback of your ad in the context in which it aired.

Audio Ads offers free tools to help measure the impact created from your radio campaign. Use Google Analytics to track website activity occurring in your radio DMAs. If you're interested in generating phone calls to your business, request a free phone number to include in your radio ad. With our Call Reporting, you can view the frequency, time and location of all calls generated during your campaign.

Capitalize on Audio Ads' unique flexibility by utilizing data and metrics to optimize your campaign in real-time.

Audio Ads National Footprint

Google Audio Ads offers premium inventory across all standard dayparts and formats. We currently offer inventory on over 1,600 AM and FM radio stations across the US.



100% US coverage



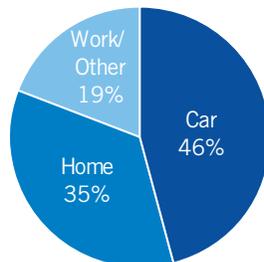
49% weekly reach of 12+

Integrate to Maximize and Expand Your Reach

Integrate Google Audio Ads with the larger Google marketing platform to expand your audience and maximize the benefit of your overall ad spend.

Reach your consumers when they are not on the Internet

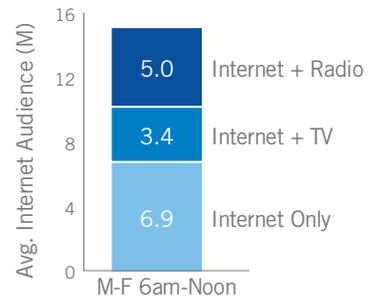
US Radio Audience by Location



Almost 50% of radio listening occurs in cars, when there is little exposure to other forms of media.

Enhance consumer response by providing opportunities for simultaneous usage

Simultaneous Internet Usage, Adults 18-54



One-third of all Internet use occurs while listening to the radio; 57% of these simultaneous users look up items online after hearing about them on the radio.

Experience Better Radio Campaigns with Google Audio Ads

Please contact your Google representative for more details or go to: www.google.com/adwords/audioads

