Reaching People Not Devices: Using Cross Device Data to Drive Enhanced Audience Targeting

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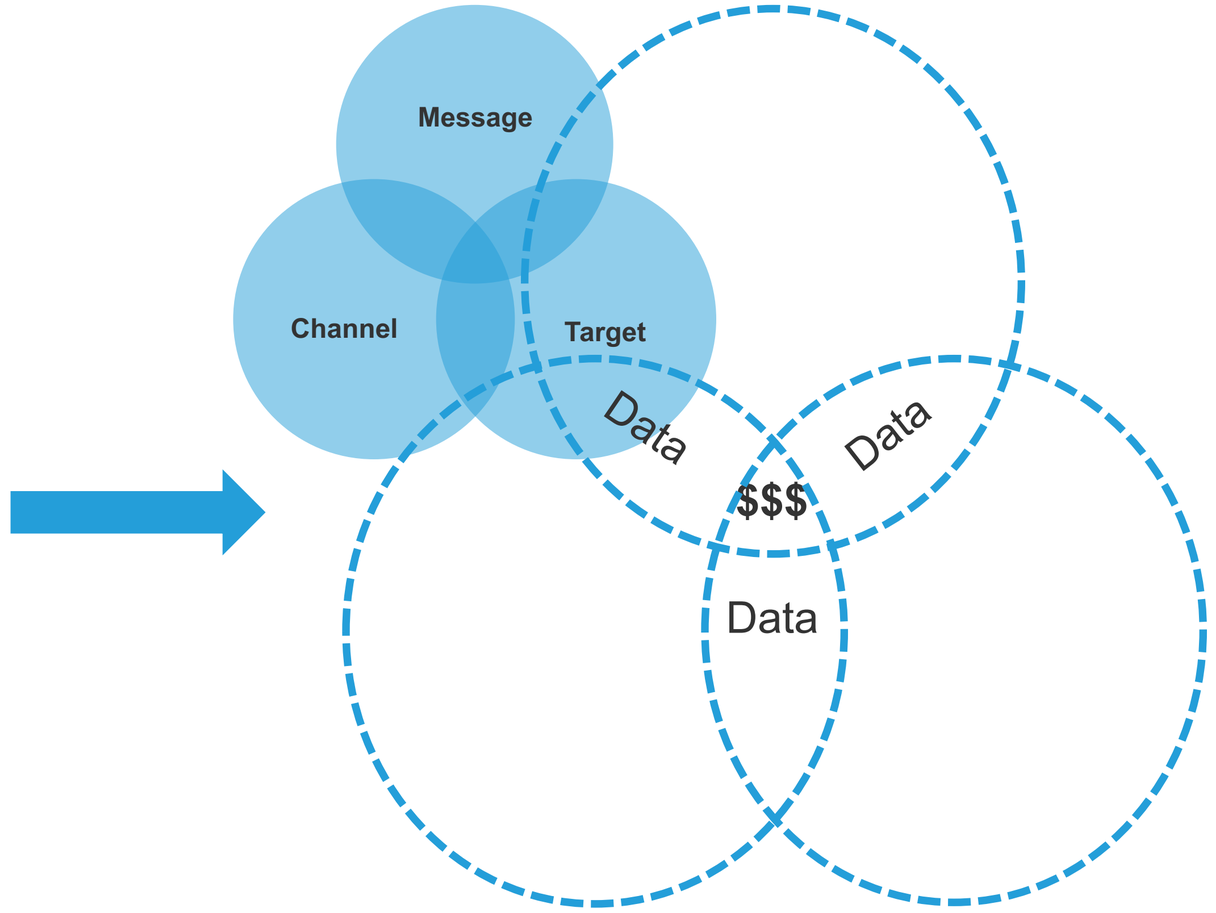
krux

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Spotify®

The objective

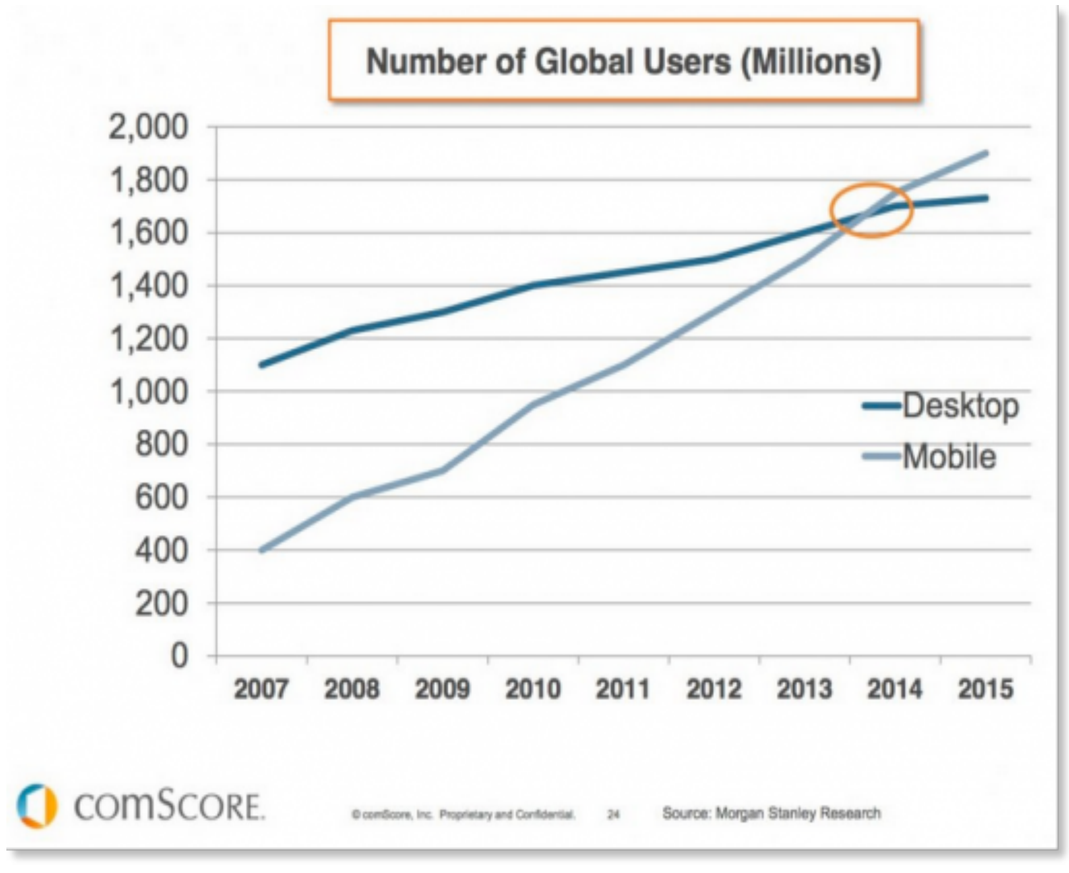
Deliver the *right message* to the *right person* at the *right time* *resulting in exceptional brand experiences across all channels*



Why it's important now, more than ever

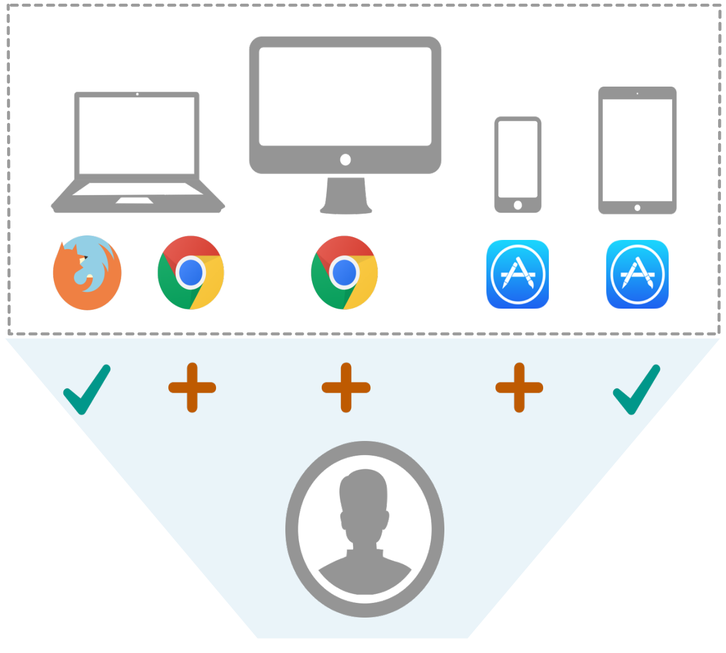
Situation

The proliferation of media usage and rapid fragmentation of media channels make it increasingly challenging to reach the target audience, specifically in mobile.



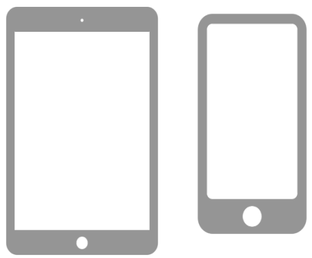
Sample from CPG campaign:

- 4 device IDs
- 62% of time on mobile



The challenges

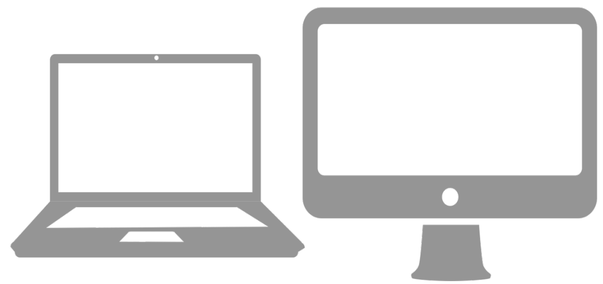
Mobile In-App



Device IDs

≠

Desktop Open-Web



Cookies



Declared

≠



Predictive



Targeting Options A

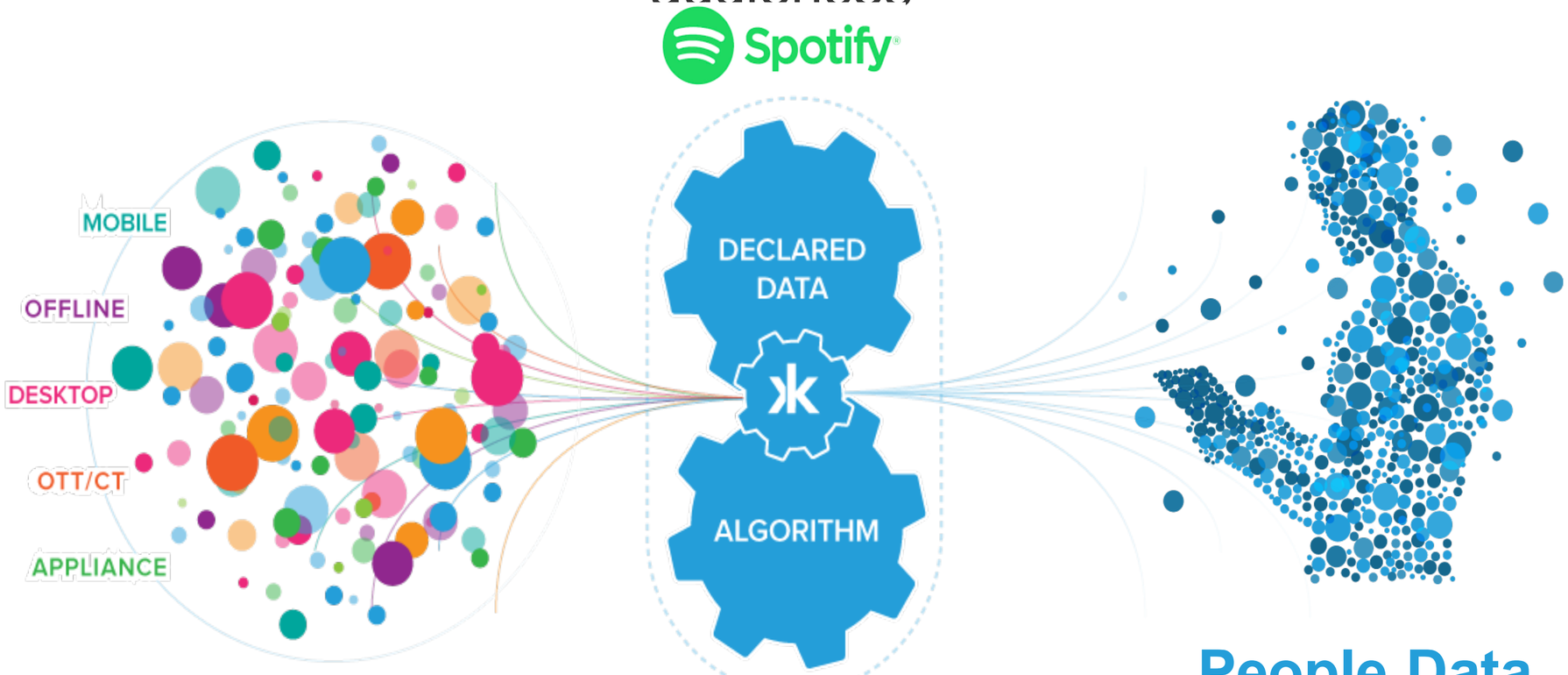
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Targeting Options B

The solution

Bridge the gap between a cookie-based desktop environment and a mobile ID environment to consistently identify and map consumers and behavior patterns across all devices, screens, and platforms to unlock the value of in-app audiences



The benefits – cross-device identity solution connecting brands with people at scale

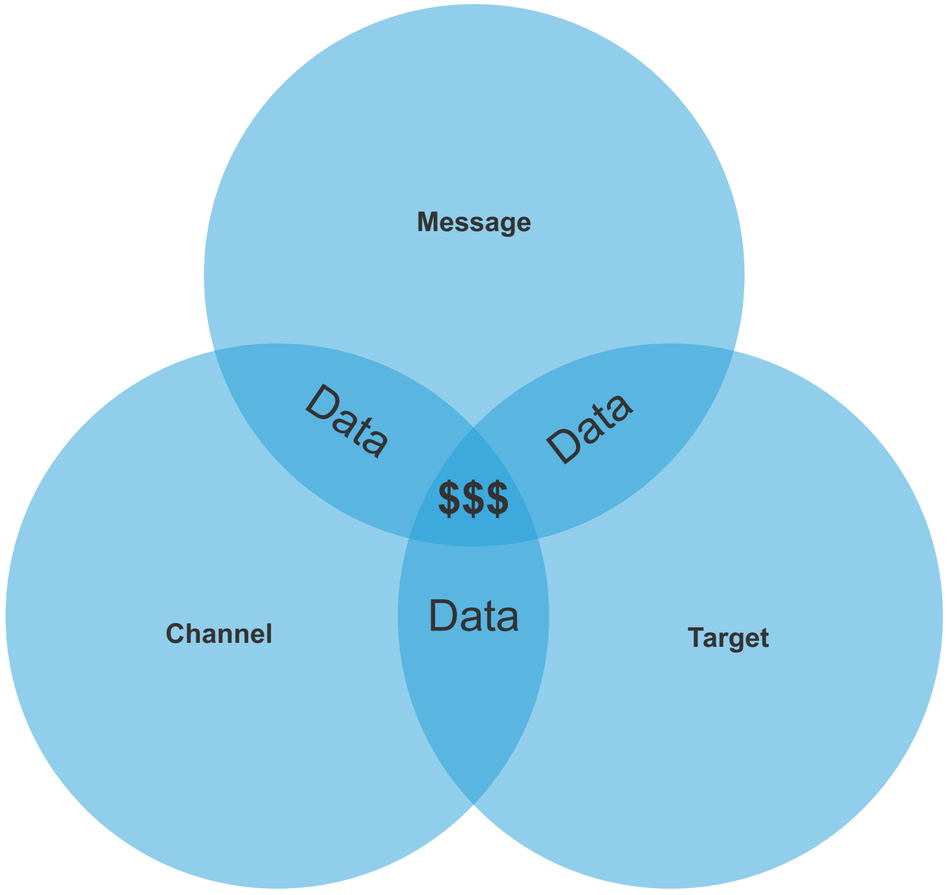
Enriched audience insights

Enhanced targeting techniques

More effective delivery and frequency control

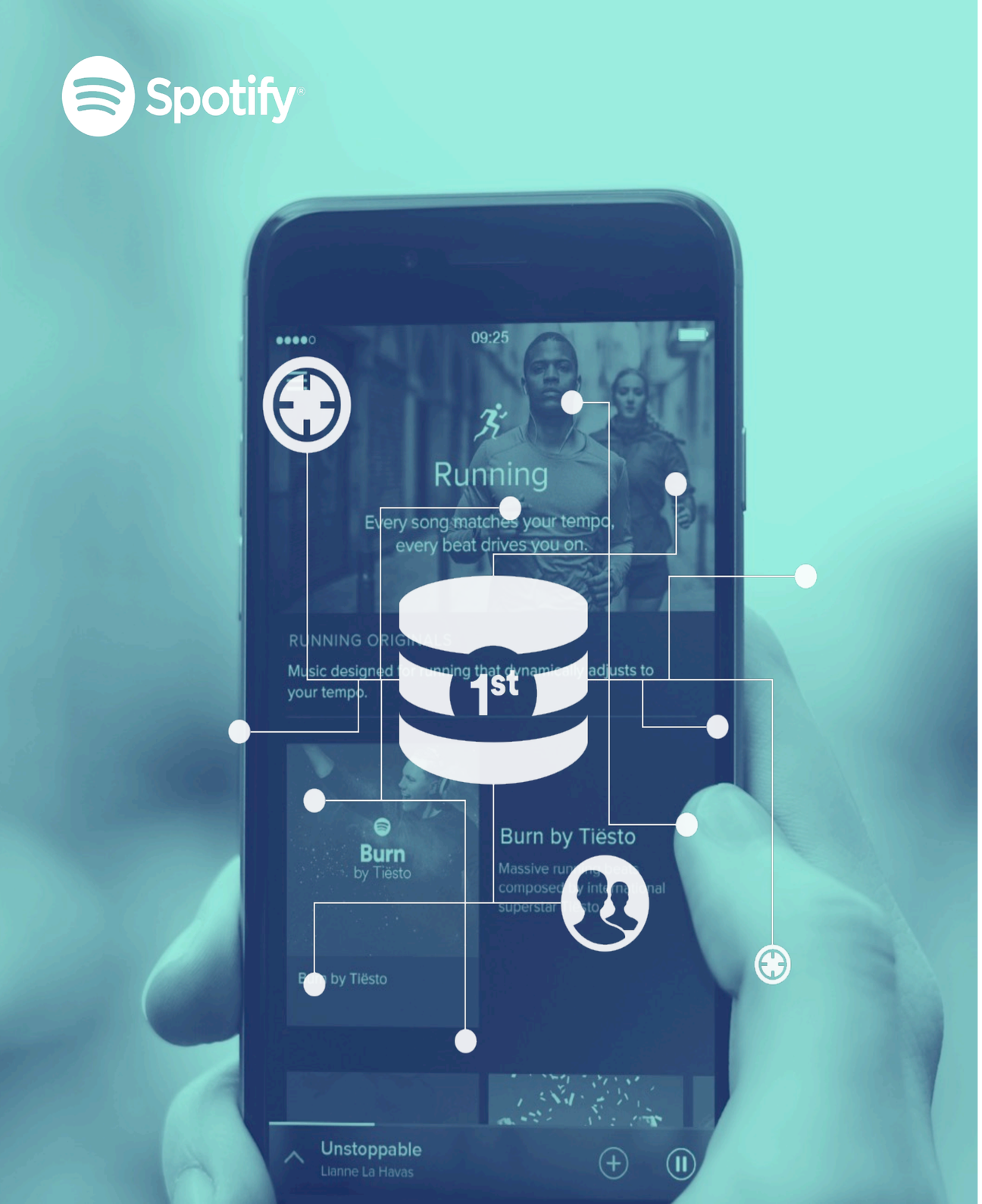
Increased reach across channels

Enhanced visibility into the consumer journey and marketing attribution



Reaching People, Not Devices

Spotify for Brands



We've built an ads business for the streaming generation.

100% logged-in user base

Connected all day

Declaring daily habits, tastes, moods

With one ID across mobile, tablet, desktop, and connected devices

Providing incredible first-party data

From morning to night, we're in the mix.



Commute
08:00a



Work
09:00a



Study
2:00p



Work Out
4:00p

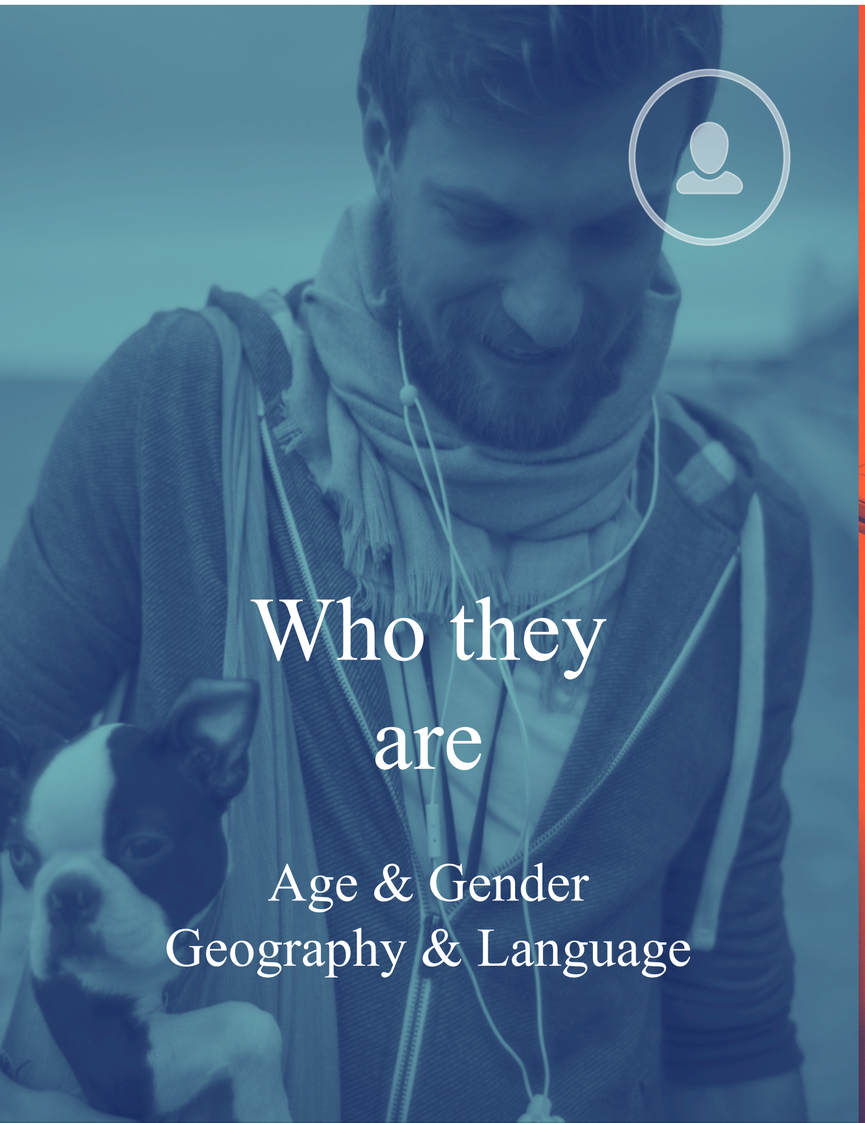


Friends
8:00p



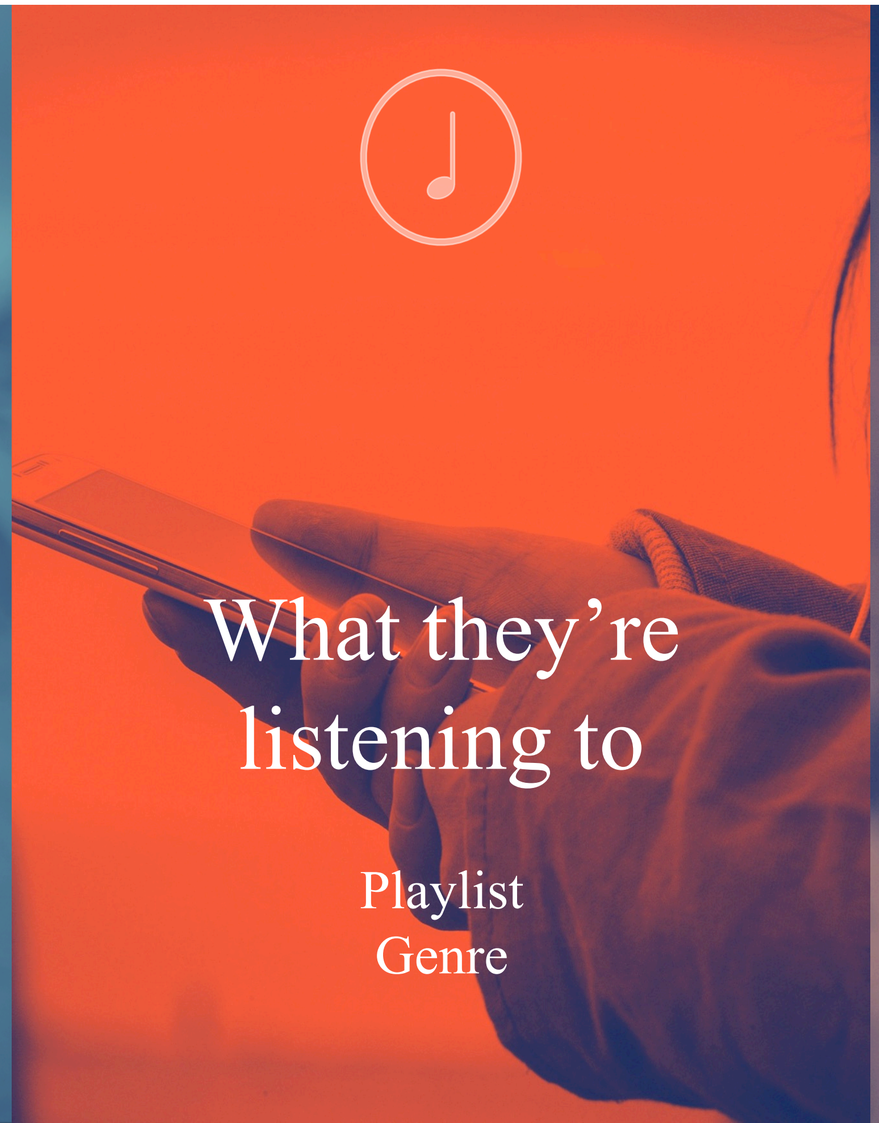
Party
10:00p

Using our streaming intelligence, we help brands reach the audiences that matter most.



Who they are

Age & Gender
Geography & Language



What they're listening to

Playlist
Genre



When & How they're listening

Daypart & Platform
Retargeting & Sequential Messaging



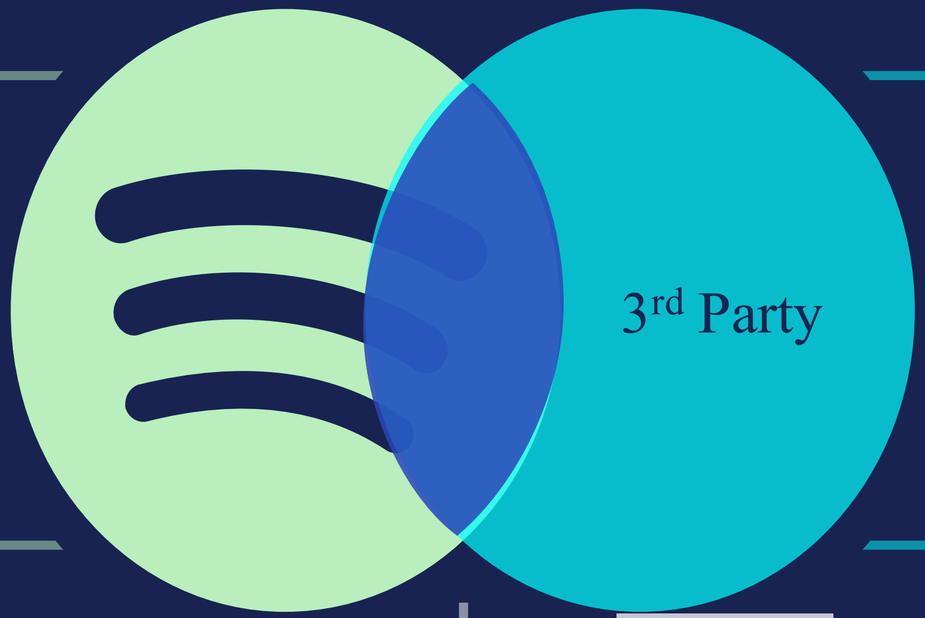
Streaming insights you can't get anywhere else

Broader ad tech ecosystem

We’re connecting to the broader ecosystem to learn even more about our users.

Streaming (primarily mobile) targeting attributes

Age	Daypart
Gender	Platform
Location	Tastes
Language	Activities



Traditional (primarily desktop) behavioral targeting

Moviegoers

Car buyers

Luxury shoppers

Sports fans

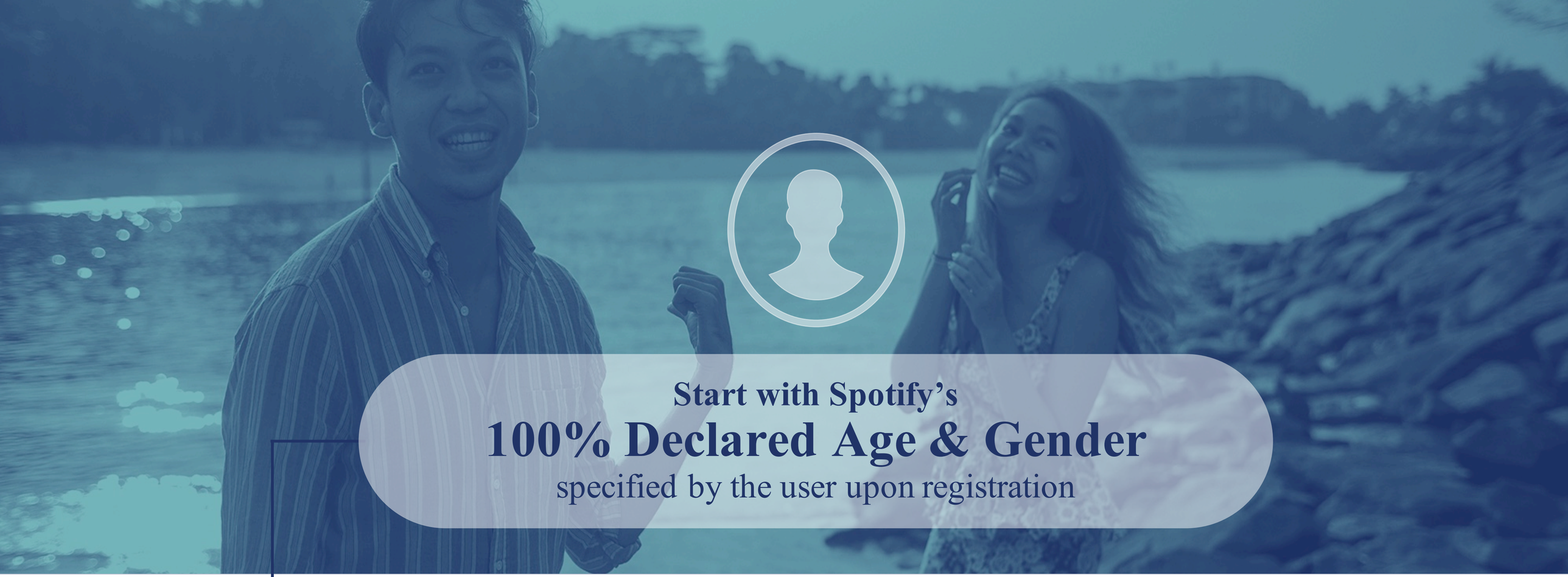
Sourced from data providers such as:

datalogix

acxiom

DMP krux

Spotify users that belong to each behavioral segment



Start with Spotify's

100% Declared Age & Gender

specified by the user upon registration

Further define your buying target with:

GEOGRAPHY
city-level IP targeting in more than 50 countries

LANGUAGE
based on the user's app preferences

NEW

Expanded Demographic Profile

Supplement our first-party demographic targeting with third-party attributes from industry-leading data providers.

HOUSEHOLD INCOME	ETHNICITY	EDUCATION	FAMILY STATUS	PROFESSIONAL STATUS
Under $75k • $75k+ • $100k+ • $150k+ • High Net Worth	Hispanic Americans • African Americans • Asian Americans	College students • High school degree • College degree • Graduate degree	Moms • Dads • Parents with children in household • Engaged / Getting Married • Married • Single	Commuters • C-Suite / Executives • Small Business Owners

NEW

Interest Groups

Reach tailored groups of in-market purchase intenders and category enthusiasts across a variety of brand verticals.

ENTERTAINMENT

Live Entertainment/Concert Goers • Festival Goers • Socialites/Partiers • Movie Goers • Entertainment Enthusiasts • Readers • Tastemakers/Explorers • Professional Sports Fans

HEALTH & FITNESS

Fitness Enthusiasts • Runners • Health and Wellness/Healthy Living • Organic Obsessed/Green Buyers • Diet/Weight Loss

PARENTING

Family/Children's Shoppers • New Parents/Baby Product Shoppers • Kids Apparel

TECH & TELCO

Tech Early Adopters • Gamers • PlayStation Users • Chromecast Users • Spotify at Home Users • Apple iOS Users • Android Users • Smartphone Users • Tablet Users • Wireless Plan Subscribers

AUTOMOTIVE

Auto Shoppers • Sedan Shoppers • SUV Shoppers • Green/Hybrid Auto Shoppers • Minivan Shoppers • Luxury Auto Shoppers

CONSUMER PACKAGED GOODS

Cooking Enthusiasts • Snack Food Buyers • Soft Drink Buyers • Grocery Buyers/Head of Household • Alcohol Consumers • Pet Owners • Household Product Buyers • Cosmetics Buyers/Beauty Enthusiasts • Personal Care Buyers

DINING

Foodies • Fast Food • Frequently Dine Out • Epicurean

TRAVEL

Travelers • Business Travelers • Luxury Travelers • Frequent Flyers • Cruise Vacationers • Family Vacationers

RETAIL

Style Watchers/Fashionistas • Label Seekers • Luxury Retail Shoppers • Women's Apparel • Men's Apparel • Athletic Apparel • Frequent Shoppers • Online Shoppers • Value/Coupon Shoppers

HOME & GARDEN

Home Owners • Home Improvement/DIY • Interior Design • Outdoor/Gardening

FINANCE

Personal Investors • Auto Insurance Policyholders

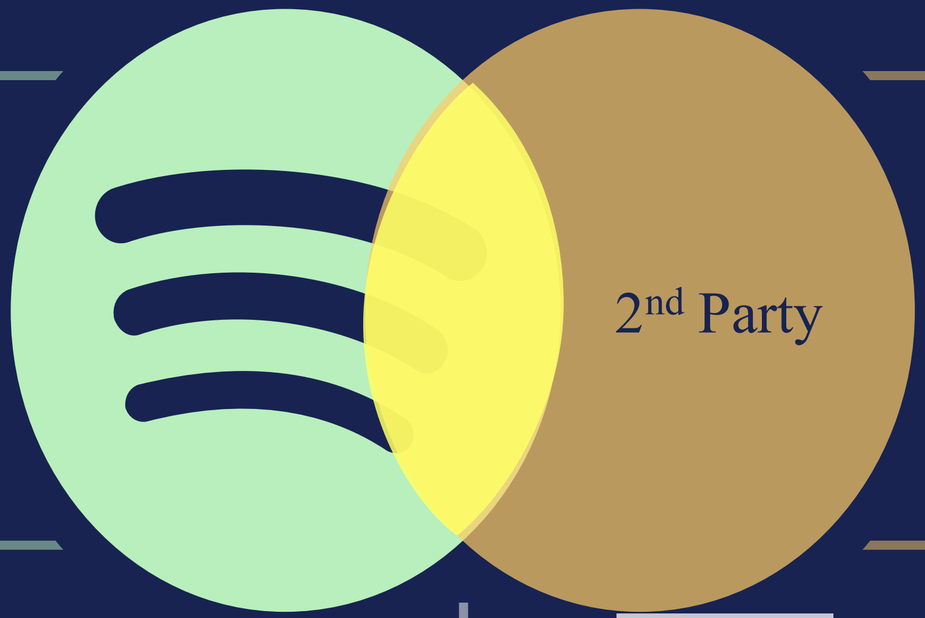
POLITICS

Political Interest/Affinity • Party Affiliation • Voters

We’re also beginning to invite brands to activate their own first-party audiences.

Streaming attributes

Age
Gender
Location
Language
Daypart
Platform
Tastes
Activities



Advertiser’s own audiences

E-mail newsletter subscribers
Loyalty program participants
CRM customers
Website visitors
Marketing campaign leads

DMP krux

Spotify users that are also
a brand’s customers/prospects

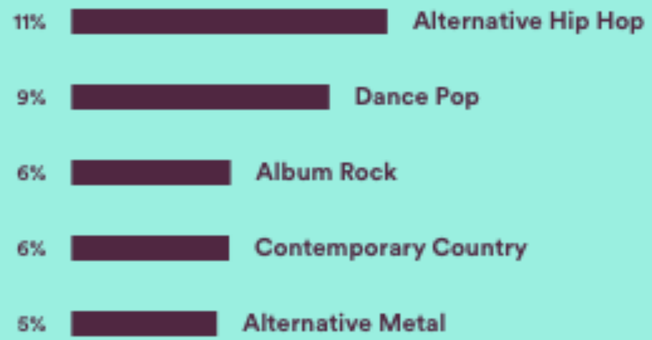
SPOTIFY AUDIENCE SEGMENTS

Meet Hybrid Auto Shoppers on Spotify

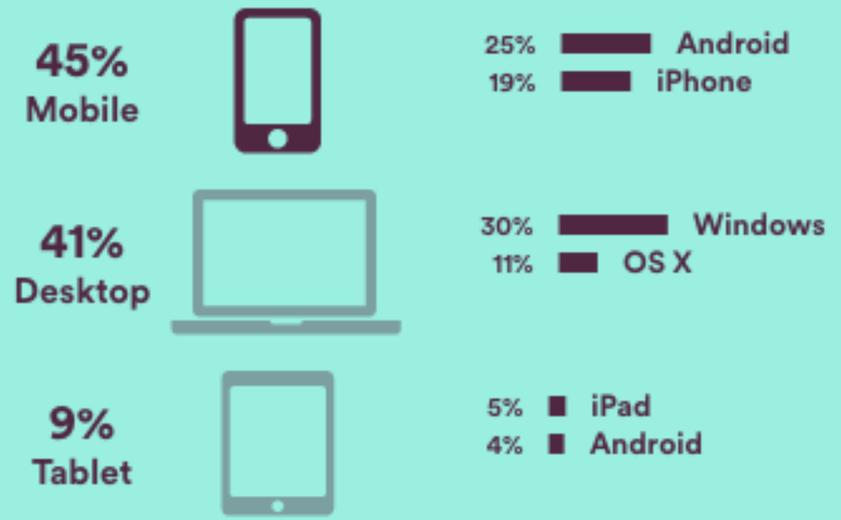
Hybrid Auto Shoppers are tuned in on Spotify. Here's what we know.

Source: Spotify analysis of our US audience segments created using first-party and/or third-party data sources. Please use these insights directionally, as the data reflects a portion of our audience.

What they're streaming.

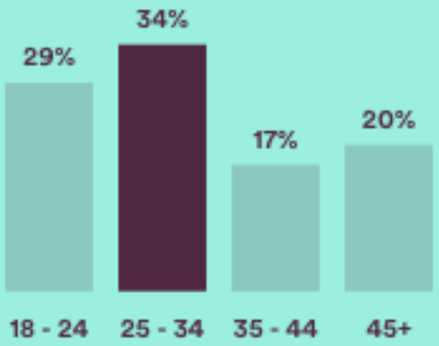


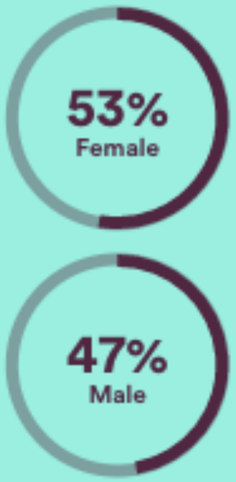
How they listen.

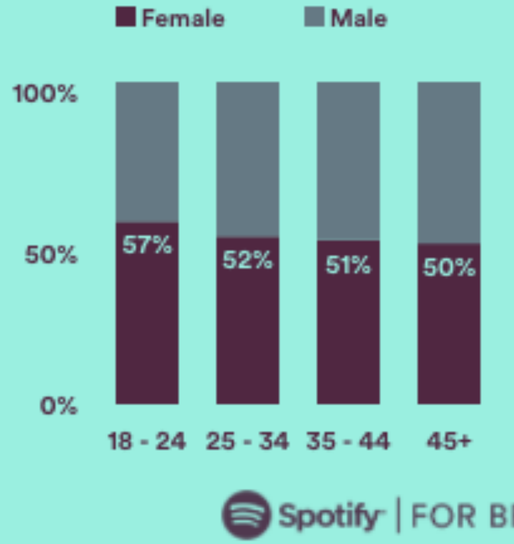




Who they are.







Spotify | FOR BRANDS

Your audience moves effortlessly between platforms
and contexts throughout their daily life.

With Spotify and Krux, your media can keep up.







