

**+43%**

Incremental reach on average when adding Amazon Streaming Audio to Amazon STV ads

**50%**

Of Alexa users leveraged shopping features

**4 Hours**

Spent listening to audio per day

**81%**

Of ad supported streaming on Alexa-enabled devices are accessible via Amazon streaming audio ads

## Reach 600M+ Alexa-Enabled Devices

Amazon's exclusive streaming audio platform connects you with audiences during their most engaged moments—at home, in the car, and on the go. With more daily time spent on audio than social media, sound captures attention and drives results.



- 1. Exclusive Reach** — Reach engaged listeners on Amazon Music's ad-supported tier and top platforms like Twitch and Audacy, plus over 600 million Alexa-enabled devices where most audio listening happens.
- 2. Smarter Targeting** — Use Amazon's shopping and streaming signals to target audiences based on what they browse, buy, listen to, and when and where they listen.
- 3. Interactive Experience** — Turn passive listening into active engagement with Alexa Voice Ads, allowing customers to respond instantly with simple voice commands.
- 4. Creative Support Included** — Get full-service creative and production support at no additional cost.

## Ready to be heard? **CONTACT US TODAY!**