



ABOVE THE FOLD

Connect with listeners wherever they are, through the power of programmatic audio.

Get Above the Fold has the tools, data, scale, and experience to help brands confidently reach and engage their audiences across the top audio formats.

THE EVOLVING AUDIO LANDSCAPE

of adults turn to audio daily, more than any other media.



4+ HOURS

Time American's spend per day with audio

209M

Monthly digital audio listeners

BENEFITS OF AUDIO WITH ABOVE THE FOLD

- ✓ **Precise Targeting:** Full-suite of targeting capabilities, including – audience targeting, geo targeting, device targeting, and more.
- ✓ **Frequency control:** Manage how often viewers see or hear ads and minimize wasted impressions with frequency control across channels.
- ✓ **Holistic reporting & attribution:** Gain insights on the entire customer journey, including audio activity to optimize and attribute conversions.

WAYS TO ACTIVATE WITH AUDIO

- **Geotargeting**
 - Geo-fencing
- **Demographic**
 - Content targeting
 - Behavioral targeting
- **Audience targeting**
- **Contextual**
- **Dynamic audio**
 - Location
 - Demo
 - Date & time
 - Music Genres
 - Phone operating system
- **Technographic targeting**
 - Web browser
 - Wireless carriers
 - Listening platforms
 - Operating systems
 - Device type
- **Sequential Ads**
- **Optimizations**
 - Frequency
 - Time of day
 - Day of week
 - Geo

EXAMPLE INVENTORY PARTNERS:

Music Streaming



Podcasting



Emerging inventory



Sequential Messaging

Sequential messaging on a one-to-one level across all channels and devices with cross-device targeting.

Frequency Capping

Frequency control across all channels to manage the customer experience and minimize waste

Audio Event Retargeting

Stay top-of-mind across your consumer's omnichannel journey with player-event-retargeting. Retarget users who have completed 50%-100% of an across a different channel.

Request a Media plan at GetAboveTheFold.com

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