



IFA[®]

INTERNATIONAL FRANCHISE ASSOCIATION

WEBINAR SERIES

Your Customers are Listening

Advertise your Franchise on Top Streaming Services

audiogo

audio advertising
made simple

Speakers

- Ian Murphy – Senior Manager, Business Development



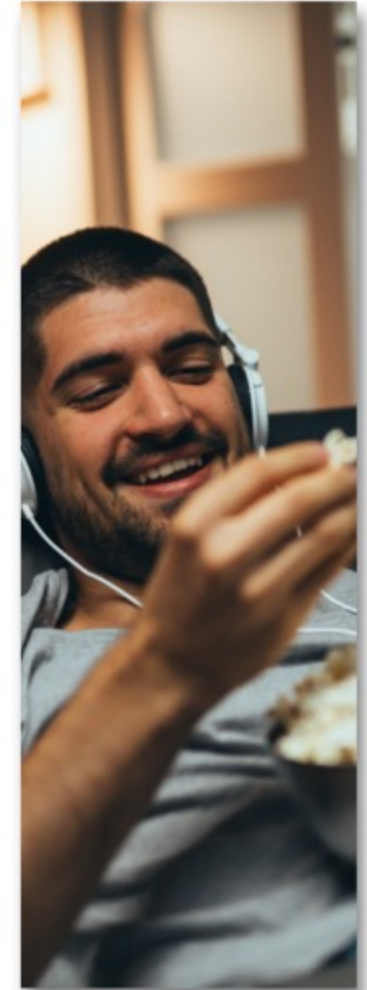
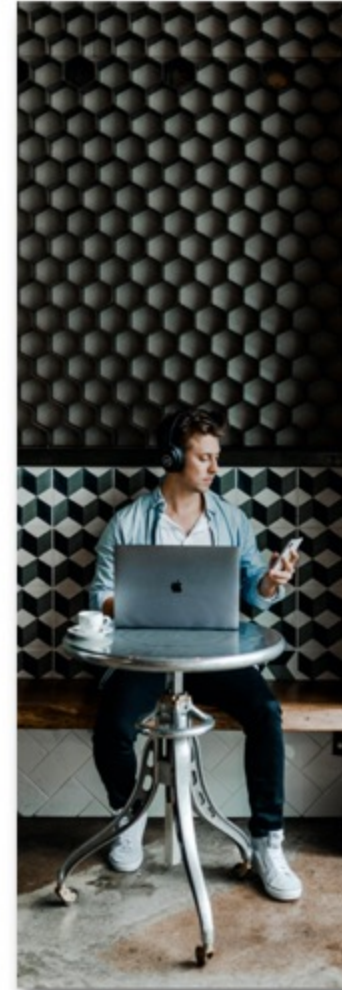
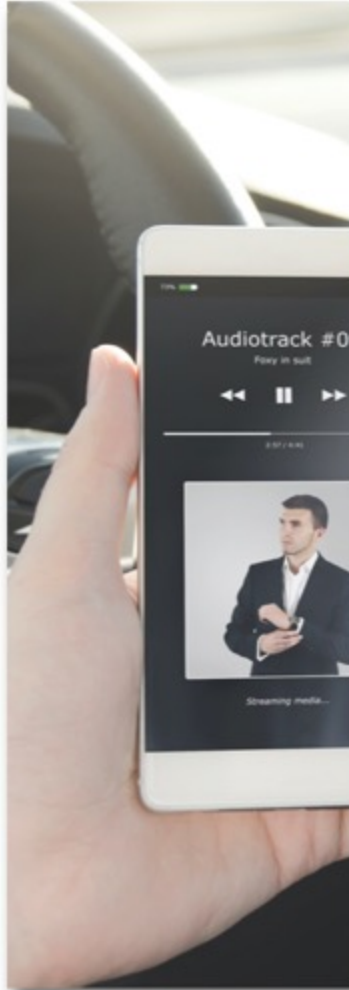
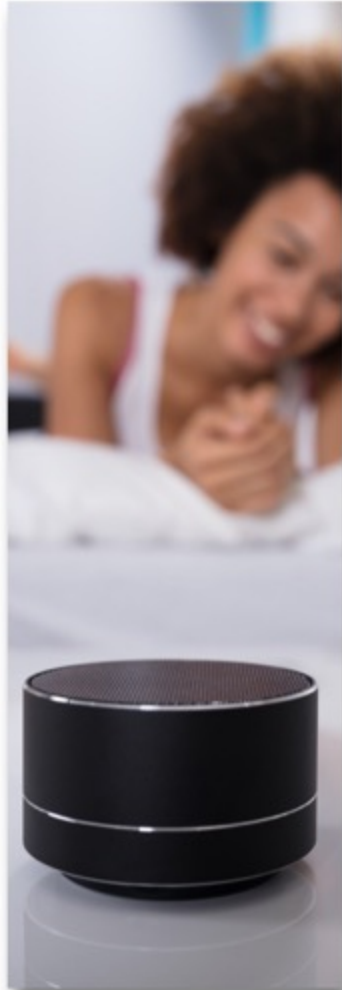
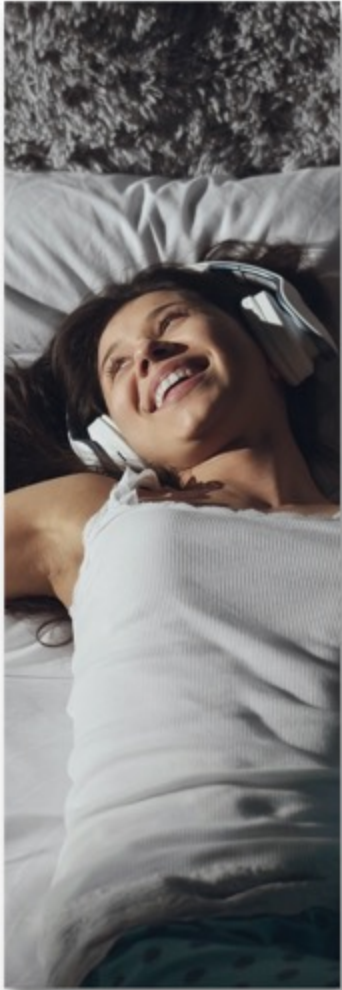
What We'll Cover

- What is digital audio
- Why it is important for Franchises
- Tapping into digital audio
- What is AudioGO
- Franchise Examples
- Exclusive Offer



Digital Audio is an Integral Part of our Everyday Lives.

With streaming music, smart speakers, podcasts, and connected cars – people listen to 2 hours of digital by lunchtime.



Audio is a Big Part of the New Normal We Live in Today

83%

Of consumers say they are listening to as much or more radio as before the pandemic.

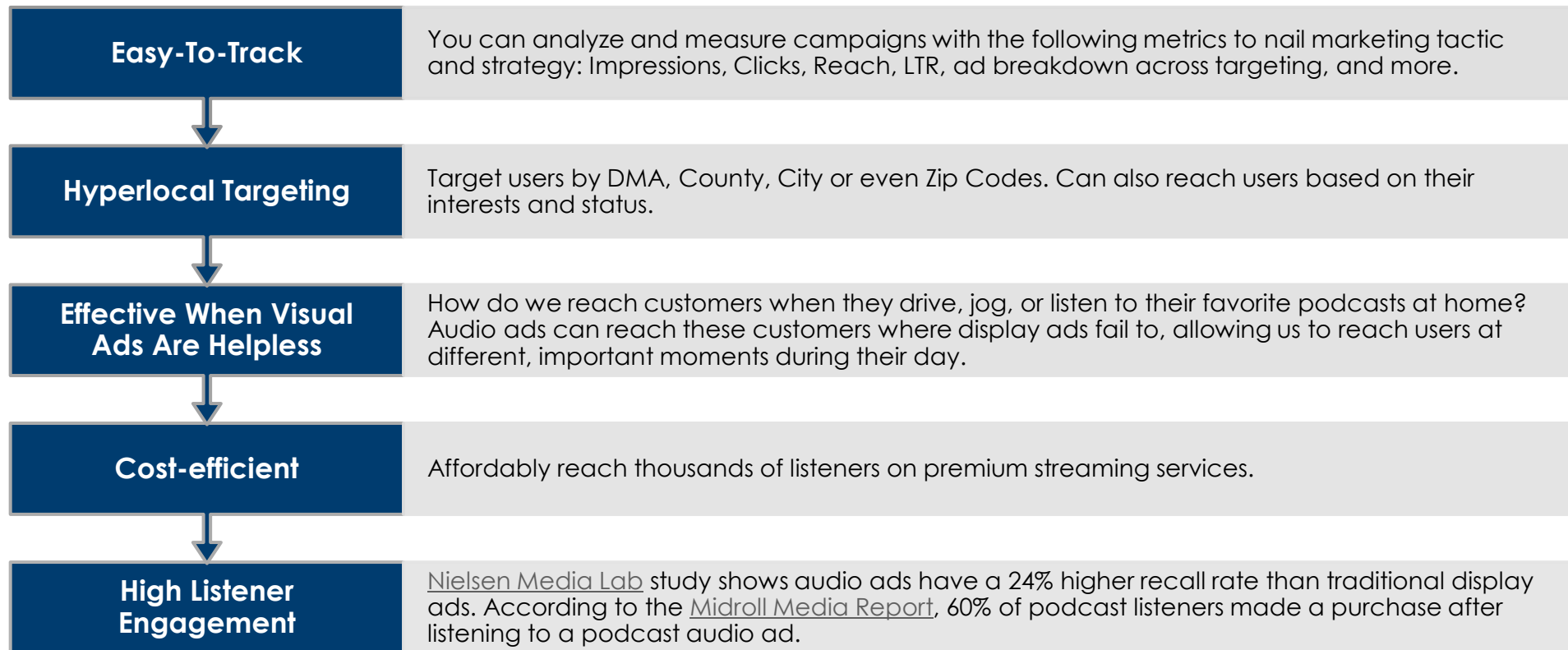
60%

Of consumers that hold radio in high regard and trust it to deliver timely information regarding the COVID outbreak.

42%

Of consumers say that radio has helped them deal with the current crisis.

5 Reasons To Include Digital Audio Into Your Marketing Strategy



Digital Audio Connects Franchises With their Local Audience.

New opportunity for franchises to reach people when screens are off.



Extremely Personal & Immersive



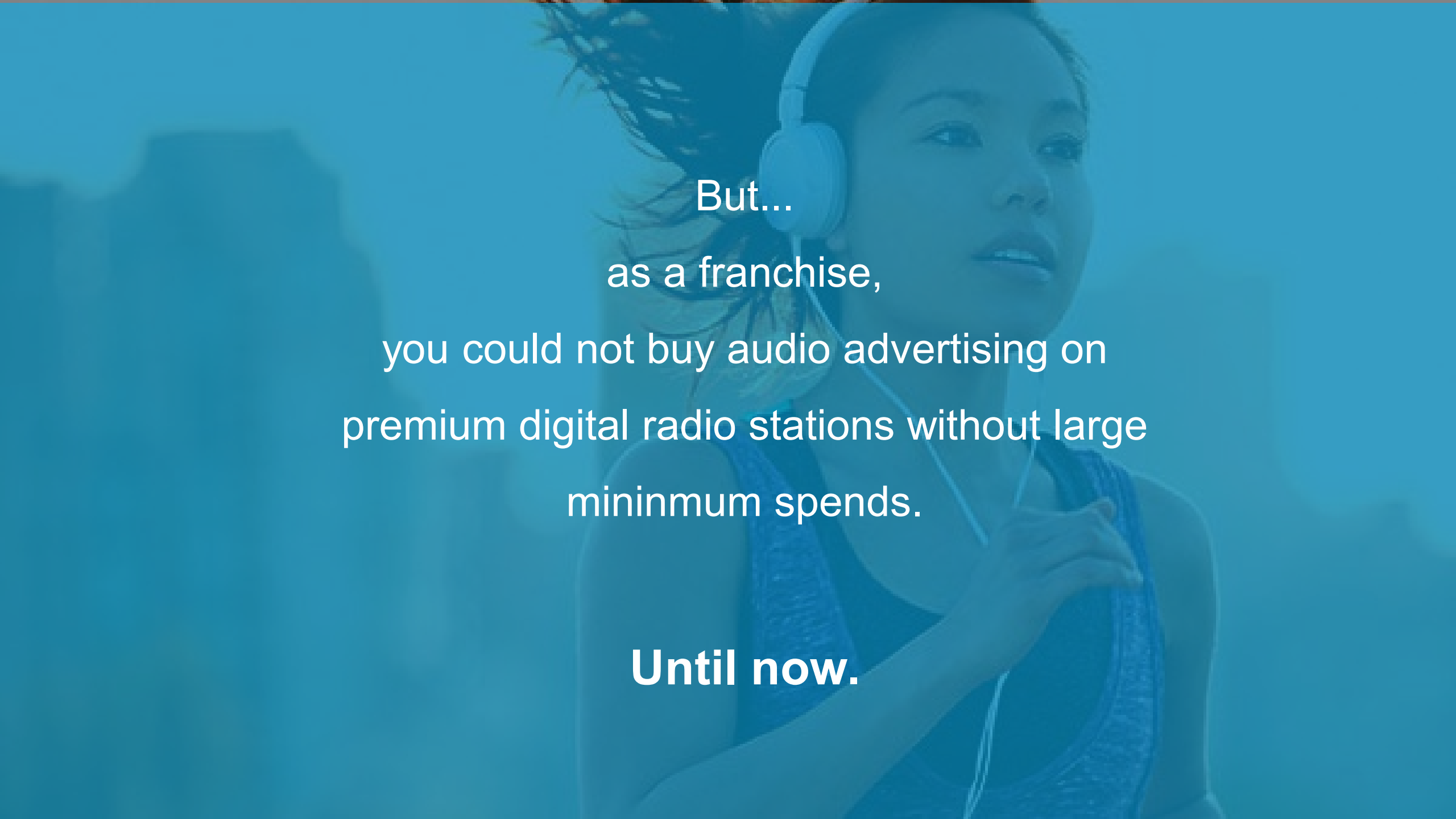
Undivided Attention



Precisely Target Your Community



Transparent & Measurable



But...
as a franchise,
you could not buy audio advertising on
premium digital radio stations without large
minimum spends.

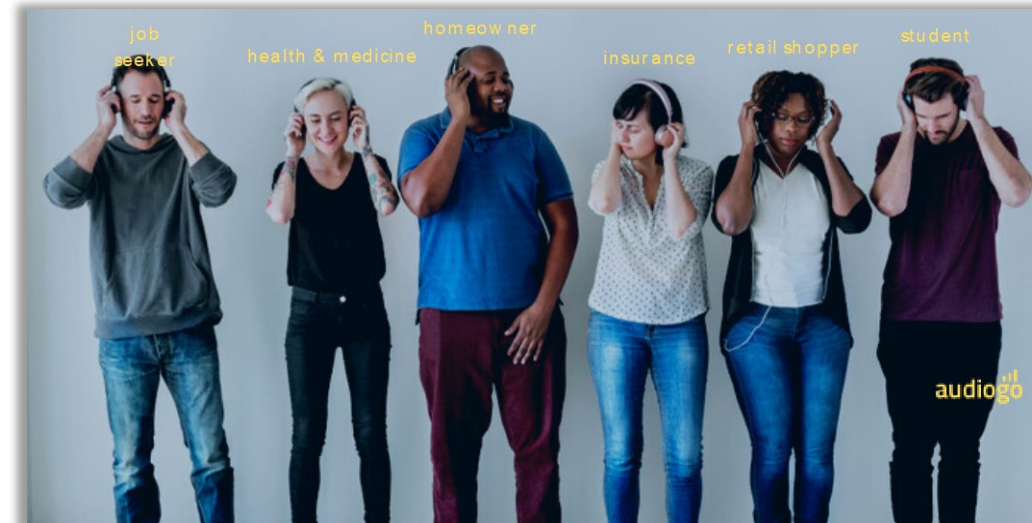
Until now.

AudioGO Enables You to Easily Add Audio Advertising to Your Digital Campaigns

Advertise on Pandora, iHeart, and other premium radio stations -- with a \$250 minimum spend. Don't have an audio ad? No problem. Audio ads can be made for you.

Great targeting ensures you reach your target audience. Target by age, gender, location (zip, city, county, DMA, state), language (Spanish or English), interests, and music genre (including talk radio and podcast).

Easy to Get Going, Easy to Track Progress. Be up and running in 5 minutes. Real time dashboard gives you progress against spend, uniques, impressions, age, gender, interest, status, and more.



"This was the first time that I had friends and family texting me that they had heard/seen our ad. The exposure was great! The clearly displayed data from our campaign really helped guide us for future campaigns. This gets you the bang for the buck!"

-- Cedar Point Health



audiogo

Platform Demo

Brain Training Franchise uses AudioGO to help franchisees stay relevant in their community

- **The Story**

- Working with the franchise to distribute AudioGO to franchisees.
- Needed to reach specific zip codes and demographics.
- Wanted an outlet that would complement their other efforts.

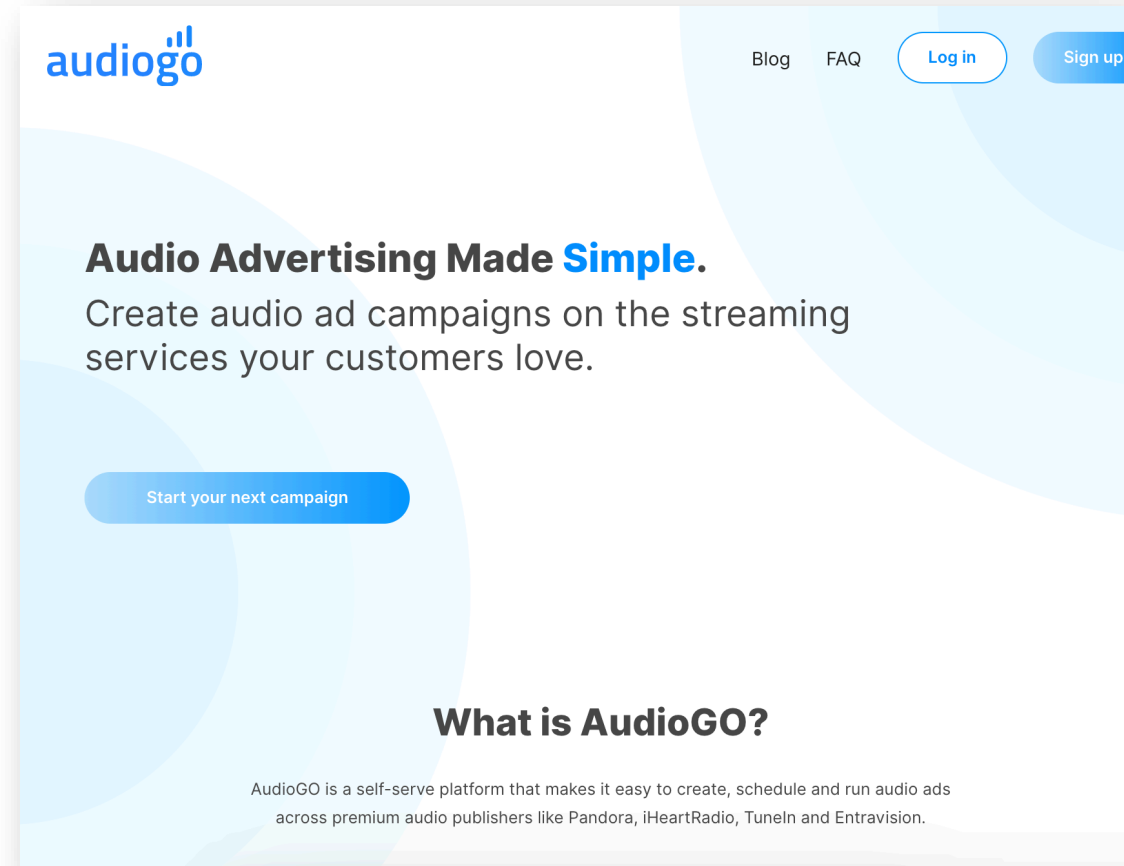
- **The Results**

- AudioGO offers materials, training, ad production and support for franchisees.
- Work together to ensure Franchisees are setup for success.



It's Easy to Get Started

- Go to audiogo.com
- Setting up your first campaign takes about five minutes.
- All webinar attendees get **\$100 off** when you run your first campaign using code 'GOIFAWEB100'.



The screenshot shows the audiogo.com website homepage. The header includes the audiogo logo, a 'Blog' link, a 'FAQ' link, and 'Log in' and 'Sign up' buttons. The main content area features the headline 'Audio Advertising Made Simple.' followed by the subtext 'Create audio ad campaigns on the streaming services your customers love.' Below this is a prominent blue button that says 'Start your next campaign'. Further down, there is a section titled 'What is AudioGO?' with a brief description: 'AudioGO is a self-serve platform that makes it easy to create, schedule and run audio ads across premium audio publishers like Pandora, iHeartRadio, TuneIn and Entravision.'

Questions?

Thank you for attending!