



WE ARE DECIBEL

Decibel is a performance audio advertising platform making listener level activation accessible anywhere and everywhere.

Audio advertising connects on a personal level like nothing else to impact results at scale.

Access exclusive audiences, insights and reporting with Decibel.

Amplify Results.



ACCESS
ACTIVATION
AMPLIFICATION

We offer access to listener level audiences at scale like no one else.

We activate audiences at key decision making moments.

We amplify impact to get results.



 **consultwebs**

COMPASS


abodu

ultra
mobile

Sheets & Giggles™



on/go™

BADZZA!

KOALITY**MEDIA**

SLICE

she's birdie 

RUGIET 

You're among great company.



WHY CHOOSE AUDIO?

Because it WORKS really well for performance marketers.

Audio advertising connects with audiences at a uniquely specific moment to induce attitude change and eventual behavioral action.

In short, audio can amplify impact and get results.





WHY CHOOSE AUDIO?

- 15, 30, 60 Second spots available.
- 90% listen through rate.
- 27 seconds average listen time.
- 41% of adults listen to podcasts.
- 68% listen to digital audio.
- 83% listen to AM/FM terrestrial.



WHY CHOOSE DECIBEL?

- 100% self serve dashboard.
- Access to 90%+ of all digital inventory.
- AI + Human Voice Actors.
- Advanced demographic + behavioral targeting.
- Integrated am/fm and digital campaigns.





Access to 90% of all digital inventory.






Your ads anywhere and everywhere.



EXCLUSIVE ADVANCED TARGETING

- Behavioral targeting.
- Music genre targeting.
- Podcast content categories with over 690 targeting options.
- Demographic targeting.
- Geographic targeting.
- Device targeting.
- Time of day targeting / dayparting.
- Custom B2B behavioral audiences on request (minimums required).
- Vertical specific data partners (politics, cannabis, and more).





DETAILED AUDIENCE ATTRIBUTION

- Pixel tracking with standard events powered by world's most advanced device graphs.
- Short code text tracking (\$1000 / Month) + Usage fees.
- Integrations with Shopify, Kno, and Google analytics (coming soon).
- Last click attribution to specific landing pages via "Performance Campaigns".
- Geographic sales / lead lift testing with managed services package.

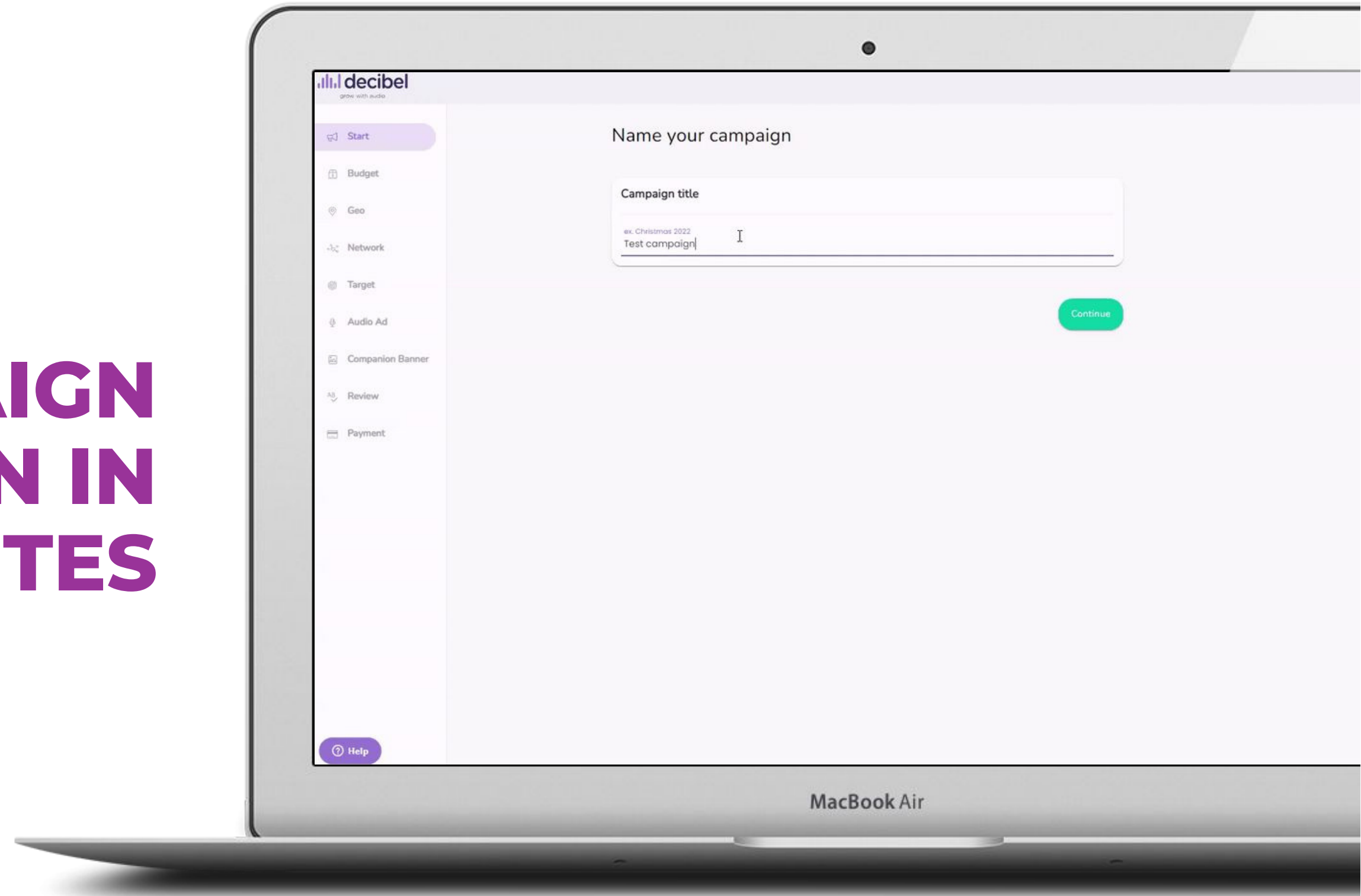


COMPREHENSIVE PERFORMANCE REPORTING

- LTR / Listen Through Rate
- Spend
- Impressions
- Quartile Breakdowns 25%, 50%, 75%, 100%
- Clicks
- Conversions
- CPA
- ROAS
- Unique Reach
- Frequency
- CPM
- CPC



CAMPAIGN CREATION IN UNDER 5 MINUTES



HUMAN + AI CREATOR TOOLS

- 7 AI voices (Free + Instant).
- Human Voice Actors (\$200 Unlimited Revisions).
- English - African, Australian, Canadian, Caribbean, Chinese, England, India, Ireland, Latin America, Malay, New Zealand, North America, Philippines, Scotland, Singapore, South Africa, US African American, US Caribbean, US Midwest, US Southern.
- Spanish - Argentina, Castalian, Chile, Colombia, Costa Rica, Ecuador, Latin American Neutral, Mexico, Panama, Peru, Puerto Rico, Uruguay, Venezuela.
- Age: Teenager, Young Adult, Middle Age, Senior.
- Gender: Male + Female.
- AI + Human mixed with 25+ music options.





AMPLIFY RESULTS AT SCALE

- 14% sales lift for unicorn startup delivery app with 6.4x ROAS.
 - Sales lift study with 20+ control stores and 20+ test stores.
 - Templated ads built to scale quickly for franchise.
- 9.752x ROAS for health and wellness e-commerce brand.
 - \$300,000 budget = \$2,925,600 in revenue.
 - Contextually targeted to commuters.





RICHIE MASHIKO

Head Of Growth, She's Birdie

"Audio is the next big growth channel for brands big and small, local and national. Decibel is the easiest and best way to get started with audio."



CORY DOBBIN

VP, Brand Strategy, Boomn

"Decibel is exactly what audio advertising needed. They've turned an opaque and slow process into an easy to use, high value platform accessible to everyone."



COLIN MCINTOSH

CEO, Sheets & Giggles

"Decibel solves a pain point brands have been struggling with for years...lowers ads costs, improves ROI, decreases time and effort, and increases brands control."



DYLAN CARPENTER

Founder, Koality Media

"I don't think anyone is doing something better in the audio ads world. This is going to be the next big thing."

Our customers love us because we have operational excellence..



DECIBEL MANAGED SERVICES

Our white glove process provides high-tough services with efficiency to get results for our clients.

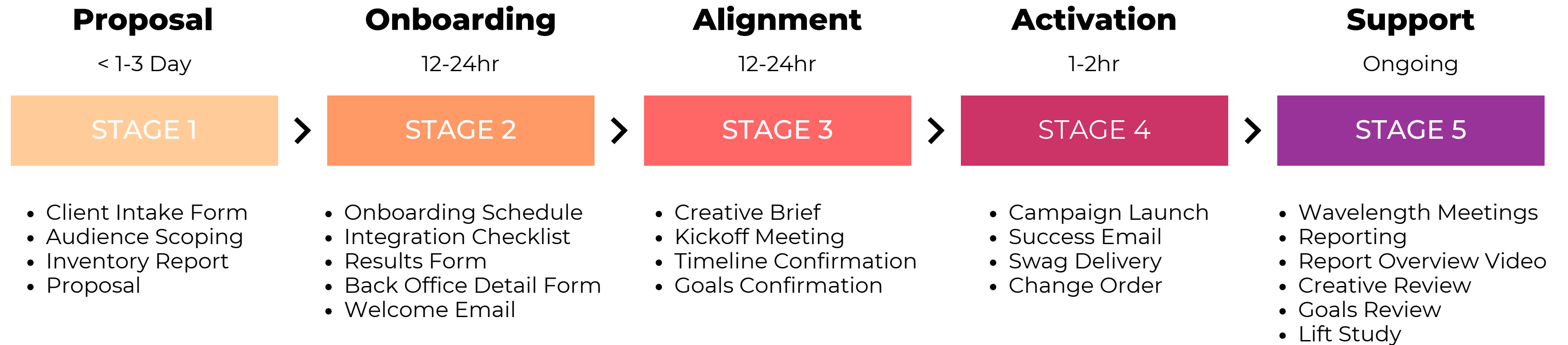
Through attentiveness and automation our clients get what they need yesterday and have access to us everyday.

We diligently guide our clients through onboarding, activation and support. With each step we define and refine our clients success.

We're doing daily deep dives with client campaigns and connecting at key points to report wins and updates. We live in the details so that clients don't have to.



PROPOSAL TO PERFORMANCE AT THE SPEED OF SOUND



Campaigns LIVE in as little as <48-72hr



MANAGED SERVICES

SELF SERVE

- Minimum Spend
- Ad Creation Costs
- Pixel Attribution
- Access to all inventory
- Vanity Short Text Code
- Custom Audiences
- Strategy Calls + Sales Lift Studies

\$30,000 / Month

\$0

AI free + 3 Human ads per month free

AI free + \$200 Human



**THANK
YOU**

Sales@decibelads.com

