

# Streaming reaches the right ear. RIVI makes sure it says the right thing.

Most audio ads play one generic message to every listener. RIVI is dynamic audio retargeting that rebuilds the ad around each site visitor, so *what they hear matches what they were just looking at*.

# 155%

lift in display click-through when RIVI ran alongside the same campaign.

## What RIVI actually sounds like

You write one master script for the campaign and choose the variables that should change for each listener. RIVI pulls those values from your data feed and assembles a personalized audio ad for every visitor in real time.



### Real-time voice insertion

Variables filled in at impression, not pre-recorded.



### Pre-approved brand scripts

Brand-safe templates that you always control.



### Dynamic fields from API

Pulled live from your website or CMS.

#### SAMPLE RIVI SCRIPT / HOTEL

Hey, it's *Rivi* checking in from *[hotel brand]*. Interested in that next getaway at the *[property name]*? Rooms are open for your dates from *[rate per night]*. Lock it in at *[URL]* before they're gone.

## WHAT MAKES RIVI DIFFERENT

### Three things audio retargeting actually needs to do

#### 01

#### Targets your visitors, not generic audiences.

Most audio ads target broad groups like "people who travel often." RIVI targets the specific person who just visited your site, the one who already showed real interest in what you offer.

#### 02

#### Write one script. RIVI builds the rest.

You define the script and the variables. RIVI assembles each personalized ad and delivers it in real time for optimum relevancy. No re-recording, no lengthy production cycles.

#### 03

#### Reach the listener wherever they stream.

Streaming audio and podcasts across major platforms, not locked to one publisher's inventory or one walled garden.



# What this looks like for a real person.

Most site visits do not end in a purchase on day one. Buying decisions take time. Here is how RIVI stays with a customer through that window.

**4h  
28m**

The average US adult spends more time with digital audio every day than other media. **RIVI is built for that window.**

Edison Research, Share of Ear, 2025



12:34 PM

## BROWSE

### Sarah opens her phone over lunch to plan her vacation

She has been thinking about a long weekend in June. She compares rates at the **Cancun Beach Resort**, reads the reviews, and closes the browser when her break ends. No booking or email signup.



5:47 PM

## STREAM

### On her commute home, she opens her favorite podcast

The pre-roll begins. She is half-listening, until she hears the property name.



5:47 PM

## WHAT SHE HEARS

### RIVI AD / AUTO-ASSEMBLED & DELIVERED IN REAL-TIME

"Hey, it's **Cancun Beach Resort**. Still interested in that getaway? Rooms are still open for your **June** dates at only **\$189** a night. Lock it in before they slip away at [yourhotel.com/cancun](https://yourhotel.com/cancun)."



NEXT DAYS  
& WEEKS

## TOP OF MIND

### Your brand stays top of mind, shortens the cycle

RIVI lands fast and lands relevant. The ad reaches Sarah within hours of her site visit, naming the exact property she was just looking at. That specificity grabs her attention in a way generic audio ads never do, keeps your brand in her active consideration set, and shortens her path from research to booking.