



# Tell Your Brand's Story on Spotify



## Be heard in the moment.

Millions of people soundtrack their moments with Spotify — using music and podcasts to relax, to commute, to work out, to party and everything in between. All of this listening fuels our Streaming Intelligence: first-party data that reveals contextual mindsets, habits, and tastes **in the moment**.

Tap into our Streaming Intelligence to drive impact for your brand.



### Engaged Audience

Reach your audience in real-time contextual moments — multi-device users stream for 2.5 hours a day.<sup>1</sup>



### Unique Insights

Our dataset offers a contextual understanding of your audience, giving you deeper insight into their behaviors and tastes.



### Impactful Ad Formats

Bring your brand to life with captivating audio, video and display ad formats.



### Measurable Success

Our suite of measurement products can help you quantify the true impact of your messaging.

# Reach an Engaged Audience

Spotify is the most popular global audio streaming subscription service.

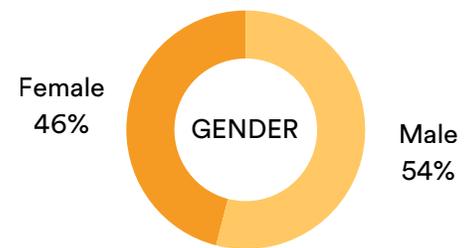


Our fans put Spotify at the center of their lives.

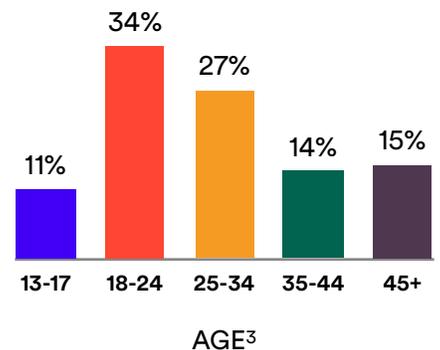


Streaming Intelligence helps us understand our audience.

Logged-in audience with one persistent identity across devices



**2.5** hours for free multi-device listeners in a given day<sup>2</sup>



Source: 1. Source: Spotify First Party Data, Total Monthly Active Users (Ad-Supported and Premium) as of March 31, 2020  
2. Spotify First Party Data, Ad-Supported Multi-Platform Users only, based on daily content hours/daily active users, Global, 2019  
3. Spotify First Party Data, Ad-Supported Users, Global, Most recent 30 days from date range end date December 1, 2019

# The Podcast Opportunity on Spotify

**+1M**

podcast titles

**54M**

global podcast listeners<sup>1</sup>

Podcast listeners are an audience worth reaching. Podcast listeners tend to be:



**Younger**

The median age of our podcast audience is 26<sup>2</sup>



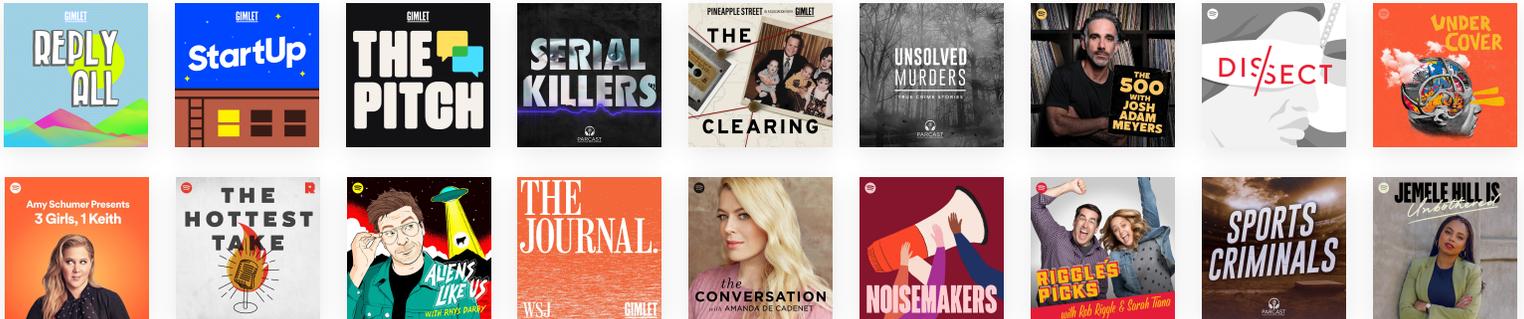
**Educated**

44% have a university or postgraduate degree<sup>3</sup>



**More affluent**

40% more likely to be in the top 10% of earners<sup>3</sup>



## Solutions

### Target podcast listeners

Connect with known podcast listeners as they stream across devices, verified by Spotify's first-party data.

### Sponsor a podcast

Authentically tell your brand's story, explaining who you are and what you do to an engaged audience of valuable podcast listeners.

### Sponsor a podcast package

Leverage a package of podcast titles to reach your target audience at scale.

## Creative Formats

### Host-read ads

Have your message delivered in the most trusted voice of your audience, the host.

### Producer-read ads

Utilize the Spotify producers to create a producer read that's on brand, on message, and keeping with the style of the show.

Please note: availability varies by market.

Source: 1. Spotify First Party Data, Global Users, 2020  
2. Spotify First Party Data, All Users, Global 2019, index in comparison to all Spotify users  
3. Global Web Index, 2018, Global

# Build an Effective Targeting Strategy

Reach the right audience.

## INTERESTS AND BEHAVIORS

Reach demographic-based and interest-based audience segments, crafted by analyzing users' streaming habits and music tastes.

Campaigns using our enhanced **first- and third-party audience segment targeting** compared to basic demo targeting drive

**2.7x**

higher awareness<sup>1</sup>

**5.3x**

higher intent<sup>1</sup>

### Podcast Listeners

- Arts & Entertainment
- Business & Technology
- Comedy
- Education
- Lifestyle & Health
- Music
- News & Politics
- Society & Culture
- Sports & Recreation
- TV & Film
- Technology

### Entertainment

- Live Entertainment/ Concert Goers
- Festival Goers
- Socialites/Partiers

### Lifestyle

- Commuters
- Travelers
- Cooking Enthusiasts
- Foodies

### Family Status

- Moms
- Dads
- Parents with Children in Household
- New Parents with Baby
- Engaged/Getting Married

### Health & Fitness

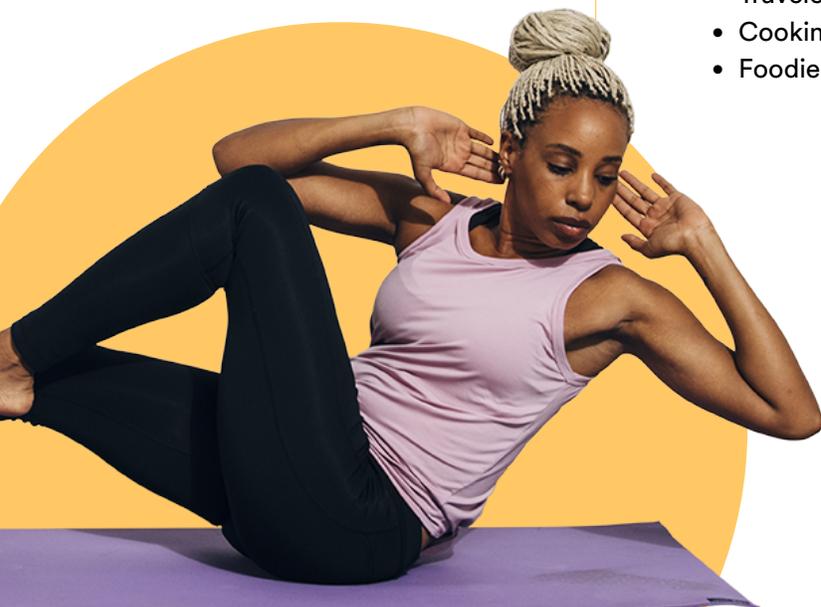
- Fitness Enthusiasts
- Runners
- Health
- Wellness/Healthy Living

### Tech & Telco

- Tech Early Adopters
- Gamers
- PlayStation Users
- Chromecast Users
- Spotify at Home Users
- Apple iOS Users
- Android Users
- Smartphone Users
- Tablet Users

Age, gender, and language targeting also available globally.

Additional audience segments informed by leading third-party data providers available in the US, UK, FR, DE, IT, ES, CA, AU.



# Build an Effective Targeting Strategy

Be there in the right context.

## PLAYLIST

Connect with people who are listening to music tailored to specific activities and moods.

- Biking
- Birthday
- Chill
- Cold
- Commute
- Dinner
- Focus/Study
- Girls Night Out
- Holidays
- Kids
- Party
- Road Trip
- Romance
- Running
- Sleep
- Study
- Summer
- Sunny
- Travel
- Wedding
- Work
- Workout
- Yoga

## GENRE

Deliver your message immediately after a user has listened to a specific genre.

- Alternative
- Blues
- Children's
- Christian
- Classical
- Country/Folk
- Dance/House
- Easy Listening
- Electronica
- Funk
- Hip-Hop/ Rap
- Holiday
- Indie Rock
- Jazz
- Latin
- Metal
- New Age
- Pop
- Punk
- Reggae
- R&B
- Rock
- Soundtrack
- Spoken Audio
- Traditional

\*Plus dozens of subgenres such as K-Pop, A Capella, and Broadway

Campaigns that include **playlist targeting** drive 2.1x higher intent than those that don't.<sup>1</sup>



## PLATFORM

Dynamically serve campaigns to users based on their active platform.

- App Platform
  - iPhone
  - iPad
  - Android
  - Desktop
  - Web Player
- Connected Devices
  - Gaming Consoles
  - Connected Speakers
  - TVs
  - Car
- Mobile OS
- Device
- Carrier

## LOCATION

Reach listeners in a specific country, region or city based on their real-time streaming location.

## TIME OF DAY

Use dayparting to deliver relevant messaging when users are most engaged, or to complement broadcast buys.

# Drive Impact with Engaging Ad Formats



## Audio Everywhere

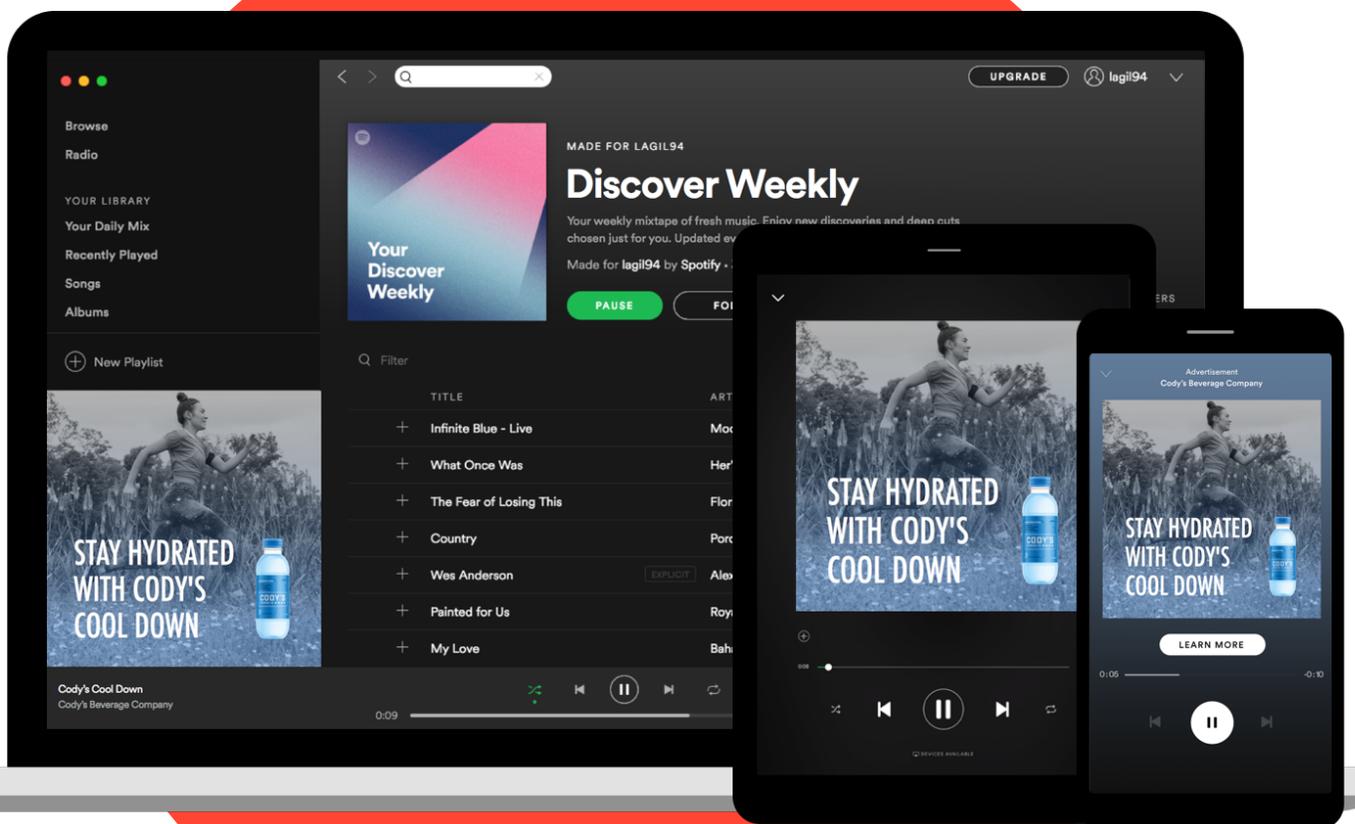
Reach highly engaged Spotify users across devices and platforms.

**Platforms:** Mobile, Desktop, Tablet, Web Player, Gaming Consoles, Smart TVs, Connected Speakers, In-Car, Wearables

[Spec Sheet here](#)

Our Audio Everywhere package allows you to reach your target audience on any device, in any environment, during any moment of the day. Audio ads are served between songs during active sessions, ensuring your brand achieves 100% SOV.

In addition to the audio spot, your brand takes ownership of a clickable companion display unit (in the Cover Art area), letting you extend your campaign and drive traffic to a URL destination.





PODCASTS

# Podcast Ads

Authentically tell your brand's story to an engaged audience of podcast listeners.

**Platforms:** Mobile, Desktop, Tablet, Web Player, Gaming Consoles, Smart TVs, Connected Speakers, In-Car, Wearables

Podcast listening has exploded, transforming from a niche hobby into a mainstream activity capturing the valuable time and attention of consumers. On Spotify, podcast listeners now have on-demand access to hundreds of thousands of podcast titles across a wide range of content categories including news, business, comedy, entertainment, sports, true crime, and more. We have a podcast for everyone.

This rise in podcast listening presents a unique opportunity for brands. Through the intimate and high-quality environment of podcasts, brands can reach highly engaged audiences like never before.

As result, podcast ads drive meaningful engagement for advertisers — from brand-building to direct response objectives. Advertisers can have their messages delivered by trusted voices or leverage more turnkey audio creative options that fit natively into the content. We now have a wide range of podcast advertising opportunities available at Spotify, and we're here to help you get started.





VIDEO

# Sponsored Session

Drive brand affinity by offering 30 minutes of ad-free listening.

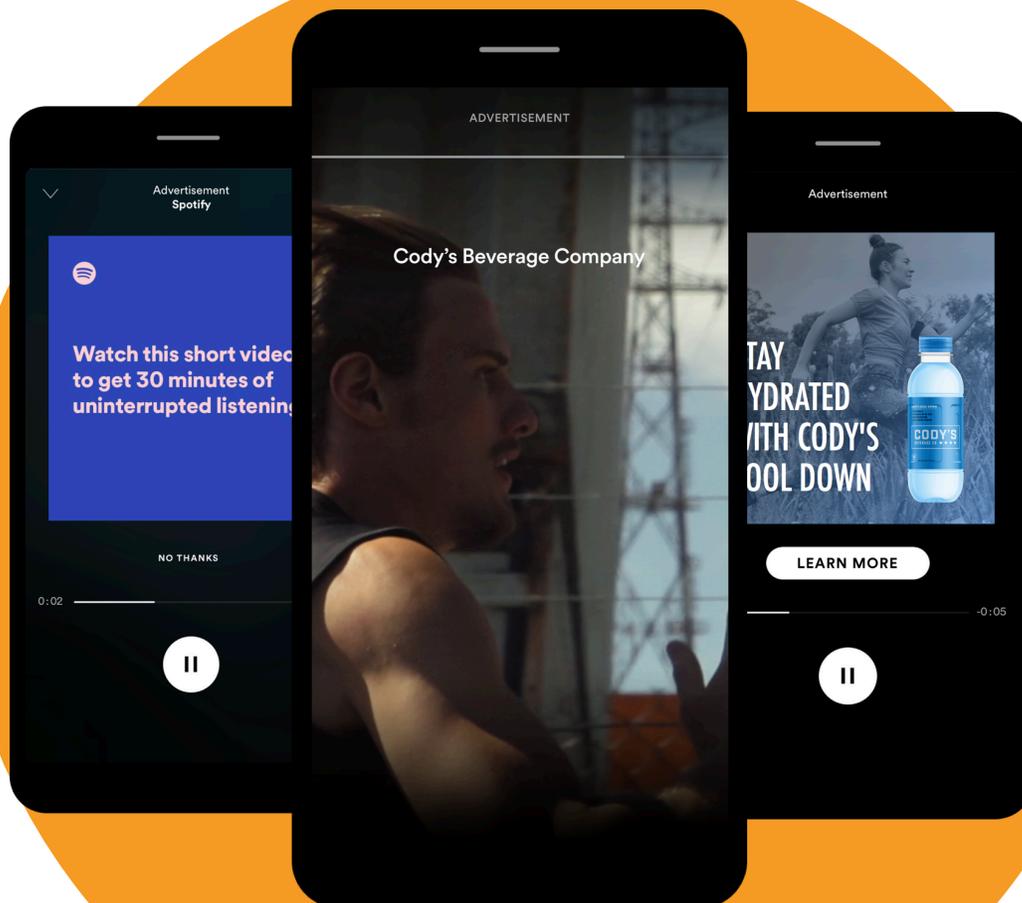
**Platforms:**

Mobile, Tablet

[Spec Sheet here](#)

With Sponsored Session, you offer your audience 30 minutes of uninterrupted listening in exchange for watching your brand's video.

Users receive your brand's Sponsored Session offer only if the app is in view, at the start of mobile sessions. After the video message plays, a clickable display unit appears, inviting further engagement and initiating the 30 minutes of uninterrupted listening.





VIDEO

# Video Takeover

Deliver quality viewable video views across desktop and mobile devices.

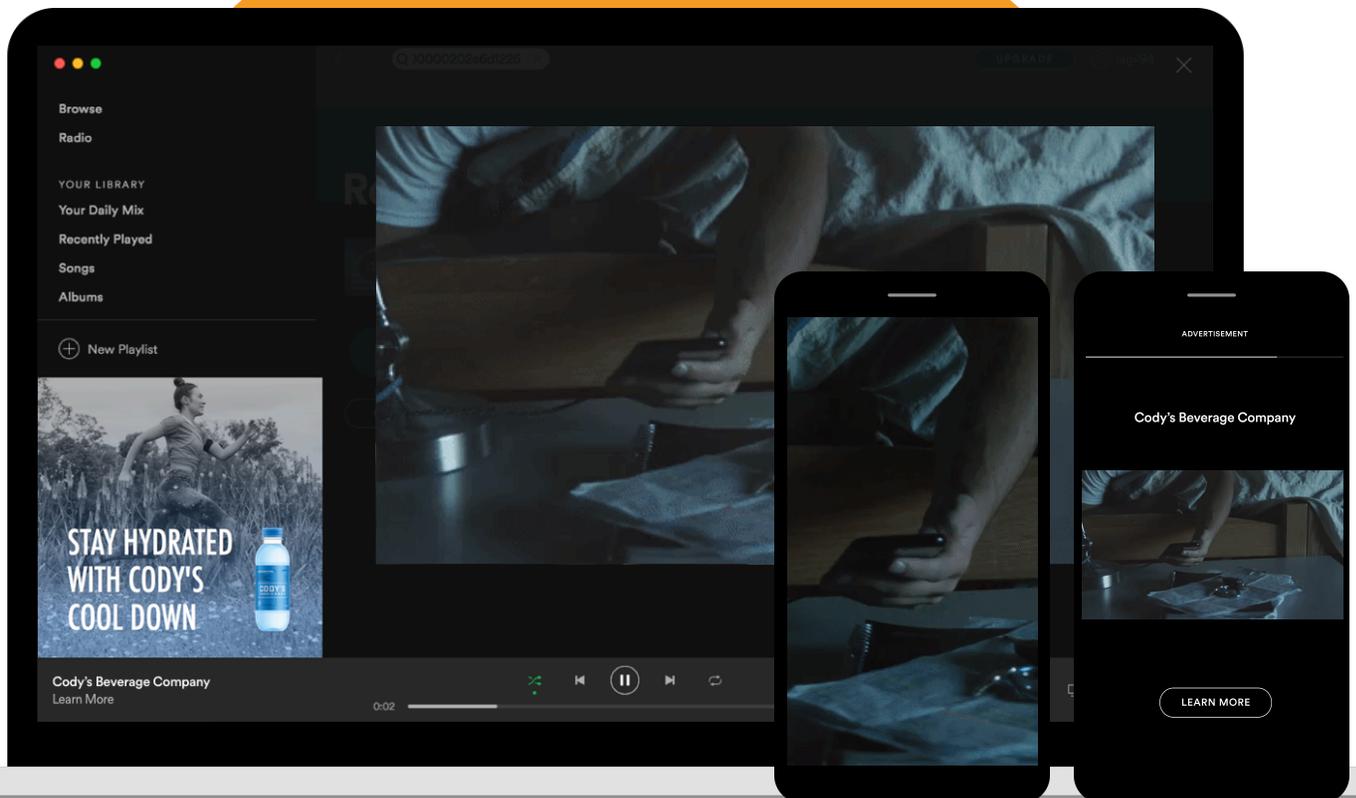
**Platforms:**

Mobile, Tablet

[Spec Sheet here](#)

Tell your story confidently in a rich, immersive canvas. Video Takeover gives your brand access to a premium app experience where all ads are delivered to logged-in users when they're engaged, and the app is in view. This format has leading viewability scores compared to industry-wide benchmarks.

With Video Takeover, your video message is served to listeners between songs during commercial ad breaks, and includes a clickable companion display unit for campaign extension.





DISPLAY

# Overlay

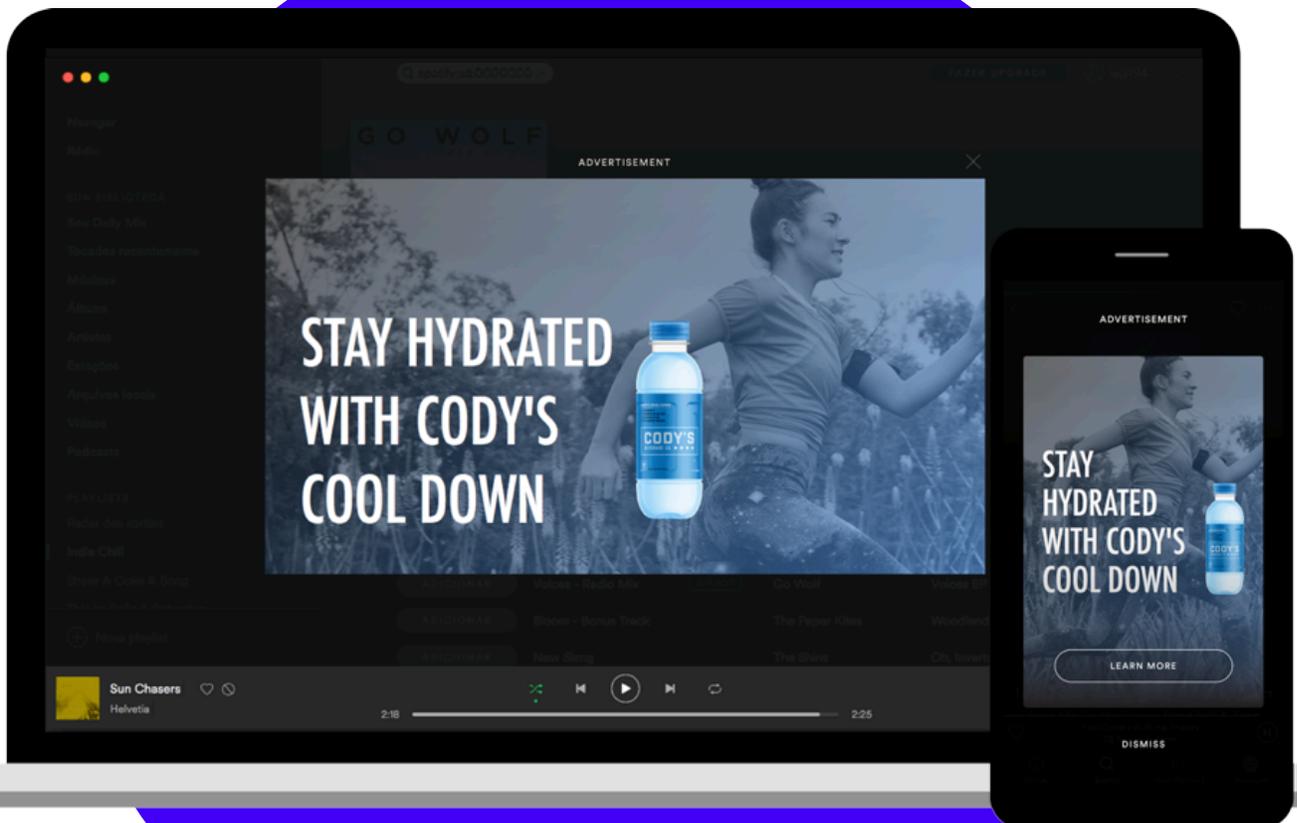
Welcome users back to Spotify with your brand message.

Overlay is delivered when the user returns to the Spotify app, ensuring maximum brand impact. The immersive display unit is clickable and drives traffic to your brand's URL destination. Overlay on desktop will persist in full-screen mode until (1) the user engages with the ad, (2) the user clicks the X or somewhere within the Spotify app, or (3) more than 30 seconds pass.

**Platforms:**

Mobile, Desktop

[Spec Sheet here](#)





DISPLAY

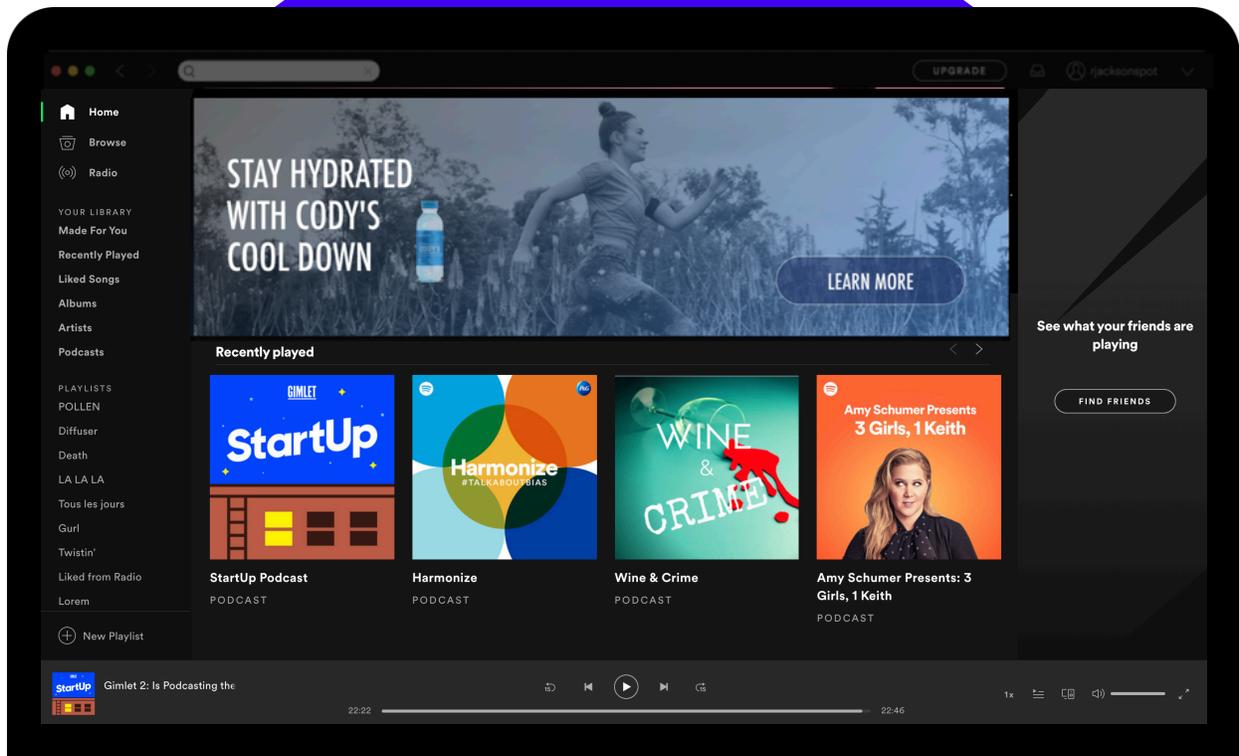
# Homepage Takeover

Put your brand at center stage on the front of Spotify's Homepage.

Deliver a high-impact experience by showcasing your brand message on the front of Spotify's Homepage for 24 hours. Homepage Takeover is clickable and supports rich media, enabling brands to include interactive elements to further capture attention.

Platforms: Desktop

[Spec Sheet here](#)





DISPLAY

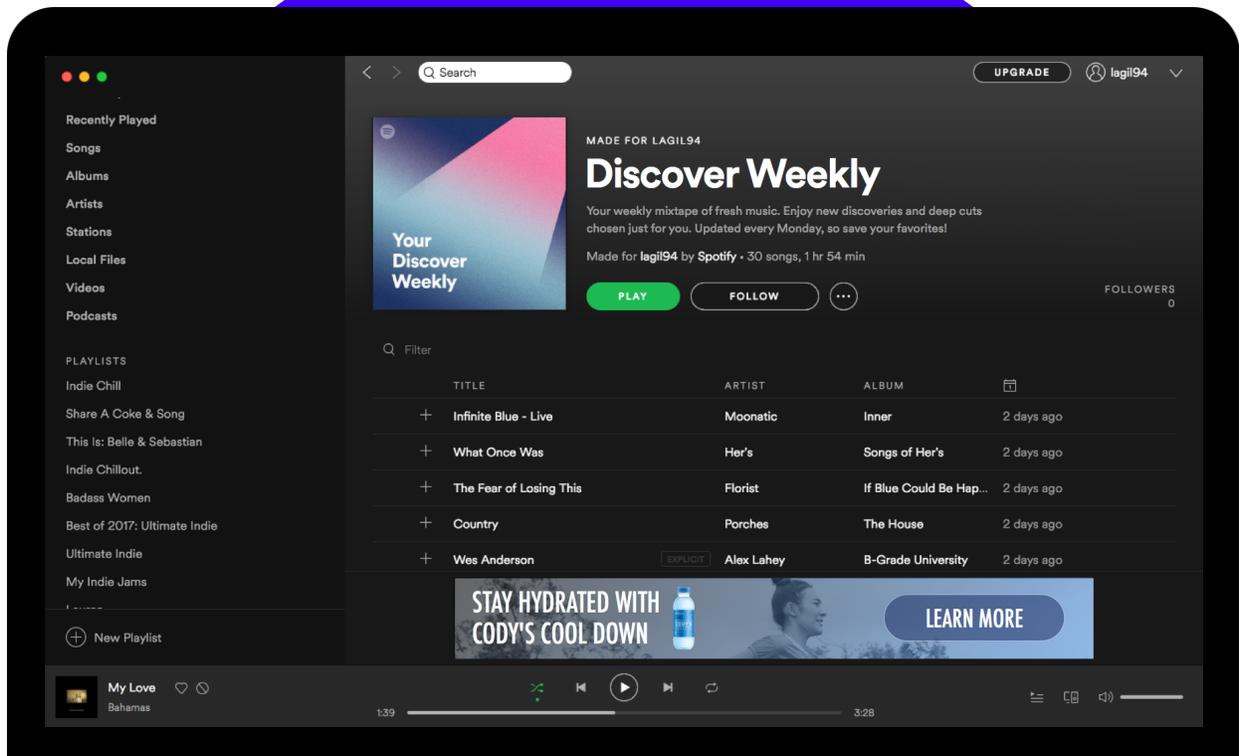
# Leaderboard

Reinforce your brand message with IAB standard display.

Extend your campaign reach with 100% SOV on-screen – your message will be the only message shown for 30 seconds. Leaderboard display units are clickable and only served when Spotify is the top app on the screen.

**Platforms:** Desktop, Web Player

[Spec Sheet here](#)





SPONSORSHIP

# Sponsored Playlist

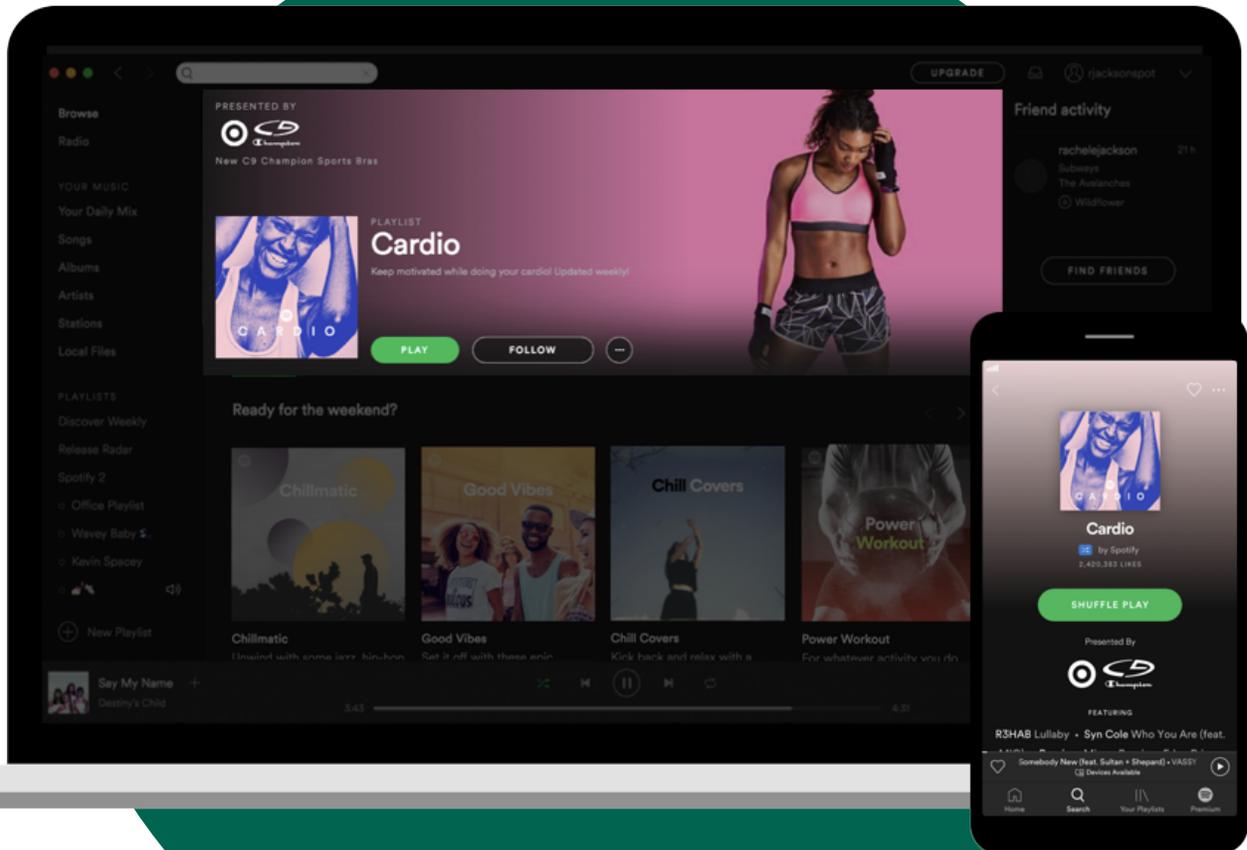
Align your brand with Spotify's top franchise playlists.

**Platforms:** Mobile, Desktop, Web Player

[Spec Sheet here](#)

Sponsored Playlist allows your brand to maximize awareness by exclusively sponsoring Spotify's top real estate: our owned and operated playlists.

With Sponsored Playlist, your brand connects with listeners on their favorite playlists — we'll help you choose which one best aligns with your target audience. In addition to premium brand placement, your brand surrounds listeners with audio, video, and display ads as they stream the playlist. We also help build a collaborative marketing plan, using native media to drive listenership and exposure of your Sponsored Playlist.



# Measurable Success

Use our first-party reporting and suite of measurement partnerships to quantify results.

## MEASUREMENT PARTNERS

We offer people-based measurement across platforms. Our suite of leading third-party measurement partnerships\* validates the impact of connecting with the Spotify audience.

## Reach

Verify that your audio, video and display ads were seen and heard by the right people.



## Resonance

Understand how your message affected brand perception, with metrics like awareness, message association, and purchase intent.



## Reaction

Identify how your message drove business-building actions along the path to purchase.

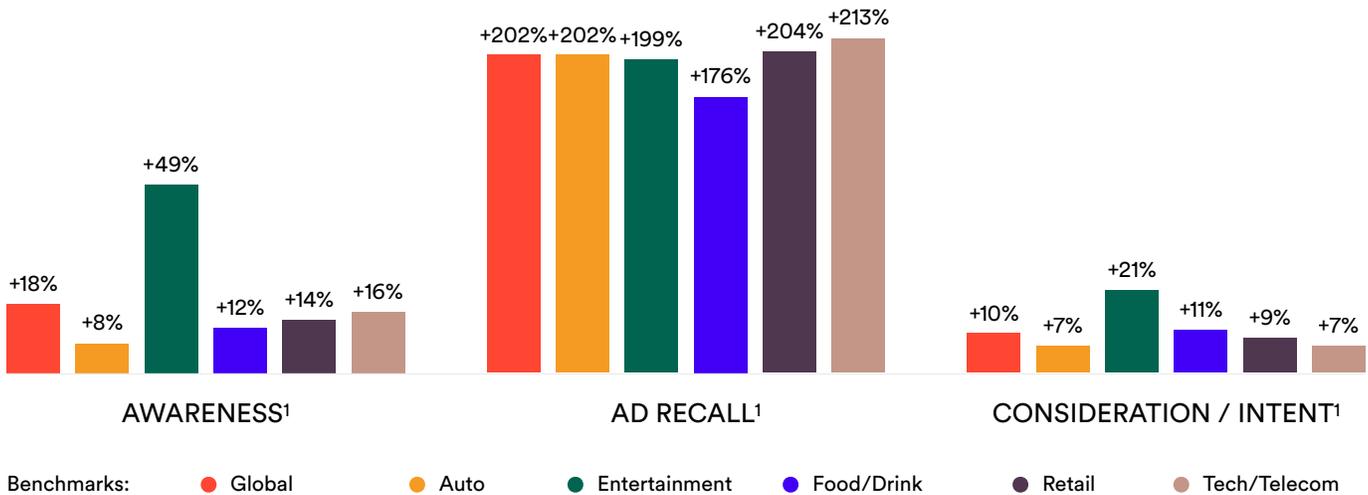


\*Moat and IAS are globally available measurement partners. Additional partner availability varies by market.



# Measurable Success

Across the globe and several verticals, advertisers see high lift in brand metrics with Spotify.



## Achieve maximum impact with multi-format campaigns.

Run a combination of audio, video, and display that contain similar messaging and branding to ensure ubiquity across Spotify.



Audio is a strong driver of brand impact on its own.<sup>2</sup>

**+15.6** percentage points in ad recall

**+4.8** percentage points in brand awareness

**+2** percentage points in favorability



Adding video or display to audio is even more impactful.<sup>2</sup>

**1.7x** higher ad recall

**2.4x** higher brand awareness

**1.4x** higher favorability



Source: 1. LeanLab, September 2019  
2. Nielsen Brand Effect on Spotify, April 2019