

Back-to-School!

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

Families with school children – Young couples with children

Highlights:

- Playlists and Unique stations geared towards family-first content and kid-centric music
- Podcasts and audio articles that focus on family lifestyle, parenting and kids activities
- Listeners who have children in the household and/or young children, and are preparing to send them back to school

Interested in children articles – Caring about children's health

Highlights:

- Playlists and unique stations with the top songs of the year, loved parents and kids alike
- Podcasts and audio articles that highlight the newest tech trends and showcase the best supplies for the upcoming school year
- Families with children in the household interested in buying games, toys and other products for children like school appliances, sportswear, pharmaceuticals,

Students

Highlights:

- Playlists and Unique stations showcasing top hits, and music to motivate people that are on the go
- Podcasts and audio articles that focus on humor, music, sports, tech enthusiasts,...
- Young consumers living in cities and suburbs that often try to find the best deals in the market, whether online or in-store they're looking to save.

High buying power – Fashion/Footwear Shoppers

Highlights:

- Playlists and unique stations dedicated hits and indie grooves, dressed to impress this upcoming schoolyear
- Podcasts and audio articles related to news, travel, the newest fashion and lifestyle trends
- Prosperous households, where listeners have a higher household income and more savings than average.
- People interested in buying clothes and fashion or shoes and footwear
- People who like to go shopping in shopping malls

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



AI Host Reads

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



Weather Trigger API

Dynamic creative triggered by weather API

Questions? Contact sales.de@targetspot.com