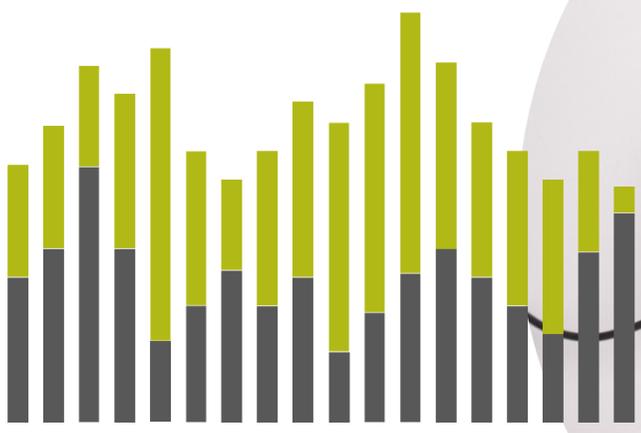




**MUSLIM
AD NETWORK**

**Using Audio
Advertising to
Engage and Convert
Muslim Audiences**





Audio advertising is a new rising star of online advertising that every brand that's targeting Muslim consumers must consider very strongly.

Since 2020 there has been a **42% rise in global podcast listening**. This has largely contributed to the rise in audio advertising.

According to the U.S. Podcast Advertising Revenue Study for 2020, U.S. **podcast ad revenues grew 19% YoY in 2020 and are set to exceed \$2B by 2023.**



WHAT IS AUDIO ADVERTISING?

Audio advertising is the delivery of ads in audio format through online streaming platforms like podcasts or other streaming apps.





RUNNING AUDIO ADS

Audio ads are for the most part programmatic and are run similarly to programmatic video ads. You can set the target audience, budget, and parameters for each of your campaigns.

You can place audio ads on audio streams in the same way you run video ads on video streams. Your ad placements can be:

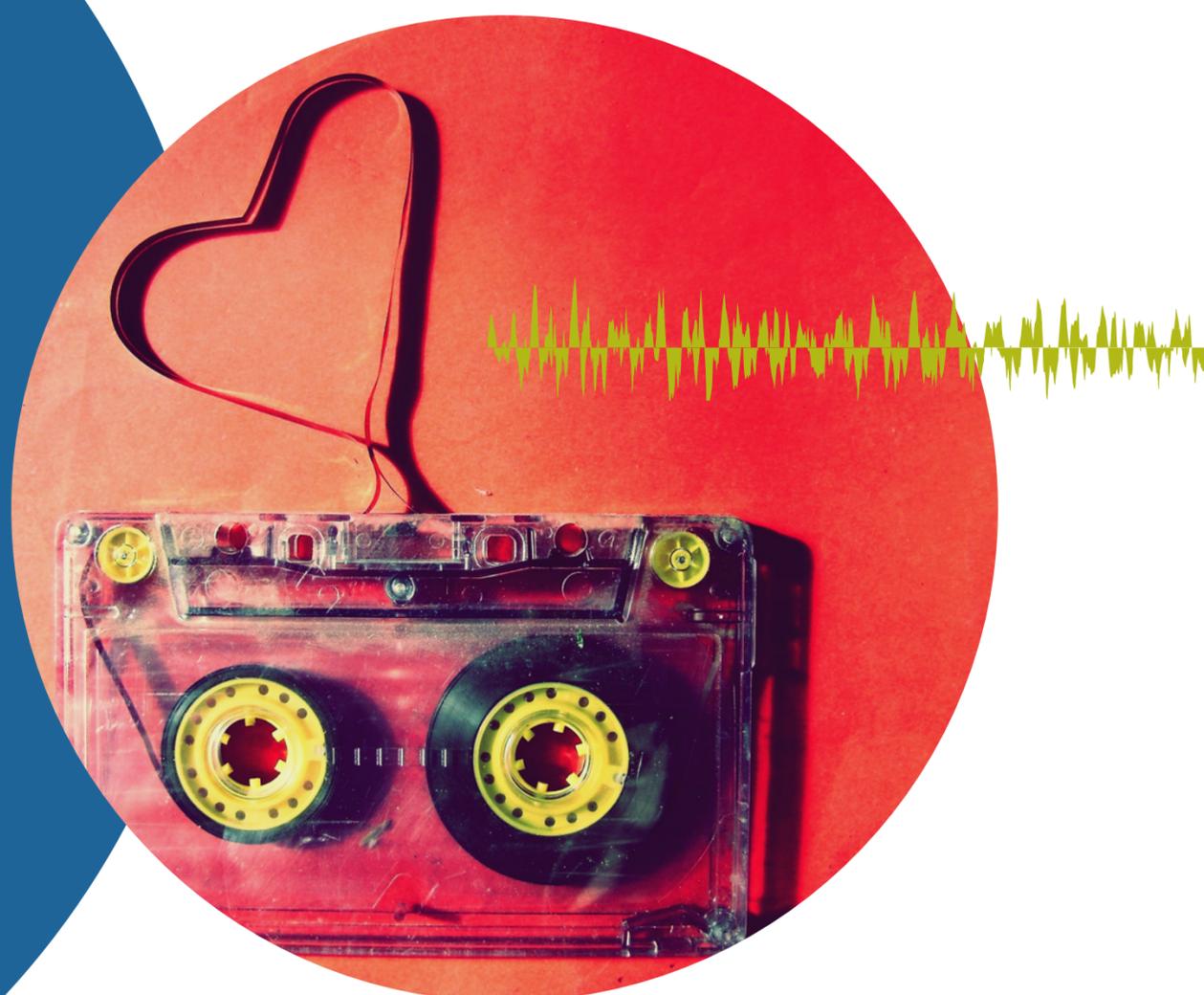
- pre-roll,
- mid-roll, or
- post-roll.



INTERACTIVE AUDIO ADS

Interactive audio ads are unlike traditional audio ads where the listener needs to remember a promo code or a vanity URL.

Instead, these interactive ads prompt listeners to click through to the website of the brand they're hearing about in real-time.





AUDIO ADS ON SMART SPEAKERS

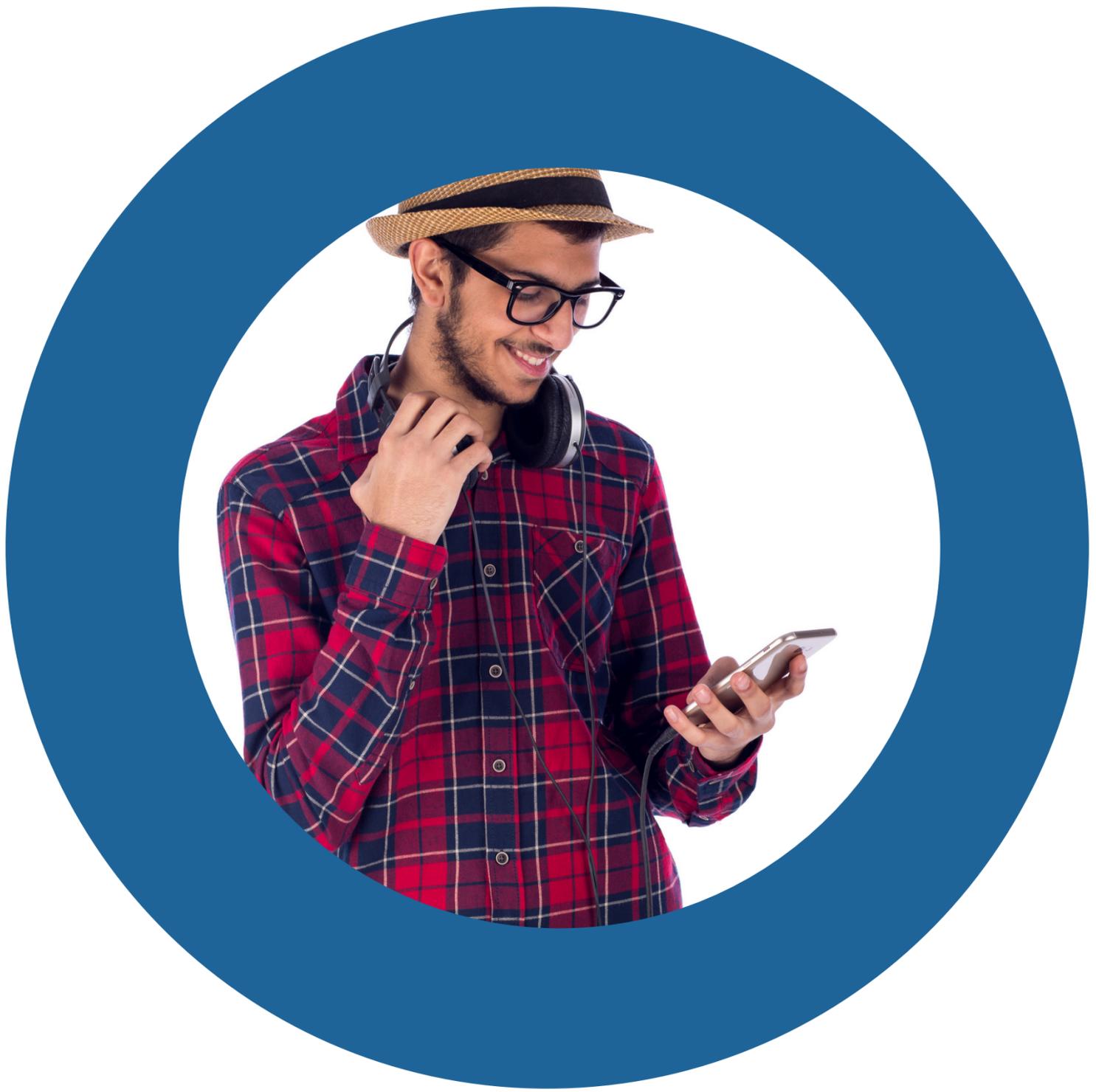
Alexa-enabled devices allow listeners to respond to ads they hear by asking the voice assistant for more information about the product being mentioned in an audio ad.

Listeners even have the option of asking Alexa to add the product to their cart.

CORE BENEFITS OF AUDIO ADS

- Granular targeting offers you a better Return On Ad Spend.
- Spotify states that audio ads have a **24% higher recall** than traditional display ads.
- A survey by Midroll found that **60% of listeners made purchases from podcast ads**.
- As an advertiser, you can attribute actual listening sessions to your ad spend.
- Audio advertising remains one of the last forms of commercial communication that has not suffered from ad block interference.





GET IN TOUCH

Feel free to call us directly for any questions. We are always ready to listen.

866-887-0844

Or send us an email at:

sales@muslimadnetwork.com

