# Audacy partners with Claritas to enhance audio advertising insights



At CES 2025, Audacy announced a significant partnership with Claritas, a marketing data analytics provider, aimed at enhancing the insights available to advertisers within the realm of audio campaigns. The new solution is designed to integrate broadcast data directly with Audacy's broadcast spot logs, allowing for the measurement of reach and impression frequency across both broadcast and digital audio channels.

Claritas has developed an Identity Graph tool that provides in-depth data regarding American consumers' preferences in entertainment and shopping, utilising privacy-compliant methods. The incorporation of AI-based analysis is expected to empower Audacy's advertisers with a deeper understanding of their campaign performance. This combination of technologies represents a shift towards more sophisticated data analytics in the advertising landscape, specifically tailored for audio media.

Paul Suchman, Audacy's chief marketing officer, discussed the strategy, stating, “Multi-platform audio campaigns that combine traditional radio with digital deliver better outcomes for our advertiser partners’ audio investments and enhance their overall media plans.” This assertion indicates that the integration of various audio platforms can lead to improved advertising effectiveness, suggesting a growing trend toward multichannel marketing strategies.

Furthermore, Claritas highlighted the potential to track website traffic driven by Audacy’s radio campaigns. By comparing exposed and unexposed markets, this solution not only provides insights into listener behaviour but also facilitates real-time data delivery. Such capabilities are expected to enable advertisers to optimise their campaigns more effectively, reflecting ongoing advancements in the use of AI and data analytics within businesses.

As the industry continues to evolve with new technologies and methodologies, partnerships like that of Audacy and Claritas exemplify the trend towards leveraging advanced analytics to improve business practices in advertising. These developments at CES underscore the significant role that AI and automation are poised to play in shaping the future of marketing strategies across various platforms.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.radioworld.com/tech-and-gear/products/audacy-partners-with-claritas-to-boost-advertiser-insights> - Corroborates the partnership between Audacy and Claritas, the integration of broadcast data with Audacy's broadcast spot logs, and the use of Claritas' Identity Graph tool for consumer insights.
2. <https://www.radioworld.com/tech-and-gear/products/audacy-partners-with-claritas-to-boost-advertiser-insights> - Supports the statement that the solution measures reach and impression frequency across both broadcast and digital audio channels and utilizes AI-based analysis.
3. <https://www.radioworld.com/tech-and-gear/products/audacy-partners-with-claritas-to-boost-advertiser-insights> - Quotes Paul Suchman, Audacy's chief marketing officer, on the effectiveness of multi-platform audio campaigns combining traditional radio with digital.
4. <https://www.radioworld.com/tech-and-gear/products/audacy-partners-with-claritas-to-boost-advertiser-insights> - Explains the potential to track website traffic driven by Audacy’s radio campaigns by comparing exposed and unexposed markets.
5. <https://www.radioworld.com/tech-and-gear/products/audacy-partners-with-claritas-to-boost-advertiser-insights> - Mentions the real-time data delivery and its impact on campaign optimization.
6. <https://www.youtube.com/watch?v=-0WTv3Ey5yM> - Provides additional context on Claritas' Identity Graph and its enhancements, highlighting its role in consumer insights and marketing strategies.
7. <https://www.globenewswire.com/news-release/2024/10/08/2959857/0/en/Claritas-and-AudioStack-Announce-Strategic-Partnership-to-Revolutionize-AI-Driven-Audio-Marketing.html> - Details Claritas' expertise in data-driven marketing solutions, including its Identity Graph and AI technology, which aligns with the partnership's goals.
8. <https://www.globenewswire.com/news-release/2024/10/08/2959857/0/en/Claritas-and-AudioStack-Announce-Strategic-Partnership-to-Revolutionize-AI-Driven-Audio-Marketing.html> - Explains the integration of Claritas' consumer insights with advanced AI technology for enhanced audience targeting and creative optimization.
9. <https://claritas.com/resources/video-connecting-marketers-with-more-able-intent-based-consumers/> - Describes how the Claritas Identity Graph helps marketers understand their customers and best prospects, including their devices and usage behaviors.
10. <https://claritas.com/resources/video-connecting-marketers-with-more-able-intent-based-consumers/> - Highlights the ability of the Claritas Identity Graph to connect marketers with intent-based consumers, aligning with the article's discussion on campaign effectiveness.
11. <https://www.radioworld.com/tech-and-gear/products/audacy-partners-with-claritas-to-boost-advertiser-insights> - Please view link - unable to able to access data