

2022 Holiday Season!

Targetspot Digital Audio Advertising Solutions

It's the holidays already?! Work with Targetspot this Holiday Season to bring your brand's message to the top of mind of consumers all around the country!

Halloween, All Saints' Day, Veterans Day, Thanksgiving, Black Friday, Cyber Monday, Giving Tuesday, Last Day of Hanukkah, Christmas, New Years Eve ...

Targetspot's digital audio services will enable you to:

- Maximize your campaign KPI's
- Reach the right audience at the right moment with our digital audio distribution solutions and spot on targeting
- Through multiple points of contact no matter where your audience is
- On multiple devices: desktop, mobile, smart speakers
- In a brand safe environment
- And amazing curated content from world class publishers

Pick your audience mix

Black Friday/Cyber Monday

9M Monthly Unique Listeners

Listeners who have an expressed interest in participating in Black Friday and Cyber Monday deals from their favorite stores

Tech Enthusiats

6.5M Monthly Unique Listeners

Listeners who are first in line for the newest tech products, setting the pace for the newest trends

Families Getting Together

6.2M Monthly Unique Listeners

Listeners who plan to spend their holidays at home with their family

Young Parents

2.1M Monthly Unique Listeners

Listeners between 25-35 who have recently become parents, looking to buy gifts for their young children

Travelers

4.4M Monthly Unique Listeners

People that have expressed an interest in traveling away from home for the holidays

Luxury Shoppers

5M Monthly Unique Listeners

These listeners have a higher household income and are willing to go the extra mile to purchase luxury products

Last Minute Holiday Shoppers

4.5M Monthly Unique Listeners

These listeners who, with busy-active lifestyles, are looking for last minute gifts ideas for friends and loved ones, but always finding a way to make it count

Party Planners

4M Monthly Unique Listeners

Listeners who are most likely to celebrate New Years Eve and plan or attend a party throughout the holidays

Benefit from the Targetspot special offers

Choose your audience reach, impressions mix and campaign duration

Beyond the impression:



Online Attribution

Measure direct conversions from Targetspot impressions to web traffic



Offline Attribution

Measure direct conversions from Targetspot impressions to physical visits



Weather Trigger API

Dynamic creative triggered by weather API



Audio Staging

Stage creative with "non-advertising" content like news or sports update to introduce your ad



AI Host Reads

Utilizing AI technology, reach listeners with "host reads" on streaming and text to audio content



Custom Brand Solutions

Contact us!

Access our **Multi-Dimensional Digital Audio platform** and reach your audience wherever they are!