

# Let's build great audio ads together.

## Spotify Ad Studio <sup>BETA</sup>

It's never been easier to create and manage audio campaigns on Spotify. Labels can tap into the power of audio ads and reach your target audience using Spotify Ad Studio, our new 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%.\*** For labels, audio offers a strong opportunity to reach fans and drive awareness for your artists. To help you take advantage of this powerful format, we analyzed some of the best- and worst-performing audio ads on Spotify. Here are 4 key recommendations to fine-tune your audio campaigns.

### MAKE YOUR PRESENCE FELT

#### 1. Give people a taste of the music

Use the promoted song (or a song from the album/playlist you're promoting) as the music bed for your audio ad. This gives listeners a free sample of what they can expect if they check out the music you're promoting.

#### 2. Identify the artist

Make sure your audience knows exactly who they're listening to. If you have an artist read the voiceover, have them clearly say their name. And if someone else is narrating, they can give the artist a proper introduction. Something like: "Hey, everyone! You're listening to the new smash single [song name] by [artist name]. Click the banner to hear the full song right here on Spotify."

#### 3. Target based on listening

Target specific listeners by utilizing Playlist Targeting, Fan Targeting, or our newly expanded set of genre and subgenre targeting!

### BE CLEAR AND DIRECT

#### 4. Include a clear call-to-action

Ads with a direct call-to-action have click-through rates that are ~3x higher than ads without one. Don't be vague — tell your audience specifically what you want them to do (such as "click the banner to hear our new song") and they'll be more likely to engage with your ad.

#### 5. Link to your content on Spotify

Keep your listeners where they're already listening — on Spotify! Driving Spotify listeners to external audio platforms via Spotify ads is a no-go.

# Suggestions if you're uploading your own audio ad

## 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.

## 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:** Either 15 or 30 seconds

**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



## Still have questions?

See our FAQ for even more detailed info.