



# You are what you stream.

When the beat drops on your favorite song and suddenly the drive gets smoother, the run gets easier and the cooking gets spicier? That's how we connect to your audience—in the moments that matter.

At Spotify we have a personal relationship with over 140 million people who show us their true colors with zero filter. That's a lot of authentic engagement with our audience: 100 billion data points every day across devices to be exact! This data fuels Spotify's streaming intelligence—our secret weapon that gives brands the edge to be relevant in real-time moments.

Leveraging our premium, cross-platform presence, and powerful audience insights, your business can reach our listeners when they're most engaged.

A young man with dark hair, wearing large black headphones, is shown in profile from the chest up. He is holding a smartphone in his hands and looking off to the side with a thoughtful expression. The background is a blurred, warm-toned setting, possibly a beach or a park, with a soft orange and pink gradient overlay.

**Your audience is listening.  
Let's make your brand connection count.**

# Listen up.

Spotify is the largest ad-supported music streaming service in the world. Our understanding of people through music unlocks audience insights to connect your brand with the streaming generation.

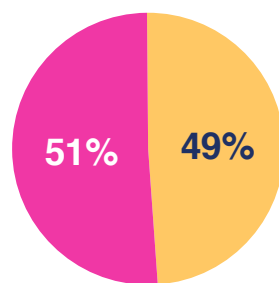
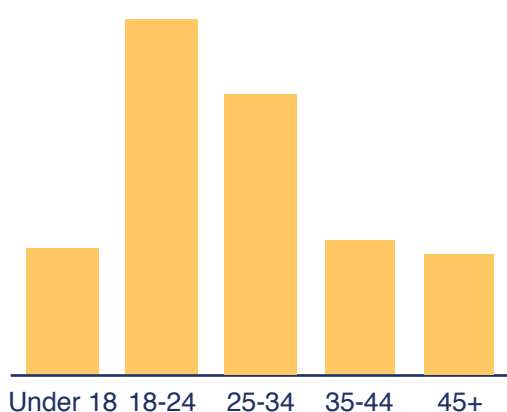


**140M+** ACTIVE USERS  
**60M+** SUBSCRIBERS  
**30M+** SONGS  
**2B+** PLAYLISTS  
**60+** COUNTRIES

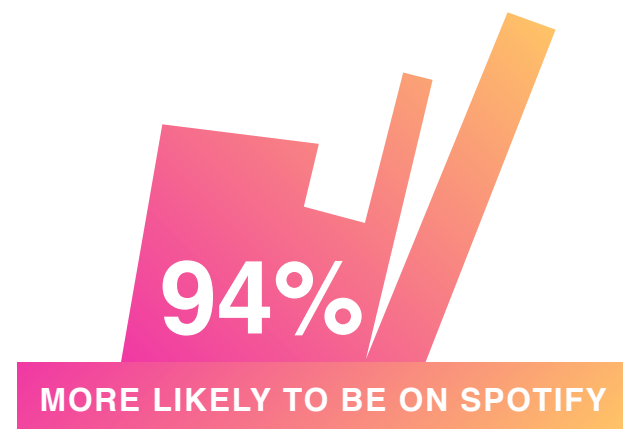
AS OF JUNE 2017

AS OF JULY 2017

SOURCE | SPOTIFY INTERNAL DATA, 2017



Men Women



## Passionate users

Spotify users across all ages and genders are engaged and enthusiastic about Spotify.\*

## Effective with millennials

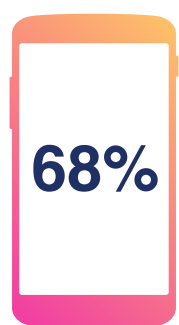
Millennials who are influencers of tech, entertainment, and music are 94% more likely to be on Spotify.\*\*

\*SOURCE | INTERNAL DATA 2017 | \*\*COMSCORE KEY MEASURES FEB '16, PLAN METRIX A18-34, FEB' 16

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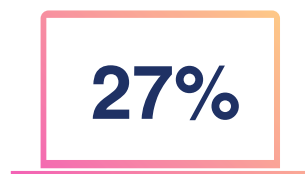
 Spotify for Brands

# Engage with your audience.



68%

Mobile/  
Tablet



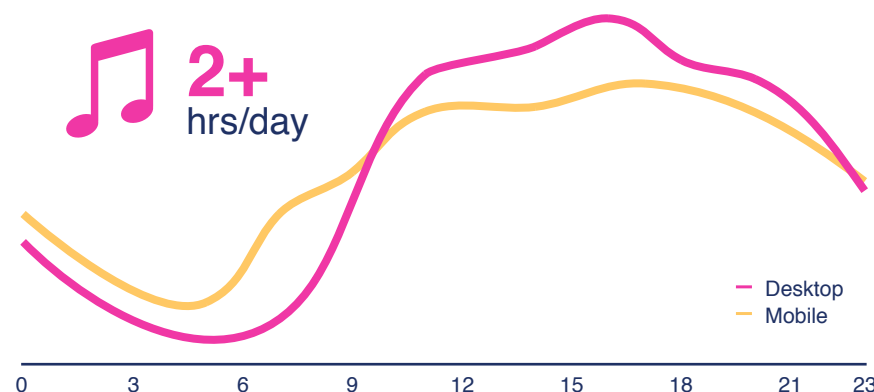
27%

Desktop



4%

Connecte  
d Devices



## Mobile-first

More people take us more places than ever... 52% of Spotify streams come from mobile devices.\*

## Always on

Our audience streams from morning to night, and the average cross-platform user spends 2+ hours with us daily.\*

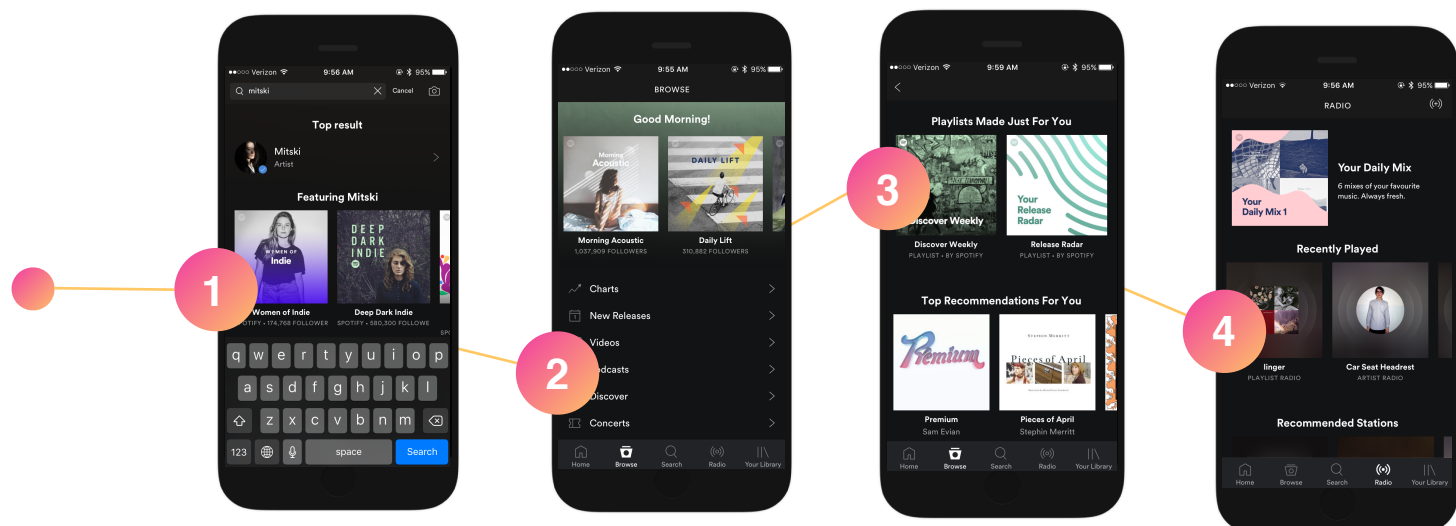
## HOW CAN THEY LISTEN?

### Free

Ad-supported instant listening across platforms

### Premium

Download and listen offline in high-quality audio. No ads, on-demand playback.



### Search

Search for your favorite content and hit play.

### Browse

Browse instant playlists for every mood and moment, handpicked by our experts.

### Discover

Discover recommendations, new releases, what your friends like and more. Check out Discover Weekly and Release Radar!

### Radio

Sit back and listen. The more you personalize the stations, the better they get.

\*SOURCE | SPOTIFY INTERNAL DATA, 2017

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 Spotify for Brands

# Targeting

Spotify users are logged in across devices and actively streaming content as they move throughout the day. Our unique streaming intelligence provides insights into context—moments, mindset, and mood.

## WHO THEY ARE



### Age & Gender

Available across platforms



### Geography

Based on the IP address of a user's current Spotify session



### Language

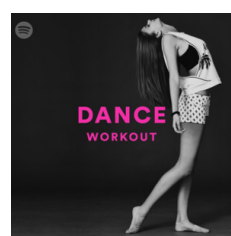
Specified by the user upon registration



### Interests and Behaviors

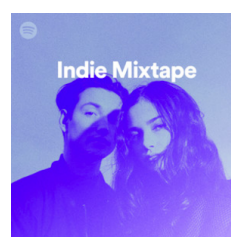
Reach demographic-based and interest-based audience segments, crafted by analyzing their streaming habits and music tastes.

## WHAT THEY'RE LISTENING TO



### Playlist

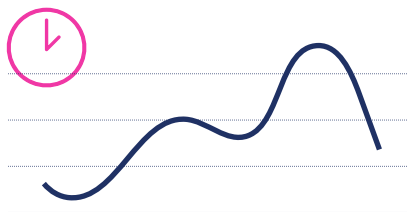
Reach users currently listening to music aligned with popular daily activities, life moments, moods, and seasonal events.



### Genre

Deliver your message immediately after a user has listened to a specific genre.

## WHEN & HOW THEY'RE LISTENING



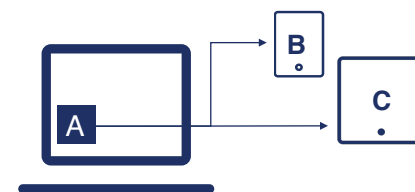
### Daypart

Reach users at the right time to suit your messaging or complement broadcast buys.



### Platform

Dynamically serve campaigns to users based on their active platform including desktop, mobile, tablet and other connected devices.



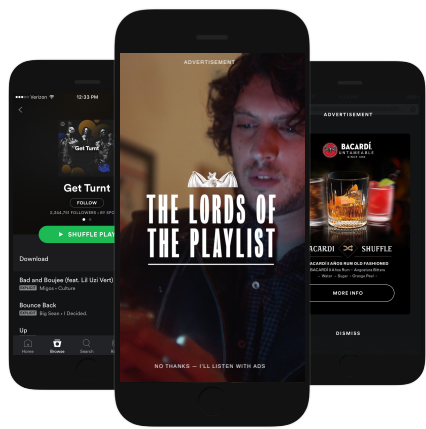
### Sequential Messaging

Re-engage users across platforms or tell longer-form brand stories

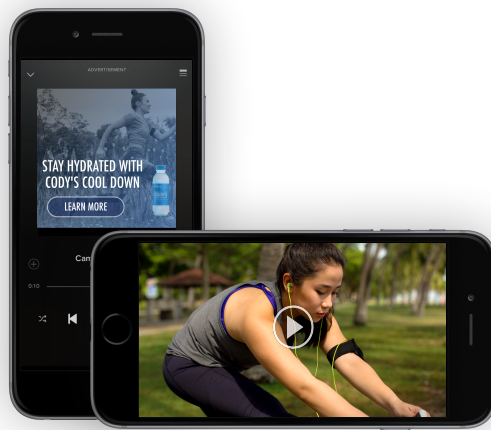
# Formats

Tell your brand's story and drive results with sight, sound, and motion.

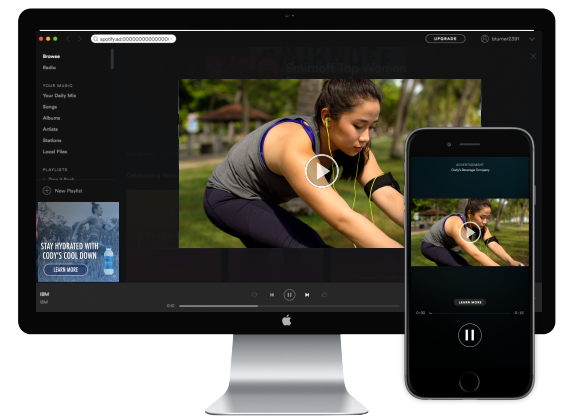
## Video



BRANDED MOMENTS



SPONSORED SESSION



VIDEO TAKEOVER

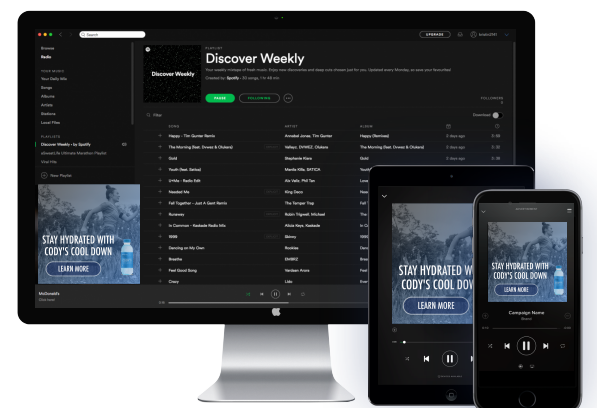
## Display



SPONSORED PLAYLIST

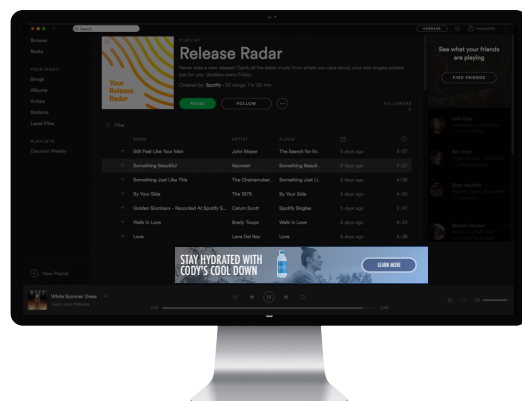


HOMEPAGE TAKEOVER



AUDIO EVERYWHERE

## Programmatic



LEADERBOARD



OVERLAY

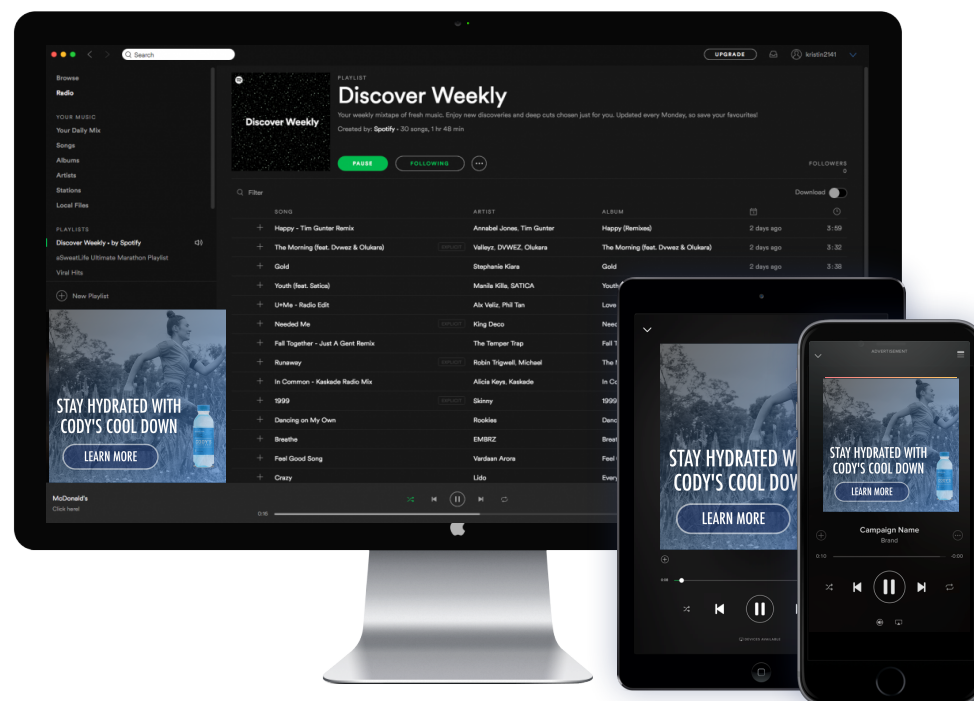
In select markets, Spotify inventory is also available in programmatic private marketplaces. If you're working with a demand side platform (DSP) and wish to launch a programmatic campaign, contact [programmaticsales@Spotify.com](mailto:programmaticsales@Spotify.com) to learn more.

# Audio

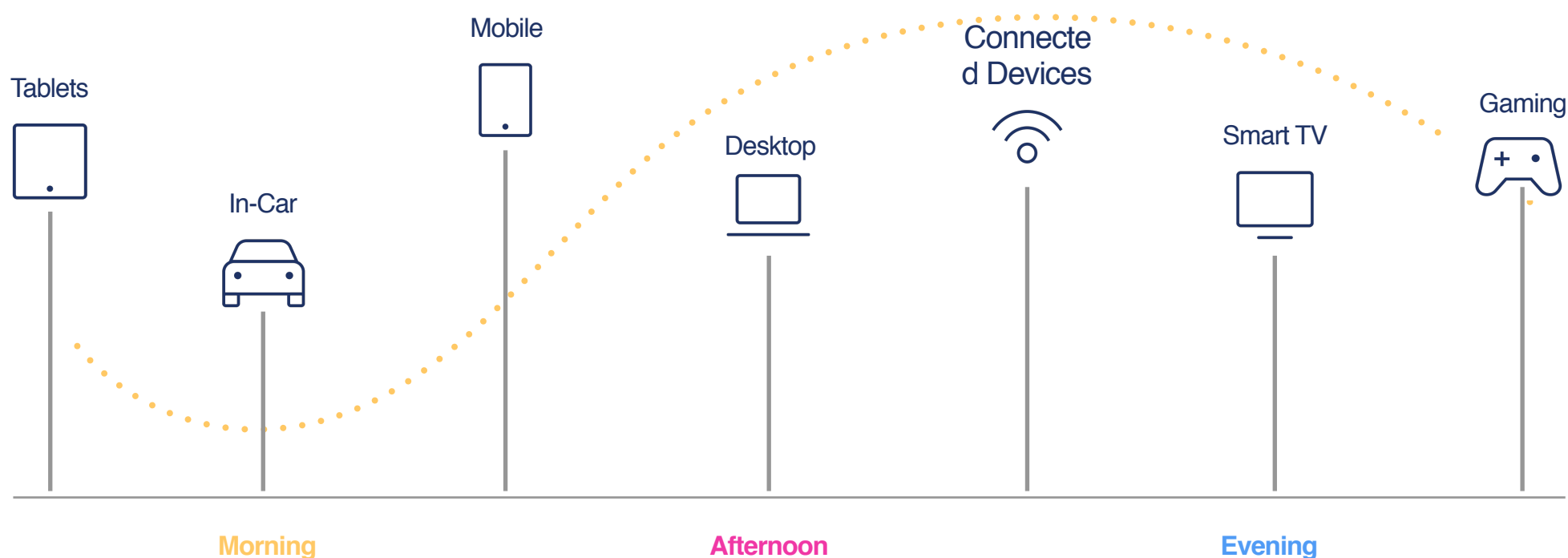
## Audio Everywhere

Reach the right people, at the right time, wherever they are.

Engage in one-on-one conversations with your audience through Spotify audio ads. People look to Spotify to soundtrack their day as they move between devices and platforms - reach your audience with confidence.



[VIEW MORE INFO](#)



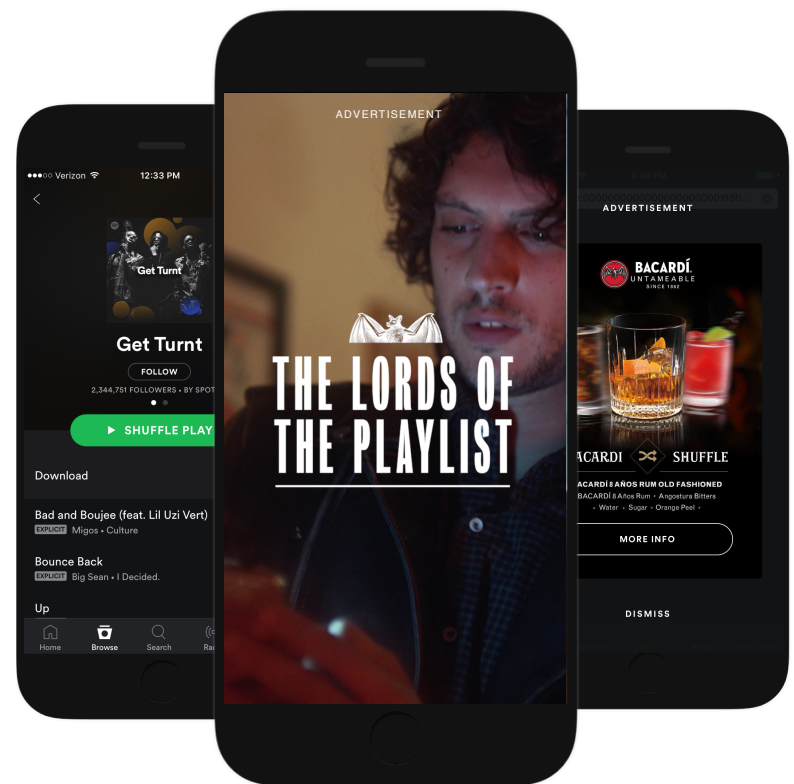
# Video

## Branded Moments

Connect and engage with your target audience in real-time moments.

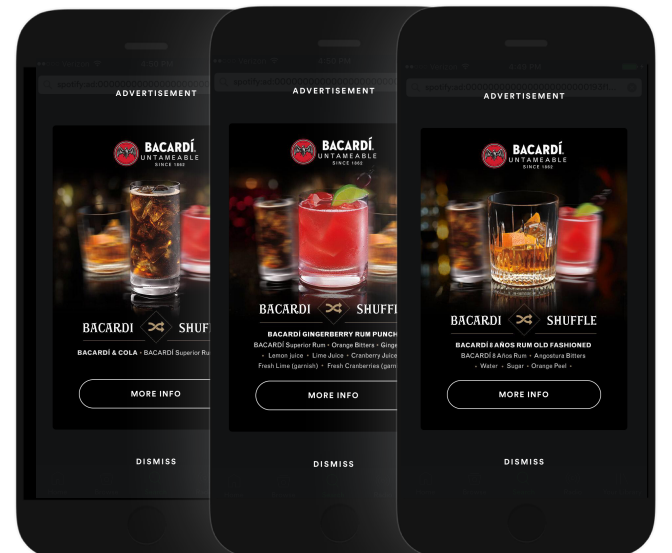
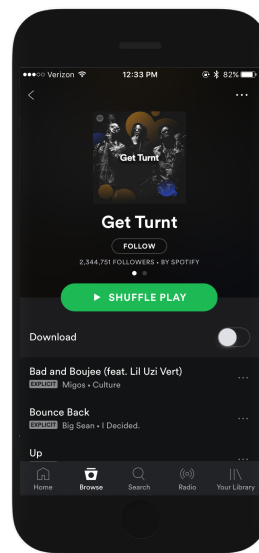
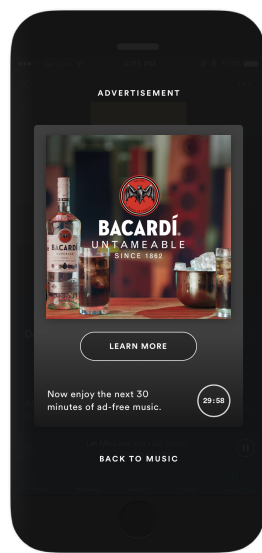
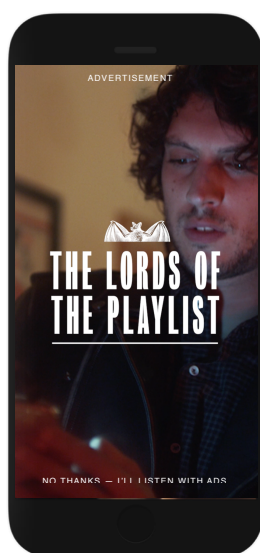
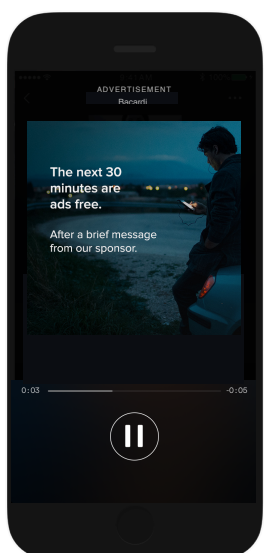
Drive brand affinity by unlocking 30 minutes of uninterrupted listening. Reach your audience with immersive vertical video.

Tell your brand's story throughout the user's session with 100% SOV.



[VIEW MORE INFO](#)

- 1 OFFER CARD
- 2 VERTICAL VIDEO
- 3 START CARD
- 4 30 MINUTES UNINTERRUPTED MUSIC
- 5 SEQUENTIAL DISPLAY WITH 100% SOV



PERSONAL RELEVANCE

**76%** said  
the campaign was intended  
for people like them.

BRAND INTEREST

**52%** said  
the campaign increased  
their interest in the brand.

PURCHASE INTENT

**61%** said  
they were likely to  
buy the product.

SOURCE | Branded Moments Beta Program Results, Q1, 2017

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 Spotify for Brands

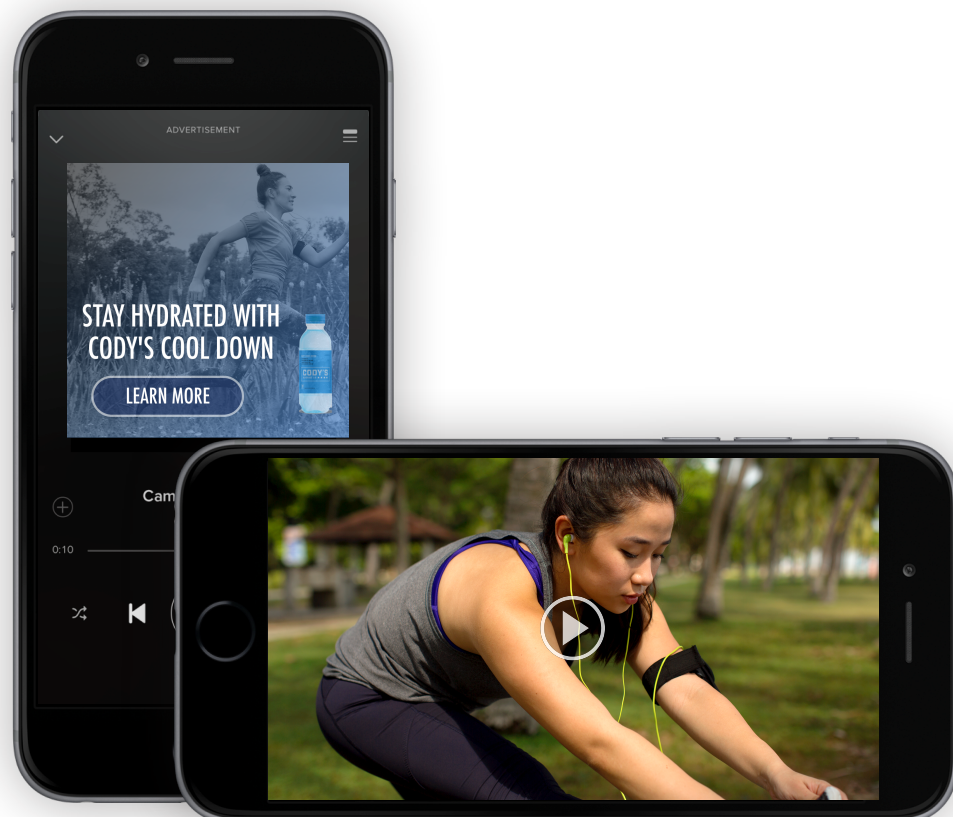
# Video

## Sponsored Session

Your brand becomes a gateway to an enhanced streaming experience.

Drive brand affinity by offering 30 minutes of ad-free listening to your audience. Users receive your brand's Sponsored Session offer only if app is in view. After watching your video message, a clickable display unit appears, inviting further engagement and extending your campaign.

[VIEW MORE INFO](#)

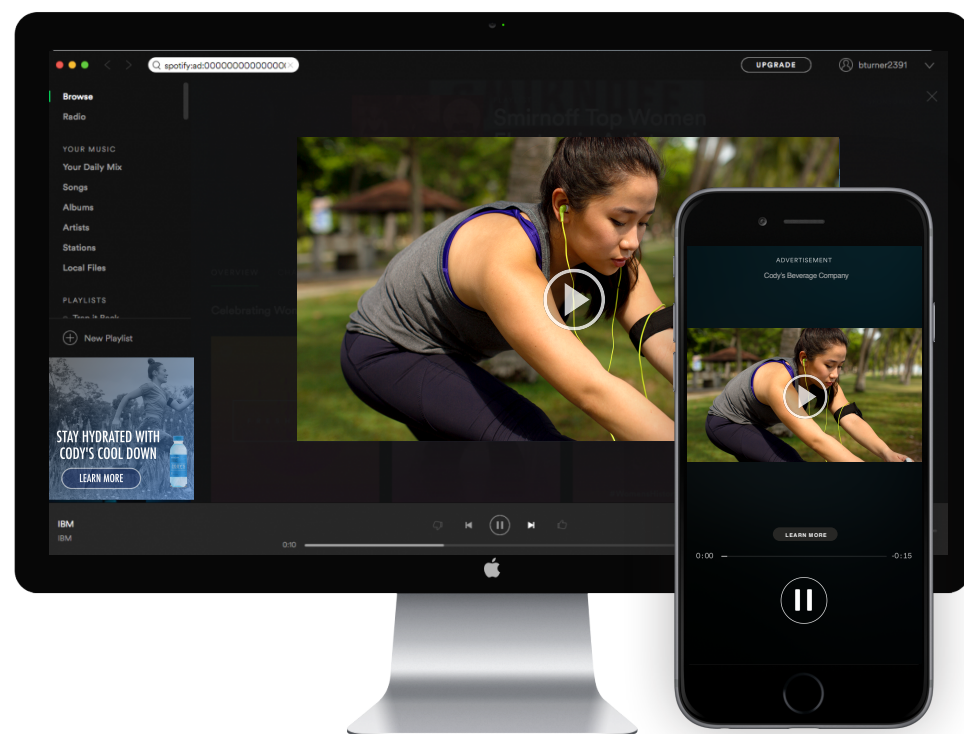


## Video Takeover

**Sponsor the ad break experience with guaranteed, viewable video.**

Drive brand impact and tell your story confidently in a rich, immersive video environment. All of our video ads are delivered to logged-in users, when they're in-focus on Spotify. Spotify video views are 'Human, Audible, and Visible on Complete' (HAVOC), as measured by Moat.

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# Display

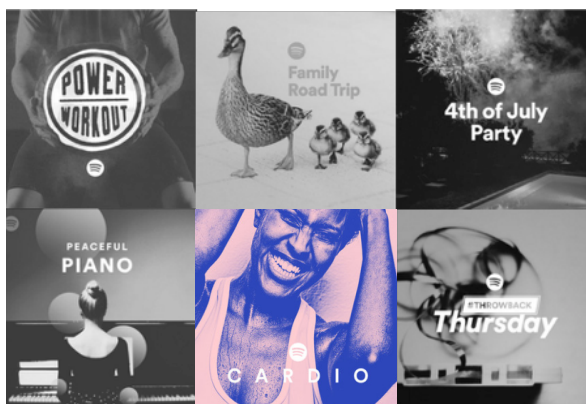
## Sponsored Playlist

Align your brand with Spotify's top franchise playlists

Maximize brand awareness by exclusively sponsoring Spotify's top owned & operated playlists. Build a connection with your audience on their favorite playlist. Amplify your brand's message with exclusive in-playlist media.

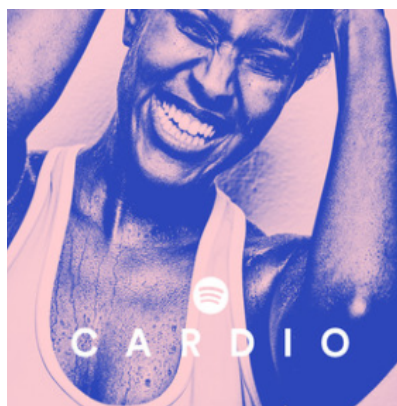


[VIEW MORE INFO](#)



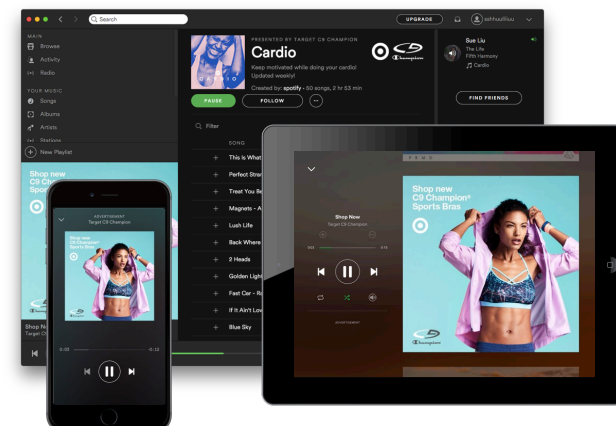
### Choose your playlist.

Find the perfect playlist that best matches your campaign objectives and target audience.



### Promote your playlist.

Drive streams of your Sponsored Playlist through Native Promotion.



### Unlock in-playlist media.

Amplify your brand's message with added value In-Playlist Media.

ENGAGEMENT

**2.3%**

CTR on Homepage  
Takeover

BRAND UPLIFT

**+30%**

Increase in Brand  
Awareness

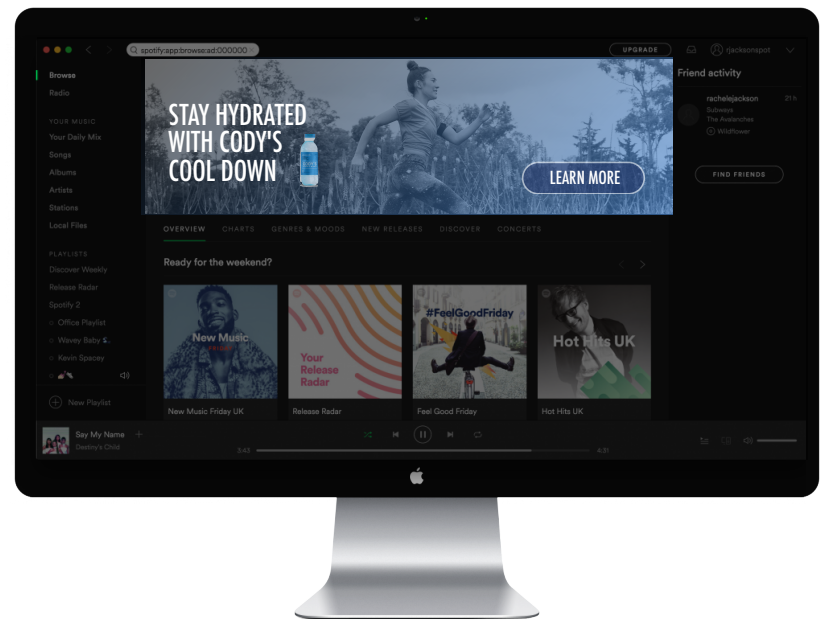
# Display

## Homepage Takeover

Put your brand on center stage for a day.

Deliver a high-impact experience on the front of Spotify's Browse page for 24 hours. Homepage Takeover also supports rich media - brands can add interactive elements to capture attention and invite engagement.

[VIEW MORE INFO](#)

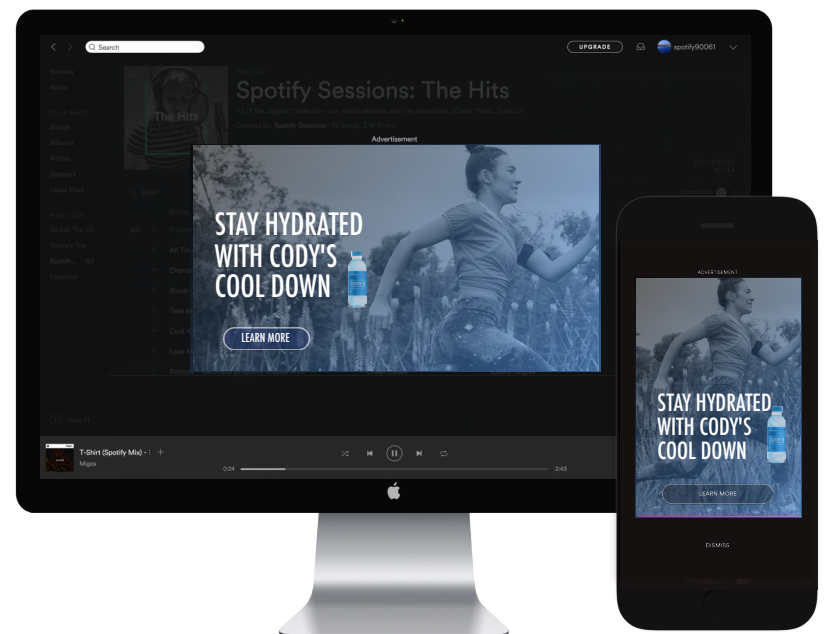


## Overlay

Welcome users back to Spotify with your message.

Reach your audience with ads designed for viewability - Overlay is delivered only when the Spotify app is active. Use a call-to-action to drive traffic your website.

[VIEW MORE INFO](#)

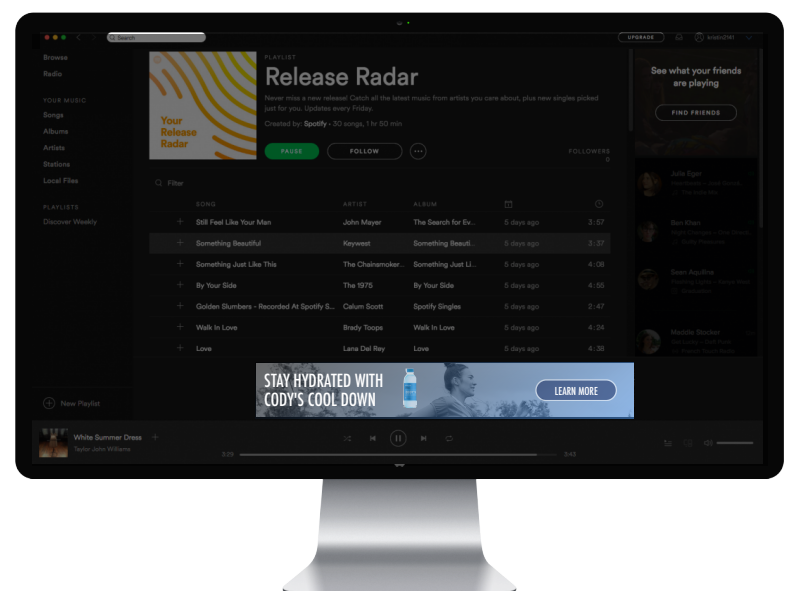


## Leaderboard

IAB standard display

Extend your campaign reach in a brand safe environment - your message will be the only message shown for 30 seconds.

[VIEW MORE INFO](#)



# Custom Solutions

## Brand Profile & Playlist

Build your brand's presence on Spotify.

Brands are encouraged to participate in the Spotify experience with Brand Profiles and Playlists. Build brand loyalty by curating the perfect playlist and connect with your audience through the passion point of music.

[VIEW MORE INFO](#)



## Ad Pages

Leverage Spotify's platform to create a custom integrated campaign.

Ad Pages allow you to showcase your brand on Spotify by integrating with Spotify's API. Build a custom solution within the Spotify app by leveraging our data and content.

[VIEW MORE INFO](#)

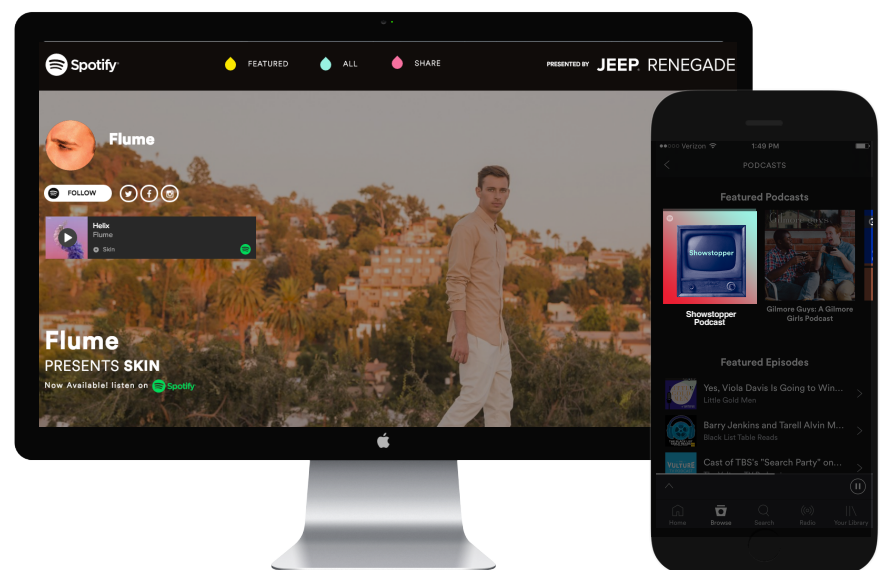


# Custom Solutions

All custom programs run with Spotify DNA: playlists, data, discovery, and music-first.

## Branded Content

**Spotify Branded Franchises** are unique content opportunities produced exclusively with our brand partners in mind. Rooted in insights, they are scalable across video, audio, and experiential and optimized to achieve your objectives. Branded Franchises are designed for brands to own and only built-if-sold.



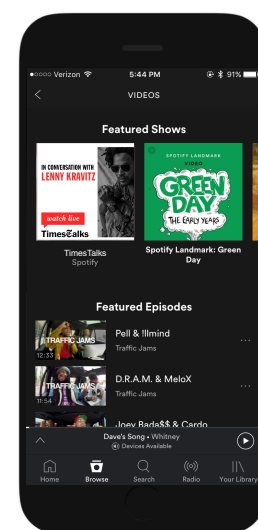
## Original Content

**Spotify Originals** are our slate of original content series. They are decidedly music-first, compelling concepts with a fun, clear hook. Our series are divided into three categories: *Performance*, *Storytelling*, and *Music & Culture*.



## Partner Programs

Spotify partners with a content creator with desired audiences, complementary offerings, and/or aligned brand identities to create first-to-market opportunities. Together, we package up our respective assets and monetize this content by taking it to advertiser partners.



Please reach out to your Spotify representative or contact us for more details on any custom integrations.

# Let's connect.

Get in touch with the team at  
[spotifyforbrands.com](https://spotifyforbrands.com)

