

Audio Creative Specs & Best Practices

First-Party Supported Formats

MP3, M4A, WAV

3rd Party Supported Formats

MP3 or OGG *we recommend that you include both MP3 and GG file types in your tag

Bitrate

160 KBPS (Recommended)

Spot Length

15s, 30s, or 60s (not recommended)

Best Practices

Determine a goal of the audio ad

Create a clear and informative message to spike interest in users who may be unfamiliar with your brand.

Highlight 1 to 2 Unique Selling Points

What will make someone remember your brand? I.e. Quality Ingredients, Ethically made, Low Prices. Helpful tip: People tend to forget after 3.

End Card

The last 3 seconds should state your brand name and/or a tag line.