

Why Streamed Audio Belongs in Your Full-Funnel Marketing Strategy



Streamed audio content plays a powerful role in upper- and mid-funnel marketing. By delivering immersive, screen-free storytelling that builds brand awareness and emotional connection, users often listen during moments of high engagement, such as commutes, workouts, or household routines. Unlike visual ads that compete for attention, audio ads are often the sole focus, allowing for uninterrupted messaging. This makes platforms like Spotify ideal for planting brand narratives and values early in the customer journey, especially when paired with contextual targeting based on mood, genre, or activity.

STREAMING AUDIO

On average, Spotify users stream **114 minutes per day**, with Gen Z users averaging **126 minutes daily**. This level of engagement makes Spotify a **high-frequency touch-point for brand messaging**.

As users move down the funnel, streamed audio supports consideration and conversion through sequential messaging and retargeting. Spotify's ad tech enables brands to serve dynamic audio creatives based on user behavior, demographics, or past interactions, reinforcing key messages over time. When integrated with clickable companion banners or call-to-action overlays, audio ads can drive traffic to landing pages or product trials. Combined with first-party data and cross-device attribution, streamed audio becomes a measurable, performance-driven channel that complements display, video, and search in a holistic full-funnel strategy.

THE CASE FOR STREAMED AUDIO OVER TRADITIONAL RADIO

Unlike traditional radio, streamed audio platforms like Spotify offer precise audience targeting based on demographics, interests, behaviors, and even real-time context such as mood or activity, allowing marketers to deliver personalized messages to the right listener at the right moment and maximizing relevance and impact. With digital tracking and attribution, brands can also measure performance and optimize campaigns in ways that broadcast radio simply cannot match. **As 72% of Spotify sessions start on mobile devices, this platform aligns perfectly with modern, on-the-go digital consumption habits.**

HOW STREAMED AUDIO HAS BENEFITED OUR CLIENTS

Several organizations across different sectors have leveraged Spotify as part of their digital marketing mix to enhance reach and engagement. These campaigns demonstrate how streamed audio can complement display, social, and video strategies while delivering measurable performance.

OUTCOMES

ENERGY & SUSTAINABILITY SECTOR

Ran a 3-month campaign promoting a financing program. Initially focused on display and social, the team shifted to streamed audio as a cost-effective alternative to OTT. Results included **447K impressions, 202 clicks**, and strong engagement with **96% completion at mid-point and 92% at full listen**. Overall campaign performance reached **2M impressions with a .22% CTR**.

FINANCIAL SERVICES SECTOR

Executed a 5-month campaign targeting younger audiences with a mix of streamed audio and video. Delivered **1.4M impressions, 892 clicks**, and exceptional engagement with **97% mid-point and 96% full completion rates**. Creative was regionally tailored with five versions, reinforcing relevance and reach.

“*Spotify is a natural fit for a full-funnel strategy because we can start with broad awareness and then drive consideration and action. The precision targeting and measurable performance make it far more dynamic than traditional audio.*”

ELMA ADANALIC, ACCOUNT EXECUTIVE

Streamed audio is no longer just an awareness play. It's a versatile, data-driven channel that supports every stage of the funnel. With advanced targeting, high engagement rates, and measurable performance, platforms like Spotify allow brands to connect meaningfully with audiences where traditional audio falls short. For marketers seeking to maximize impact and efficiency, streamed audio is a strategic investment that complements display, video, and search in a truly integrated approach.