# Let's build great audio ads together.

# Spotify Ad Studio

Advertising on Spotify is now available to businesses of all sizes and kinds. Tap into the power of audio ads and reach your target audience using Spotify Ad Studio, our self-serve ad platform.
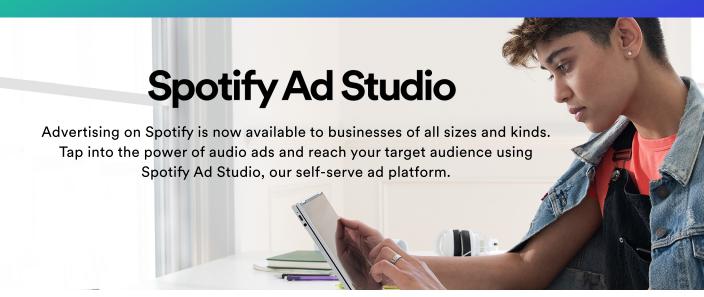
## Tips for making great audio ads

At Spotify, we understand the power of audio. We've seen that audio ads increase ad recall over traditional display ads by up to 24%.* In order to help you take advantage of this powerful format, we've analyzed some of the best and worst performing audio ads on Spotify to develop a set of recommendations to help you fine-tune your audio campaigns.

### UNDERSTAND YOUR AUDIENCE

**1. Meet your audience where they are**
Your listeners will hear your message between songs during their listening session. If you choose to use background music, consider using similar music to your audience's listening preferences.

**2. Know your listeners**
Ads that are personalized to the listener see higher engagement. Consider including a targeted approach to your messaging. For instance, if targeting New York, say, "Hey New York!"

### BE CLEAR AND MEMORABLE

**3. Get to the point**
Take advantage of the first few seconds to introduce yourself, your business and the purpose of your ad.

**4. Include a call to action**
Ads that have a direct call-to-action have clickthrough rates that are ~3x higher than those with none. Ask the listener to do something (such as "tap to find a location") and they'll be more likely to engage with your ad.

**5. Be clear and stay on message**
Focus on the most important point you want the listener to walk away with. Try to avoid skits, jokes or testimonials that make it difficult for listeners to connect with your brand.

**6. Communicate benefits**
Talk about exclusives, sales or promotional codes in your audio ad.

**7. Keep a consistent tone and tempo**
For a 30 second ad, aim for between 55-75 words and try to keep your pace even throughout.

*Source: Nielsen Media Lab study (2017)

# Suggestions if you're uploading your own audio ad

**Only use music if it complements your message**
Not all ads need background music. Just be engaging and bring the ad to life!

**Don't use more voices than necessary**
Multiple voice actors can lead to a confusing listening experience.

**Avoid annoying sound effects**
Shrill or jarring sounds (alarms, air horns) could turn listeners off to your message.

**Balance the mixing**
Ensure that voiceovers, music and other sound effects maintain a balanced volume throughout.

## Specs to keep in mind

Please be aware of these specs when creating your ad.

### AUDIO FILE

**Length:** 30 seconds or less

**File types:** WAV, MP3, OGG

**Max file size:** 1MB

**Audio:** WAV - 16-bit 44.1 kHz MP3, at least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS

### COMPANION IMAGE

**Dimensions:** 640 × 640 pixels

**File type:** JPEG or PNG

**Max file size:** 200KB

# Questions?

We got you. Visit **adstudio.spotify.com** for more info.