

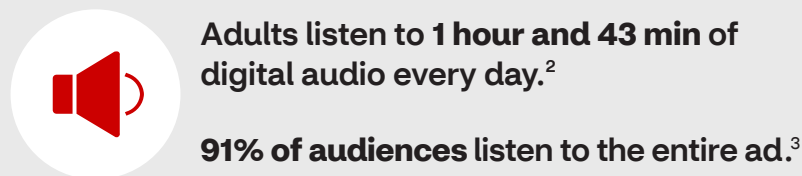
Premium Audio

Reach your target audience with relevant audio ads on premium channels

With Premium Audio and our exclusive access to high-fidelity CVS ExtraCare® member data, the most popular audio channels become unique, high-engagement destinations where your message reaches the right audience as they engage with their favorite music.



As audio channels only stream one piece of content at a time, your brand gets valuable 1-on-1 exposure with consumers. CMX makes sure your brand is in front of the right eyes and now, in the right ears.



CMX premium audio includes:



CMX does not make any guarantees regarding campaign performance.

¹ Suchman, Paul. "Why CMOs Looking for Performance Media Are Turning to Audio." Ad Age, August 1, 2023.

² Willens, Max. "A Look at the US Digital Audio Market in 2022..." Insider Intelligence, January 2023.

³ "Report: How Users Are Engaging with Audio Content and Audio Ads in 2020." Trinityaudio. February 10, 2022.



Audio Ad Production

Collaborate with our award-winning Heart Haus creative team to develop a custom audio spot that emphasizes your brand's goals and speaks to your target audience. If you have an approved audio asset, work with our creative team to ensure that all assets are optimized across channel specifications.

Every audio ad also has a corresponding display banner to capture moments when the user is engaged with the app, to further drive home the primary campaign message. Whether you have existing assets or choose to partner with our creative team, CMX will support all your needs in the development of your campaign.

Over 60% of streaming is mobile, so reach your audience everywhere they are and with the media types they prefer.⁴

Peak listening hours on Spotify® are between 4–8 P.M.⁵

Be a part of your target audience's daily routine



Evening commute:
~ 52.2 minutes a day



Working out at the gym:
~ 7.6 hours each week



Reach the right ExtraCare® members in one of advertising's most effective formats with premium audio — now available only through CMX.



CMX does not make any guarantees regarding campaign performance.

⁴ "The Power of Audio." Digiday.com. 2017.

⁵ Helling, Brett. "Average US Commute Times By City & State [2023 Update]." Ridester.com

**Learn more about personalized audio placements with CMX.
Talk with your Partner Manager today.**



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