



# Capturing The Ears: Best Practices for Ensuring your Message is Heard



**Brands use Veritonic creative research and analytics to be certain that their audio marketing is resonating with consumers.**

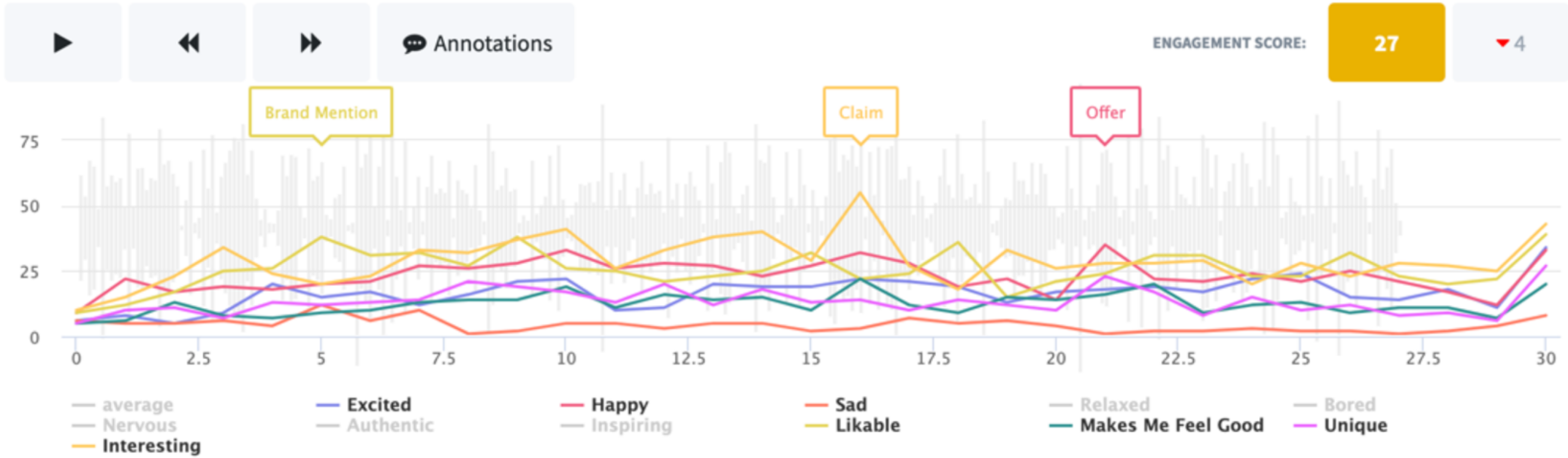
**Reach your target audience when  
and where they're actually **listening**.**

**Audio ads are**

**2x**

**more likely to drive purchase  
intent and consideration  
than display ads**

# Soundbite A



# The Creative Factors that Influence Resonance the Most

- Messaging
- Audience
- Platform
- Listening environment
- Interactivity
- Length of an ad
- Number of ads in ad pod
- Voice-over talent
- Music
- and more...

# Measurement Provides the Path to Resonant Audio Marketing

- Pre-market creative testing
- In-market brand lift
- Post-market optimisation

**No matter your goal,  
audio can captivate the attention of your target  
customers.**

**25%**

**more likely to get  
vaccinated**

**160%**

**Increase in intent to  
purchase insurance**

**25%**

**Increase in awareness  
amongst competitors'  
loyal customers**





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