Audio

Main formats: Audio VAST, Audio remote VAST URI.

All general campaign targeting, just make sure there is enough inventory.

Reporting: same as video, Audio performance metrics - main metric "Plays".

Main podcast inventory - no clicks. DC can deliver clicks under video placements.

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What is Audio?

What is Audio?

Audio in itself is just a type of creative and consumption of the creative, but there are multiple channels through which audio ads can be served programmatically:

Music Streaming

When thinking about audio ads, probably the first channel that comes to mind is Spotify. Spotify, as well as other music streaming platforms such as Audiomack, Amazon Music or Apple Music, are one of the main sources of consumer audio content in the world. Whether it's on the phone using headphones, through speakers or through home assistants the reach that music streaming channels provide is usually quite high.

This can be considered instream audio: the ads will be served alongside other audio content (music, in this case) either at the beginning, in an ad break, or at the end of the content.

Podcasts

Podcasts are increasingly popular for consuming information on the go or while doing other things. They can be comparable to radio in its content. Usually, consumers can get access to Podcasts through the same platforms as streaming music but there are many other players involved (podcast publishers, distributors…) that open up more room for server side ad insertion (i.e. the content reaches the listening platform already with the ad in it).

Digital Radios

As more media becomes digital, radios don't want to be left behind. Many radio stations are available digitally and that number only keeps growing. That opens up a new possibility for ad monetization driven by the benefits of programmatic advertising. Moreover, smaller publishers that couldn't afford traditional radio stations are leveraging the low entry barrier of the digital market to stand up their own digital radio channels. Depending on the market, the programmatic access to digital radios might be limited.

In Game Audio

Another innovative format opening up new opportunities is programmatic audio. This format allows game developers to monetize the attention of their users in a less disruptive way than traditional rewarded video creatives. The estimated reach of mobile gamers worldwide is about 3b.

Others

In many cases, publishers might leverage programmatic audio to fill unfilled video ad slots. In those cases, the audio file will be played in a video player either displaying the companion banner or some other generic image from the publisher. There are a few other up and coming channels such as website article readers but those are not highly extended at the moment.

Audio creative requirements

When dealing with audio creatives, you can either host and upload all files directly to the Eskimi DSP or provide a third party audio VAST tag.

The audio file itself usually has the following requirements:

- **Format:** .ogg, .mp3
- **Bitrate:** at least 128 kbps
- **Size:** max 50mb.

Duration: 15 to 30 seconds mostly, with very limited inventory supporting 60s creatives

Examples:

Here are few examples of Audio advertisements:

Audio placement:

Video placement:

https://www.dailymotion.com/embed/video/x8437sr?autoplay=1

Limitations

Max "Skip" allowed by protocols is 30s. Default is 5s.

Skip-after functionality is only available on Doubleclick. So the traffic will be limited and will have advertising limitations.

VPAID/OMID is not supported and only pure VAST (mp4 upload or VAST URI) creatives can be used for such type campaigns.

Available Supply Partners

Most of the mainstream ad exchanges and SSPs support audio at least to some extent. Google, Magnite, Equativ, Pubmatic… are only some examples of exchanges that have audio traffic, depending on the region. There are also a few audio specific SSPs: Triton, AdsWizz and DAX are probably the most important.

We are currently in the process of integrating with Triton, we've opened up conversations with DAX for a Bidswitch integration and AdsWizz we will tackle later down the road.

Audio VAST creative

One thing to remember - Audio creative supports only audio track and video can't be used.
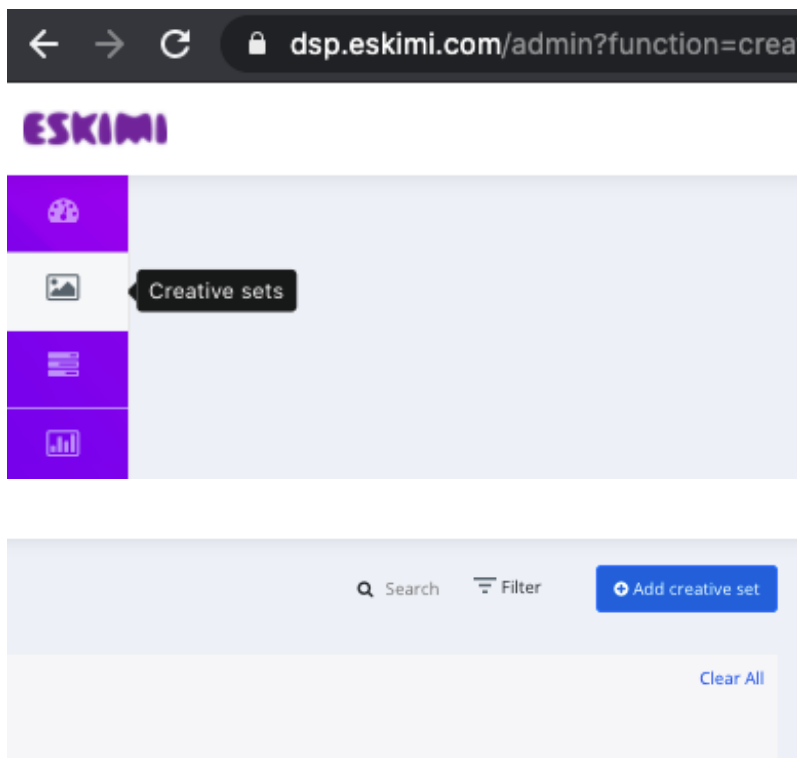
The audio file itself usually has the following requirements:

- **Format:** MP3, WAV, WMA or OGG
- **Bitrate:** at least 128 kbps
- **Size:** max 50mb

Duration: 15 to 30 seconds mostly, with very limited inventory supporting 60s creatives

To create Audio creative, please follow these steps:

Step 1: Log in to your DSP account, go to **Creative Sets**, and click **Add creative set**.

Step 2: Add creative title and select Audio as the type of your creative set and click save

Step 3: Select the Audio VAST sub-type from the dropdown menu and click save

Step 4: Select creative language from the Language filter

Step 5: Upload creative audio file by selecting "Choose files"

Add Creative (Audio)

Title *

New audio creative

Upload audio file *

Choose files

Language

English ▾

Skip after seconds

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Companions

Save

CANCEL

Additionally: Audio creatives (10-30% of the current audio inventory, depending on country) also supports companion banners (static(95%) and HTML/JS(5%)). For simple display ad - just upload it by selecting "Choose files". Fo HTML/JS - add creative dimensions and upload/paste creative tag.

We support one companion-ad per creative. Companion should be one from most popular sizes - 300x250px, 320x480px, 480x320px.

In audio campaign report, under "Event metrics" we will see "Companion impressions" and "Companion clicks" companion ad performance metrics (if available).

Companions

Static resource (image)

[Choose files]

HTML resource

Width *

_____

Height *

_____

Upload zip

[Choose files]

☑ Minify tag

JavaScript tag *   ⊕ Insert macro
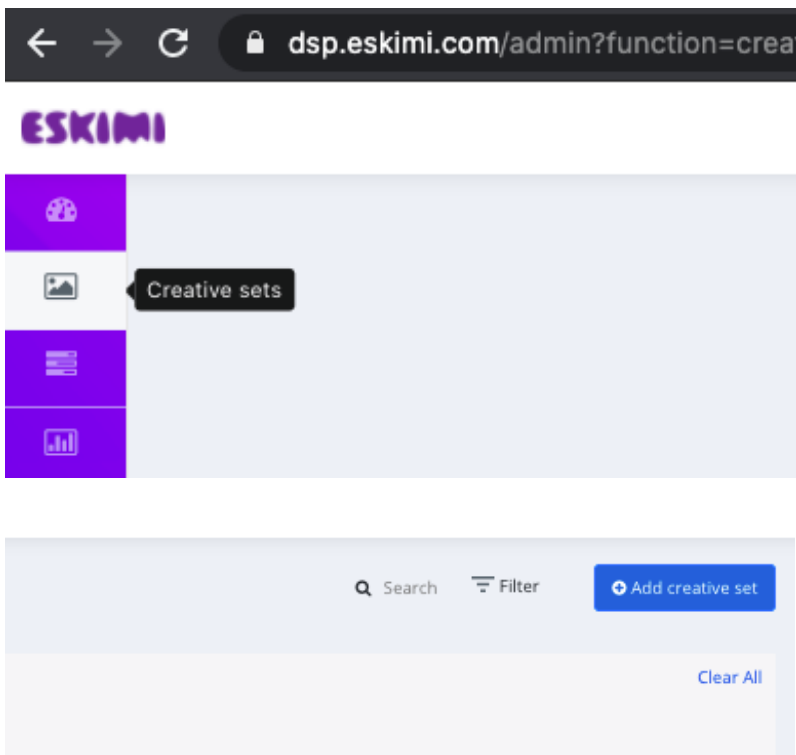
```
1   <script src="//creative.get.me/acb.js?timestamp=
    {CACHEBUSTER}&clickurl={CLICK_URL_ENC}"></script>
```

Audio VAST remote URI

One thing to remember - Audio creative supports only audio track and video creatives can't be used. Creative should not contain VPAID or OMID clients.

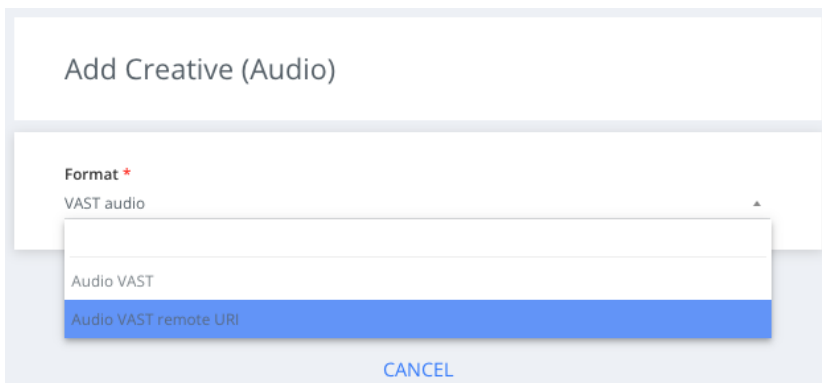To create Audio VAST remote URI creative, please follow these steps:

Step 1: Log in to your DSP account, go to **Creative Sets**, and click **Add creative set**.

Step 2: Add creative title and select Audio as the type of your creative set and click save

Step 3: Select the Audio VAST remote URI sub-type of audio from the dropdown menu and click save

Step 4: Select creative language from the Language filter

Step 5: Paste the creative tag in the box and hit save button.

Only de-select "Click through tracking" if you know that main audio creative doesn't have click-through URL inside the VAST XML (when you open creative URL and search "ClickThrough").

Editing Creative (Audio)

Title *

Audio test creative

Language

English ▾

Click through tracking

☑ DV/MOAT/IAS 3rd party clicks tracking

Remote Audio Ad Serving Template URI *

⊕ Insert macro ▾

https://dspmedia.eskimi.com/vast?e=nR5u9dtBAY-
nY0HvmHW_EZbFLESAmBTEgNZGyQ4IHJuo6zZPWK91FtSe1gPeK0_5eGR6a2FlanRzcGhmbXFuYg&v
astVersion=3

Save

CANCEL

Audio report and tips&tricks

One thing to remember - Audio creative supports only audio track and video creatives can't be used.

But - there are plenty of online tools where we can upload and extract audio from the video creative. i.e.:
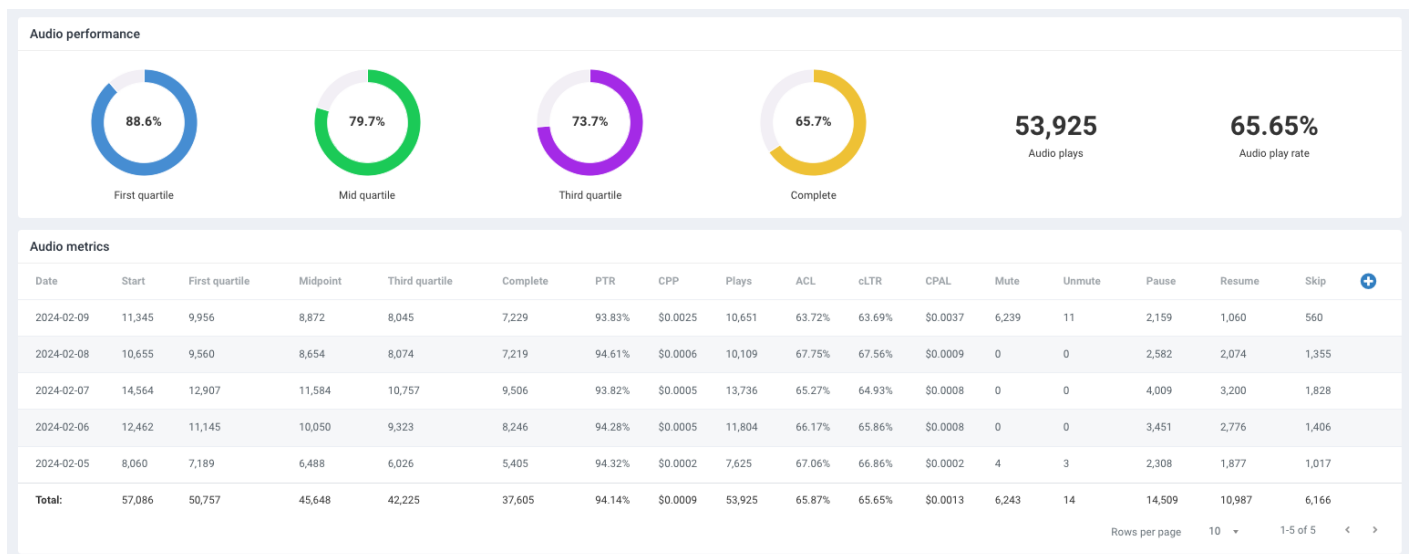
- https://www.freeconvert.com/convert/video-to-mp3

- https://online-audio-converter.com

- https://restream.io/tools/mp4-to-mp3-converter

Also, there's a tool - to quickly create audio ads from text: https://audiostack.ai/adstack

In audio campaign report we have these metrics:

Audio performance

88.6%	79.7%	73.7%	65.7%	**53,925**	**65.65%**
First quartile	Mid quartile	Third quartile	Complete	Audio plays	Audio play rate

Audio metrics

Date	Start	First quartile	Midpoint	Third quartile	Complete	PTR	CPP	Plays	ACL	cLTR	CPAL	Mute	Unmute	Pause	Resume	Skip
2024-02-09	11,345	9,956	8,872	8,045	7,229	93.83%	$0.0025	10,651	63.72%	63.69%	$0.0037	6,239	11	2,159	1,060	560
2024-02-08	10,655	9,560	8,654	8,074	7,219	94.61%	$0.0006	10,109	67.75%	67.56%	$0.0009	0	0	2,582	2,074	1,355
2024-02-07	14,564	12,907	11,584	10,757	9,506	93.82%	$0.0005	13,736	65.27%	64.93%	$0.0008	0	0	4,009	3,200	1,828
2024-02-06	12,462	11,145	10,050	9,323	8,246	94.28%	$0.0005	11,804	66.17%	65.86%	$0.0008	0	0	3,451	2,776	1,406
2024-02-05	8,060	7,189	6,488	6,026	5,405	94.32%	$0.0002	7,625	67.06%	66.86%	$0.0002	4	3	2,308	1,877	1,017
Total:	57,086	50,757	45,648	42,225	37,605	94.14%	$0.0009	53,925	65.87%	65.65%	$0.0013	6,243	14	14,509	10,987	6,166

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Audio plays - if 1/8 of audio length will be listened - then it's a "Audio play". Same metric as we have for "video views".

Audio play rate - complete metric divided by impressions

PTR - play through rate (plays divided by impressions)

CPP - cost per play (spend divided by plays)

Plays - same as our video views (1/8 of audio length listened)

ACL - audio completed listens (complete metric divided by start)

cLTR - completed listen trough rate (complete metric divided from impressions)

CPAL - cost per audio listen (spend divided by complete metric)