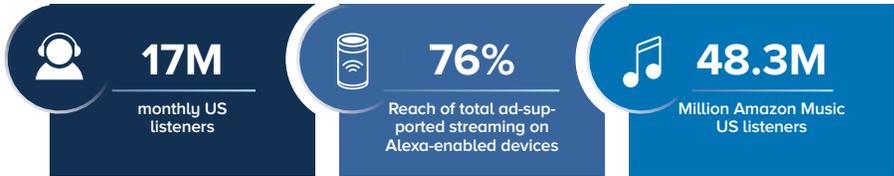


# AMAZON STREAMING RADIO

Connect with consumers based on their life stages, personalities, and buying motives across 17+ million Amazon Alexa devices.



**1.9X HIGHER BRAND FAVORABILITY** compared to benchmarks for the digital audio industry average



Audio ads are played in between songs or podcasts on Amazon Music whose library size is over 100 million

Audio ads are the perfect way to reach your audience during screen-free moments. Whether during their morning routines, while working from home, cooking dinner or entertaining friends and family, there'll always be an opportunity to get your message across!

## IMPACT OF AUDIO ADS



### TAP INTO SCREEN-FREE MOMENTS

With 10- to 30-second audio advertisements that frequently play during content breaks, get your brand message to your audience while they are off-screen



### DRIVE AWARENESS ON A GROWING CHANNEL

With music as one of the top customer interactions on Alexa, you can drive your brand awareness among a growing audience.



### PREMIUM INVENTORY

Join the ranks of today's most successful brands that are telling their story across premium audio content during peak listening times on weekends

Why not use music as a way to interact with customers? You can now drive your brand awareness among growing audiences through Alexa-enabled devices and speakers.

## WHY AMAZON?



### IMPACTFUL MESSAGING

Average audio completion rate is 98%, ensuring that your brand messaging will be impactful and memorable



### CLOSED-LOOP ATTRIBUTION

We help you measure your campaign's success by using our suite of first and third-party measurement solutions.



### AUDIENCE INSIGHTS

Leverage audience insights to better understand and connect with unique and relevant audiences



### CONTEXT CONTROL FOR SAFETY

With genre-level selection and explicit content suppression, you can choose the right context for your brand message.