

Programmatic Radio Ads

CHALLENGE

You want a cost-effective way to extend your audience reach and increase growth.

SOLUTION

Sabal Strategy can automate the process of buying ads for placement in programmatic radio, including digital radio, podcasts, and music streaming services.

FEATURES

- Ads placed in premium, brand safe environments.
- Delivers powerful listener-level targeting.
- Offers multi-channel impact.
- Provides access to leading audio publishers
- Provides audio reporting and attribution.
- Reaches audiences during their screen free moments.

BENEFITS

- A high match rate to your offline audience.
- Captivates listeners with an immersive experience.
- Offers unique, unsaturated channels to reach the 65% of Americans who are engaged listeners of digital audio.
- Promotes high-credibility, cost-effective brand recognition.

