The Trade Desk

Audio Setup Best Practices

Please use the following information for a smooth and successful launch of your Audio campaign on TTD!

BUYING METHODS:

- **Private Marketplace Deal (PMP)**
    - Main publishers in Canada include Spotify, Triton, Bell, Rogers, DAX, ACast, TuneIn and Deezer
    - SSPs these publishers use to onboard their inventory include Adswizz, Rubicon and Triton
    - You can access our contract group which includes all TTD always on audio deals by searching for 'TTD Library – Canada – Audio' in the Private Contract library
- **Programmatic Guaranteed (Spotify via AdX)**
    - As audio is not supported by Google in a PG capacity, it runs via their video object and therefore requires an Mp4 file type in order to run.
        - We recommend hosting your creative in TTD for ease of setup. Impression trackers can be added.
        - For advertisers utilizing DCM third party audio tags – DCM does not support adding video Mp4 to audio tags. Please recommend hosting the creatives in TTD and using DCM impression trackers as a workaround.
        - If you are leveraging a third-party tag outside of DCM, it **MUST** contain an Mp4 media file.
    - Spotify Audio Creative Max Duration is 30 seconds. Any duration longer than 30s (even slightly longer, i.e. 30.01s) will be filtered out in Google
    - Once PG deal has been added to the PMP, send a link to the deal to your TTD Account Manager. These deals need to be enabled for audio transaction on the backend before you can begin delivering.
- **Open Exchange**
    - Not recommended. You will find more scale via PMP/PG.
    - You can find audio inventory through the open exchange via Adswizz, Rubicon or Triton SSPs

CREATIVE TIPS:

- Recommended creative length is 15s or 30s
- Recommended file types for hosted creative include .mp3, .m4a and wav.
- Recommended file types for 3rd party served creative include: .mp3 and .ogg (both if possible)
- When using Spotify, ensure your creative is under 30 seconds. You can check by uploading creatives into a program like https://audiotrimmer.com/ which will show you the length down to the 4th decimal point. You can also trim your creative here.
- Companion banner impressions are not guaranteed and are only delivered if a companion slot if available. 300x250 and 728x90 are the most widely accepted companion sizes.
- Enable 'Player Event Retargeting' within your creative to have mid-point and completion-point completer audience pools generated in the DMP under first party audiences. You can then build an audience of these users and retarget them with another ad format like display

Using **Path to Conversion** reporting we can find cool insights about how much audio impacts a user's journey to conversion. Take it one step further and utilize **Offline Measurement** to understand how audio assists in driving users into your store.

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For audio ad groups, there are a few basic setup requirements to keep in mind:

- **Base Bid**
    - Your base bid should meet the price floor of the inventory deal that you'll be targeting (these floors can range from $3 to $24, depending on the format and environment).
- **Goals**
    - Audio campaigns are best used for branding purposes, so you'll want to use prospecting goals.
- **Audience**
    - As a best practice, keep your ad group as open as possible by not layering on audiences (targeting everyone).
    - If you do want to layer on an audience, make sure to use segments with high in-app (device ID) unique counts.
    - Remember that it's possible to use audience targeting on the inventory side, so it's not necessary to have it in your ad group.
- **Site/App Lists**
    - Block lists can be used with audio ad groups, but target lists can limit your scale. It's better to simply use a block list curated by The Trade Desk or an agency.
- **Frequency**
    - Recommended frequency cap is 1 per 1 hour as a start, and adjust as needed
    - Remember that audio performs better as a prospecting strategy, so keep your cap high
- **Locations**
    - For maximum scale, don't apply geolocation targeting below the designated market area (DMA) level. Publishers often can target specific locations through custom deals.
- **Language**
    - Language targeting must be applied through a custom deal, rather than as a change in the ad group's settings.
- **Time of Day**
    - Keep your targeting open and refrain from applying bid factors to time periods.
- **Mobile and Technologies**
    - It's not necessary to target specific device types or makes and models, but it's very important that you make sure you are targeting In-App in your Ad Environment rail tile.
- **Viewability and Brand Safety**
    - Viewability measurement is not available for audio—keep in mind that audio ads are non-skippable. Brand safety features, while possible, will limit the scale of your ad group. There are also some vendors that do not operate within in-app environments, so it's recommended to not apply these features.

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