

# AUDIO

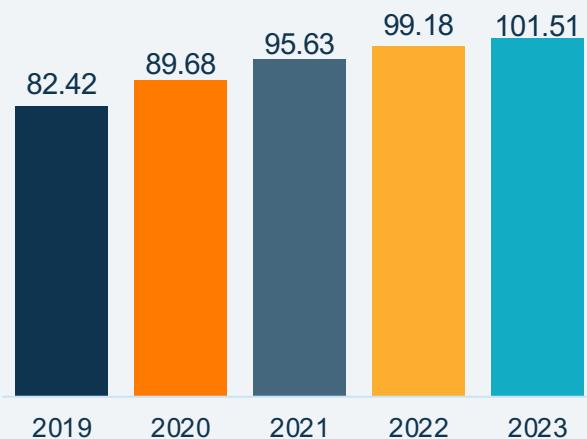
## Reach Precise HCP and Patient Listeners With DeepIntent's Programmatic Audio Advertising



- ❖ Access premium inventory from Spotify, Pandora, 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

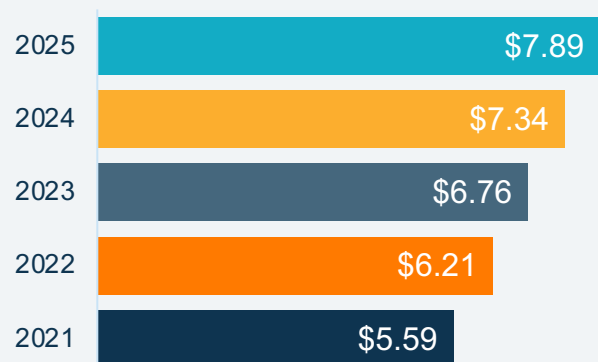
U.S. 2019 - 2023 (minutes)



Source: eMarketer, April 2021

### Digital Audio Services Ad Spending

U.S. 2021 - 2025 (billions)



Source: eMarketer, March 2021

