



AudioStack

# AI-powered Audio *for* Retailers

AI audio production to make communication with your customers **personal**, **flexible**, and **hyper-relevant**

## 1. Introduction 05

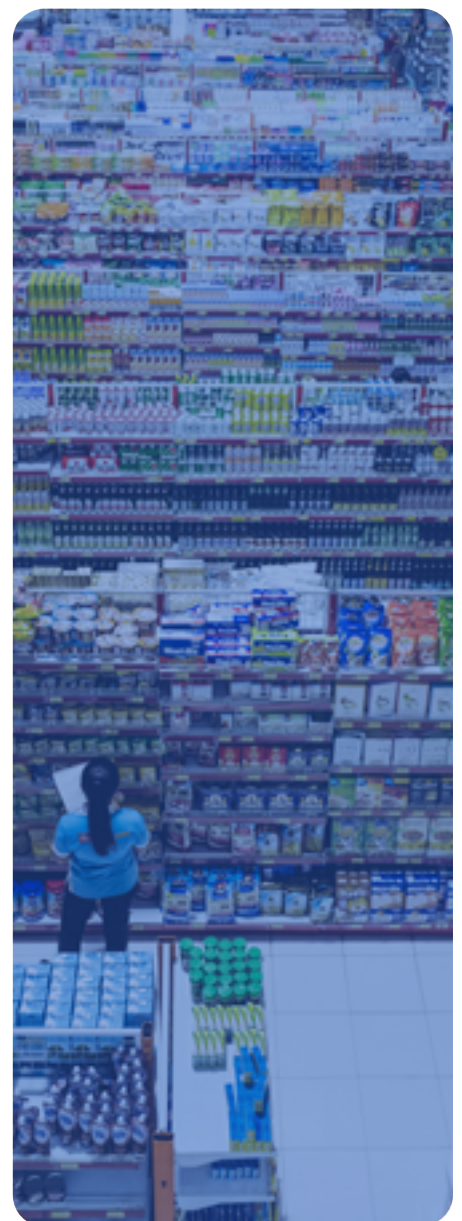
## 2. Why retailers choose AudioStack 06

## 3. How AudioStack works for you 10

## 4. Localization: Your Key to Success 12

## 5. Getting Started with AudioStack for Retail 18





In today's fast-paced retail environment, the ability to communicate effectively and efficiently with customers is more important than ever

With the rise of digital and technologies, retailers now have the ability to adapt to the ever changing expectations and needs of their customers. AudioStack offers an advanced creative tech solution that enables retailers to deliver personalized, flexible, local and hyper-relevant audio communications at scale.

This document explains how you can use audio to communicate faster, more effectively and more efficiently locally. AudioStack helps you to seamlessly integrate processes, while leveraging your own data and tech stack to deliver to your business objectives and needs.



# Why retailers choose AudioStack

## Speed and Flexibility

Your retail environments are dynamic and characterized by frequent changes in promotions, inventory and customer preferences. Producing new audio spots or spot elements every week is time-consuming and costly. AudioStack enables you to create high quality audio content, from text to audio, in a matter of seconds and generate new advertising material that meets your requirements. Whether it's updating promotional offers or customizing messages for different regions or audience targets, AudioStack provides the flexibility you need to stay competitive and drive sales.

## Cost-Efficiency

Traditional audio production is often time-consuming and expensive, even if you already use dynamic advertising material that only needs to be updated in individual passages. You are faced with long lead times and high costs for creating and updating content. However, AudioStack offers a cost-effective alternative by automating the audio production process. By eliminating manual intervention, AudioStack reduces production costs by up to 81% and shortens production times by over 99%, allowing you to produce thousands of personalized audio pieces with minimal effort.





## Content

### Script

The AI revolution in audio advertising isn't just in how we create sounds.

That's always been

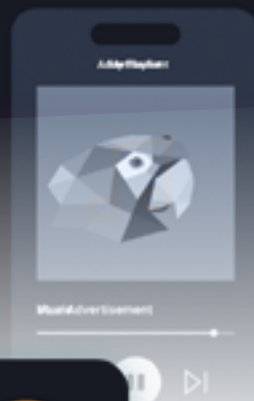
## Speech



## Production



## Delivery



## AudioStack AI Advertisement






### **Personalized and Local Communication**

One of our strongest features is the ability to deliver personalized and localized audio content in real time. You can even use your customer data to create customized messages that resonate with specific audiences. Especially when it comes to providing customers with their local offers that are relevant to their geographical location - AudioStack ensures that every communication is highly relevant and effective. In the retail sector, in addition to geographic and time-based targeting, other targeting options are also

crucial to making audio campaigns relevant and effective. These include the customization of advertising messages based on product preferences, consideration of current weather conditions, seasonal targeting for holidays and special occasions as well as demographic targeting to address the age, gender and life stage of customers. Custom data integration such as product stock levels is also important to ensure that advertised products are available in local stores, thereby increasing customer satisfaction.







## Create Advertisement

Copy and paste any product description and create a professional audio ad in 30 seconds.

Canon EOS Rebel T7

Perfect for beginners, this camera bundle offers the essential tools needed to take your SLR skills to new heights, all in one convenient package. No matter where your next adventure takes you, count on the EOS Rebel T7's impressive 24.1 Megapixel CMOS sensor and wide ISO range of 100-6400 (H: 12800) to capture high-quality images, even in low-light situations.

Ad Settings

Narrative

First Person

Third Person

Length (Coming Soon)

30 seconds

Mood

Cheerful

Tone

Friendly

Versions to be generated:

1

2

3

Generate Audio Advertisement


**Or Create From Scratch**  
 Get started with your own script.

**Or Browse the Ad Library**  
 Our Ad Library boasts hundreds of ads for you to select from.

GENERATED AUDIO ADS +

Please remember to save your Ad, any unsaved Ad will be lost.

**YOUR AI GENERATED AUDIO ADS**  Clear All Assets



Your AI Advertisement  
EOS Rebel TT v1

00:30

# How AudioStack works for you

## Seamless Integration

Our technology is designed to integrate effortlessly with any retail tech stack. Whether you're working with existing audio and video campaigns or starting from scratch, AudioStack can connect to your data systems, DSPs, SSPs, DMPs as well as other 3rd party measurement, analytics and workflow tools. This flexibility allows you as a retailer to automate content updates, make real-time adjustments, and ensure that all communications are consistent across all channels, including digital audio, video, social, and in-store media.

## Real-Time Adaptability

In the ever-changing retail landscape, timing is everything. We enable real-time customization as our technology allows you to instantly update your audio content based on live data feeds, tables or APIs. This capability is particularly valuable during events such as promotions or product launches, where timely and relevant communications can significantly impact customer engagement and sales. Imagine that the system can create and live your message based on the data all by itself.

# Localization: Your Key to Success

In the diverse and expansive U.S. market, one-size-fits-all campaigns are rarely effective. The U.S. is a country with distinct regional differences in culture, language, preferences, and economic conditions. For retailers, campaign localization is essential to reach and resonate with customers in different regions.

## **Localized campaigns make all the difference**

Localization involves tailoring a campaign's message to the local context, which includes everything from language and dialect variations to local customs, interests, and economic situations. For example, a campaign that resonates in New York City may not have the same impact in rural Texas or

suburban Midwest. By localizing their creative in the campaign, retailers can ensure that their messages are relevant and engaging to each target audience. AudioStack's localization capabilities allow retailers to easily adapt their messaging for different regions, ensuring that their campaigns are as effective as possible across the entire U.S. market.



Father's Day is only **3** Countdown 📅, and MantisX is celebrating with some incredible deals on our product

one week away | ✖

4 days away | ✖

3 days away | ✖

MantisX is the Our innovative

Boost your audio production in just a few clicks.

### 📁 Campaign Manager

Reach your target audience better by creating versions of your ads based on dynamic variables. Boost your audio production in just a few clicks.

PROMOS & OFFERS

☒ 50% off promotion.

☐ No Sign-up fee.

ACTIVITIES

☒ Yoga

☒ Pilates

☒ Crossfit

☐ Spinning

☐ Zumba

LOCATION

9029 Queensway, London ▾

### 🌐 Localiser

Reach your target audience better by creating versions of your ads based on different variables. In just a few clicks, in one place.





# Application examples from practice

## **Matalan's AI audio campaign: Real-time contextual targeting**

Matalan, one of the UK's largest retailers recently launched an AI-powered audio campaign that demonstrates how artificial intelligence can improve the efficiency and adaptability of retail advertising. The campaign, which ran on linear radio stations as well as digital audio platforms, uses AI to quickly create advertising messages and flexibly adapt them to different promotional offers and audiences. This not only speeds up the production of audio ads, but also provides an easy way to create multiple versions of an ad - a feature that is becoming increasingly important as contextual targeting becomes the order of the day. This approach allows Matalan to react quickly to market changes and tailor its messages to the exact needs of its customers.

## **McDonald's: Campaigns to reflect on local promotions and deals**


McDonald's was able to customize its audio campaigns to local promotions and offers by working with AudioStack. By utilizing AudioStack's technology, McDonald's was able to quickly create audio spots that were specific to individual markets and ensure that customers in different regions received messages that were relevant to their local McDonald's outlets. This localization strategy is particularly effective in the U.S., where consumer preferences can vary greatly from state to state or even city to city. By tailoring their offers and messages to local markets, retailers can increase the effectiveness of their campaigns and improve customer satisfaction.

## **Vertellis: Dynamic Content for National Celebrations**

Another example of localization is how Vertellis used AudioStack to dynamically update their audio content in real time for International Women's Day. The campaign included countdown elements and specific mentions of the event tailored to the day and context, making the message more compelling and relevant to listeners. For you, similar strategies can be used for national holidays, regional events or even local celebrations. For example, you could use AudioStack to create a dynamic audio campaign highlighting a special 4th of July sale with messaging tailored to the day of the week and local market conditions, ensuring that each customer hears a message that feels timely and relevant. And produce it all in real time.







**Implementing AudioStack is straightforward and can be tailored to your unique needs. You can start with a single dynamic campaign today and gradually move to a full integration into your technology stack.**

# Getting Started with AudioStack for Retail

AudioStack as a creative software technology, offers a variety of options, from managed services to fully integrated and automated solutions, to ensure that you as a retailer can get started quickly and see immediate benefits.

Do you currently have upcoming events, new (changing) promotions, changes to the product range or store openings, or an ongoing campaign that could benefit from being local? You have an existing campaign or creative brief for audio, video or both?

**We can start today!**

**1**

We create  
AI assets as  
managed service

**2**

We check all  
media buying  
pipes and  
integrations

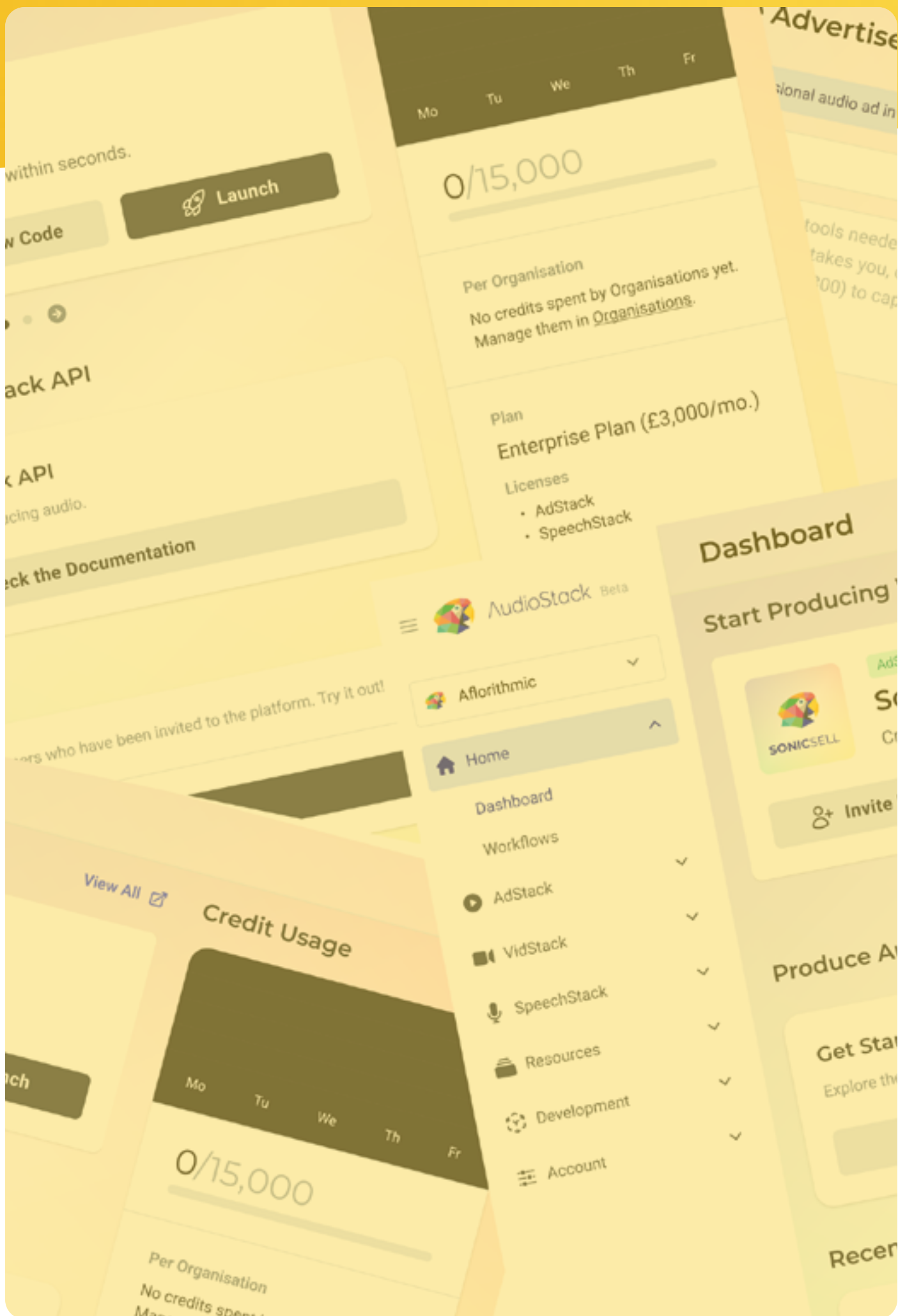
**3**

We deliver  
individual files  
or single VAST to your  
buying platform

**4**

Activity goes  
LIVE in 1 day to 2  
weeks (depending on  
creative brief  
and complexity  
of project)!





# Adopt it for the future

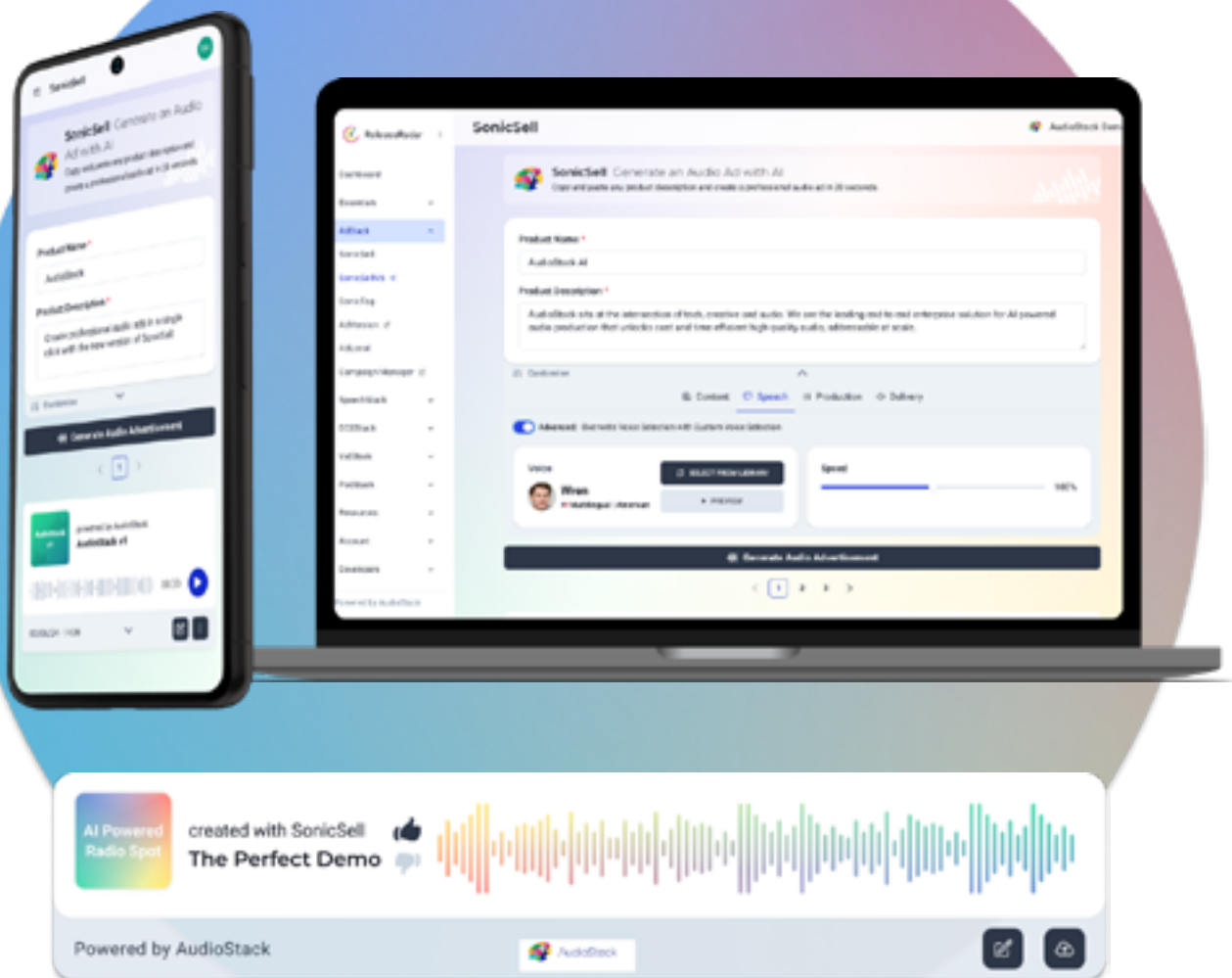
Make your creative production more flexible and efficient while maximizing your advertising budget. Set up AudioStack to empower your team to deliver campaigns and create promotional materials that are flexible, relevant, personal and local.

This allows you to do more with less, adapt quickly to events and changes, use your data to create personalized content, and ensure your messages are tailored to your stores and local conditions. Integrate AudioStack into your systems and workflows for maximum efficiency. AudioStack can seamlessly integrate with your existing systems, allowing you to automate changes and

updates, drive advanced campaigns (such as those powered by live feeds), connect to in-store systems and RMMS, and enable in-store staff to make necessary changes. This integration ensures that your operations remain agile and efficient, adapting quickly to any changes or new requirements.

**Let's build the future of your audio campaign strategy together!**

As the retail industry evolves, the ability to effectively and efficiently communicate with customers will be a key differentiator. AudioStack gives retailers the tools they need to stay ahead of the competition by delivering personalized, flexible, and hyper-relevant audio communications at scale.



For more information or to get started with AudioStack, visit  
**<http://www.audiostack.ai>**  
or contact us at  
**[silke@audiostack.ai](mailto:silke@audiostack.ai)**.





AudioStack