



A SOUND

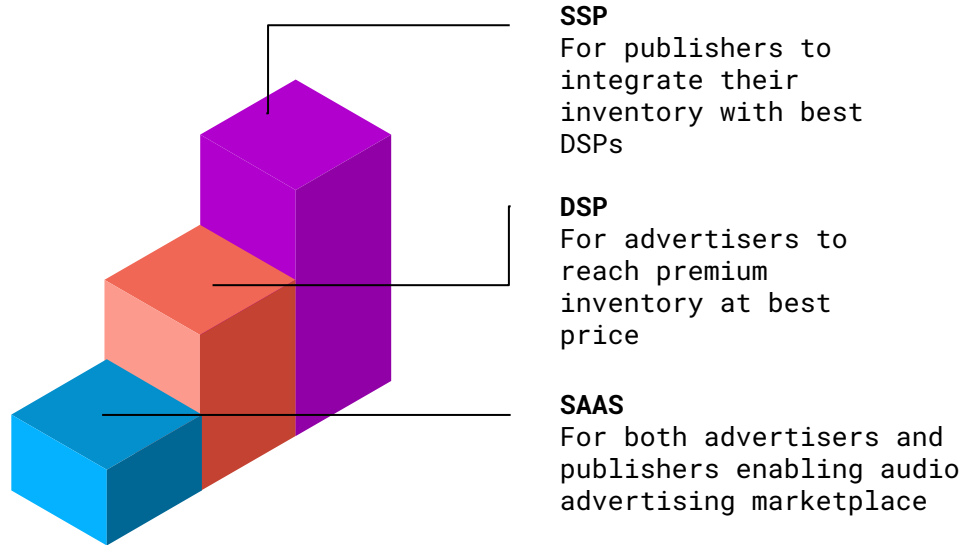
**advantage**



## **We're an innovative audio tech company**

AdTonos is an audio-centric ad tech company offering unparalleled solutions for advertisers and impressive monetisation opportunities for publishers.

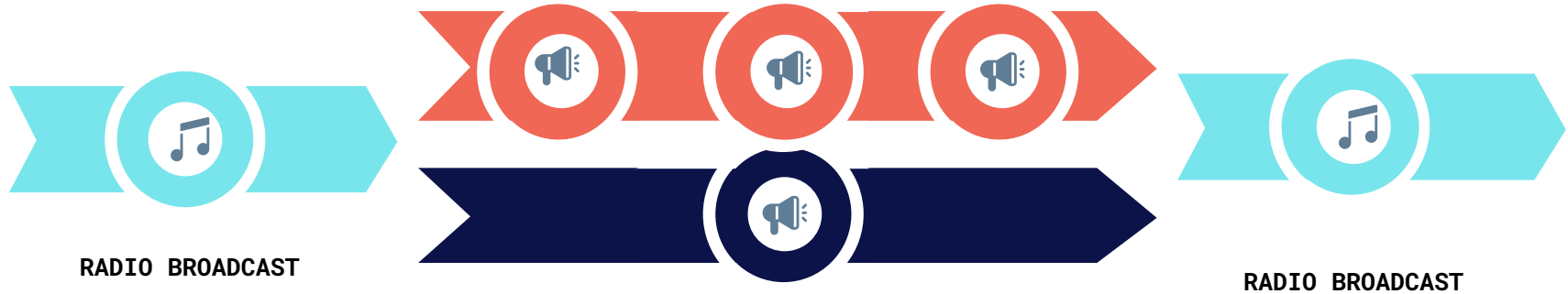
# SaaS enabled marketplace full audio-centric ad suite





# We are famous for our real-time ads replacement in live audio streams

Online listeners get targeted ads, as we replace  
the ad break in real-time



Terrestrial listeners get ads broadcasted by  
radio



# We are monetizing different types of content



## PODCASTS

We serve millions VAST/DAAST requests daily to monetize static audio content



## RADIO STREAMS

We offer live radio stream monetization with our ads-replacement solution



## MUSIC STREAMS

Our adserver enables pre-roll and mid-roll advertising in any music stream



## SMART SPEAKERS

Our solution YoursTruly offers smart speaker skill monetization with interactive ads



# Advertiser Features



## PROGRAMMATIC SALES

Programmatic sales through our integration with more than 15 DSPs.



## DETAILED REPORTING

**Great insight into campaign performance, unique listeners and integration with Google Analytics IDs.**



## TARGETING

More than 400 options IAB taxonomy compliant.



## ... and even more options:

### **INTUITIVE CAMPAIGN SETUP**

We try hard not to complicate things that should be easy.

### **SSPs**

We constantly integrate streaming service providers and other inventory suppliers.

### **UNPARALLELED PCA**

Measurement and post campaign analytics help our advertiser to achieve better results and optimise their spendings.

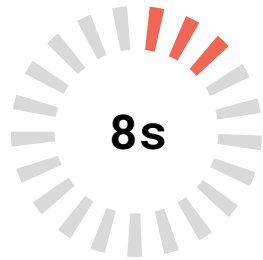
### **EXTERNAL DATA SEGMENTS**

We can setup frequent imports of your audience data.

\*)feature av1.soon



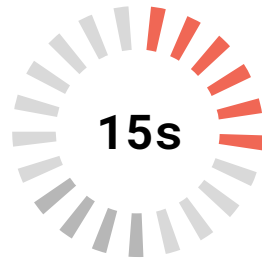
# Ad Length



## FIRST IN ROW

8s is one of two ad lengths in just one ad slot, which is first in the ad break.

Only highest bid wins this placement.



## FIRST IN ROW

15s is one of two ad lengths in just one ad slot, which is first in the ad break.

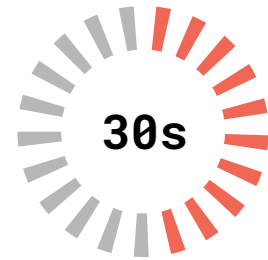
Only highest bid wins this placement.



## BID IN BLOCK

All of other slots are being bid in a separate auctions and sorted by the price and audience match.

The number of potential placements depends on the length of the ad break broadcasted by radio.







# Ad Types / Placements

## Pre-Roll

First Row ad, then Bid in Block

Played when listener connects to audio

On average 30s slot

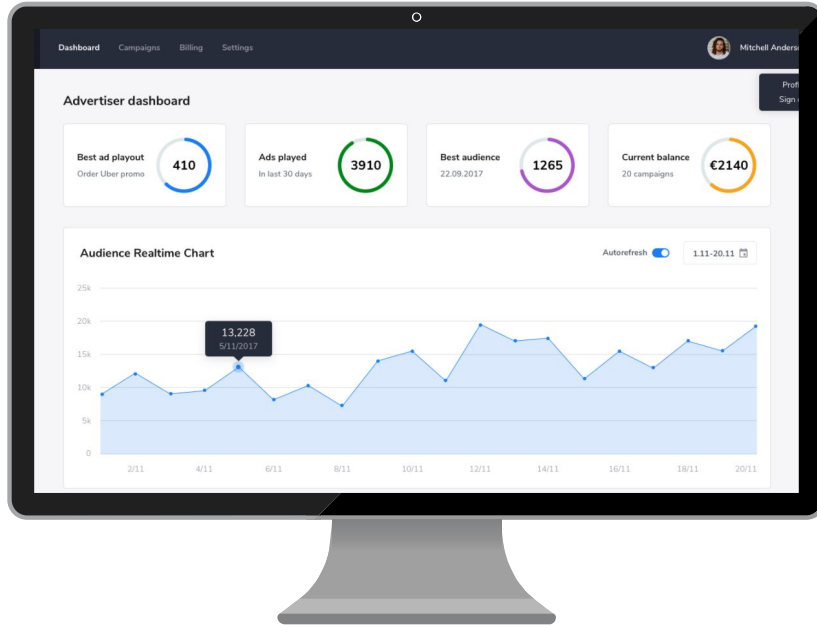
## Mid-Roll / Replacement

First Row then Bin in Block

Played when radio starts to play ad-break

Usually 2-3 minutes slot, depending on the part of the day (longer in the morning)

Usually twice in an hour



# Advertiser Dashboard

## KPI

➤ There are some most important KPIs on the top of your homescreen

## CAMPAIGNS & DSP CAMPAIGNS

➤ You can launch your campaign directly or import from DSP

## INTEGRATIONS

➤ Audiopixel integration for remarketing or performance tracking

## ORDERS & BILLING

➤ Latest invoices, payments and orders



# Detailed Campaign Reports

## **TIMESTAMP**

Precise playout time,  
up to milliseconds

## **PUBLISHER**

Name of the Publisher  
that played the ad

## **POSITION**

Average position  
(bidding result)

## **LISTENER ID**

Unique Listener ID

## **VISITS**

Number of visits on  
advertiser website by  
that listener

## **DEVICE**

Type of the device  
(mobile, smartspeaker,  
desktop)

## **LANGUAGE**

Device language

## **COUNTRY**

Listener country  
location

## **CITY**

Listener city location



# Detailed Audiopixel™ Reports

## **TIMESTAMP**

Precise website visit time, up to seconds

## **EXTERNAL ID**

Visitor ID from Google Analytics

## **TIME SINCE PLAYOUT**

Time from playout to website visit

## **LISTENER ID**

Unique Listener ID

## **REFERRER URL**

URLs visited by listener



**Audiopixel™**



# Audiopixel™ - Tracking Web Conversions

We are able to track audio campaign performance from ad payout to website visit.

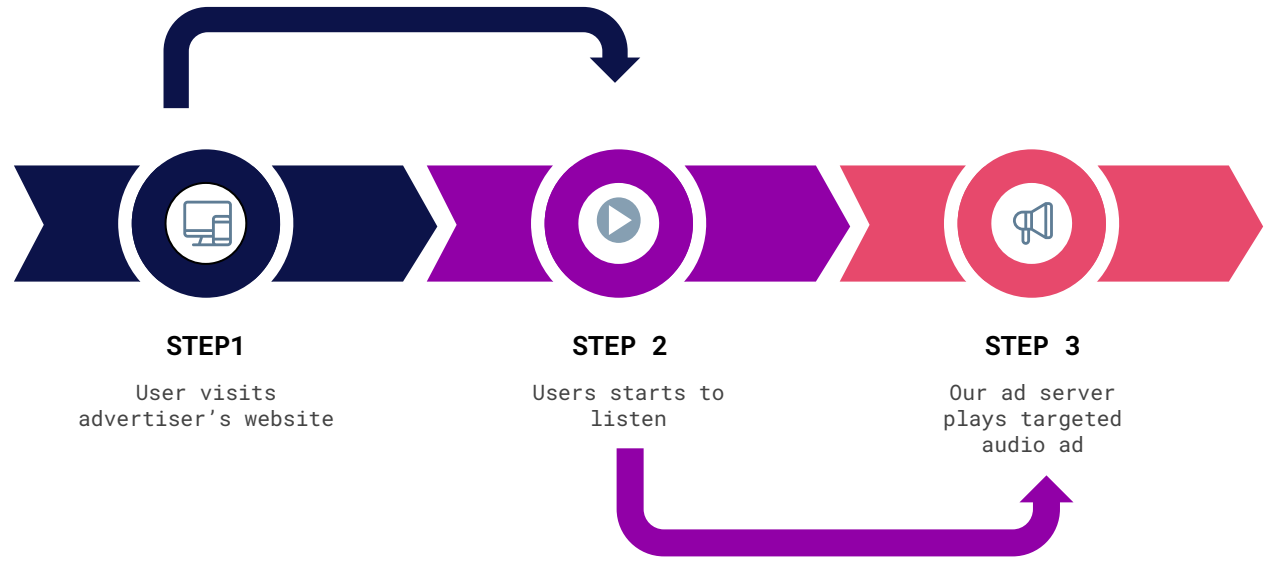
Audiopixel is easy to integrate with **Google Analytics** to have the campaign overview in one place.





# Audiopixel™ - Audio Remarketing

We are also able to run remarketing campaign. We can address all of advertiser's visitors with one campaign...  
**or**  
play different ads depending on the product that was viewed.



# Some of Our Publishers From the UK







# 296,000,000

Available Playouts Monthly Worldwide / 27.04.2021



# 61,987,705

Unique Listeners Monthly Worldwide / 27.04.2021



**+85,000,000**

US&LATAM avl.playouts monthly

**+45,000,000**

APAC&Africa avl.playouts monthly

**+106,000,000**

EU and CEE avl.playouts monthly

**+60,000,000**

UK avl.playouts monthly

## Our Markets



27.04.2021

# Our integrations, partners & supporters



adform



groupm

OmnicomGroup





**Thanks!**

Hear you soon,  
[sales@adtonos.com](mailto:sales@adtonos.com)