



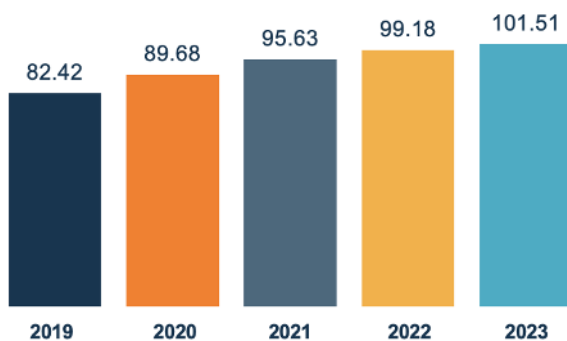
deepintent<sup>+</sup>

## Audio

### Reach Precise HCP and Patient Listeners With DeepIntent's Programmatic Audio Advertising

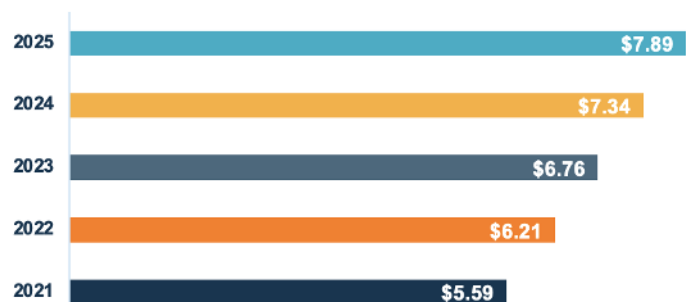
- ✦ Access premium audio inventory from Spotify, SoundCloud, and TuneIn
- ✦ Increase reach and engagement with the audio content that matters most to your listeners
- ✦ Seamlessly negotiate and activate private marketplace deals with publishers with zero-fee trading
- ✦ Plan, activate, measure and optimize digital audio inventory alongside display, mobile, video, CTV, and native
  - ✦ Choose pure audio ads, or run companion ads to increase brand awareness and resonance
  - ✦ Target by audience, device, geography, and more
  - ✦ Optimize audio campaigns toward the best performing audience, ad formats, sites and device types
  - ✦ Track and measure key metrics to understand and better drive performance based on your campaign goals

AVERAGE TIME SPENT PER DAY WITH DIGITAL AUDIO  
U.S. 2019 - 2023 (MINUTES)



Source: eMarketer, April 2021

DIGITAL AUDIO SERVICES AD SPENDING  
U.S. 2021 - 2025 (BILLIONS)



Source: eMarketer, March 2021

