

AllMediaDesk improves targeting quality in online audio through the use of AI

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The Düsseldorf-based platform provider AllMediaDesk, which enables its clients to easily book a wide range of media, including thousands of online audio offerings, has rolled out a new version of its data management platform (DMP). This innovation significantly enhances targeting in the online audio sector and provides advertisers and agencies with new opportunities to reach their audiences through the use of artificial intelligence (AI).

A new generation of audio targeting

AllMediaDesk introduced the first version of its data management platform back in 2018. Its special feature: it was the first to enable cross-provider, large-scale targeting in the online audio space. Since a large portion of audio usage does not occur in web browsers, conventional cookies cannot be used—posing a challenge for the entire industry.

The targeting solution developed by AllMediaDesk therefore relies on cookie-free technology. Instead of segmenting users based on their browsing behavior, it analyzes various data segments in real time, including the listener's location, the genre of music currently playing, and the type of device being used.

Artificial intelligence for more precise ad delivery

In addition, AllMediaDesk works with market research institutes and panel operators to gather comprehensive data—such as the residential locations of certain target groups or preferred end devices. During ad delivery, the platform evaluates in real time how likely it is that a particular listener belongs to the advertiser's desired target group.

"Until now, audience targeting was done using rather static assignment methods," explains Matthias Mroczkowski, Chief Sales Officer at AllMediaDesk. "Thanks to the new AI-based solution, we can now make significantly more precise assignments in real time and thus greatly improve targeting quality."

According to Mroczkowski, the biggest advantage of artificial intelligence lies in its ability to recognize patterns in complex and seemingly chaotic data structures: "AI helps us identify these connections and use them efficiently."

Investment in an in-house AI infrastructure

To make the most of this technology, AllMediaDesk has continuously invested in building its own AI infrastructure over the past few years—both on the software and hardware side. "Simply outsourcing data to an external AI was never an option for us. For data

protection reasons alone, we wanted to retain control over our systems," emphasizes Mroczkowski. "That's why we've invested significant six-figure sums in developing and building our own architecture in Germany and France."

More targeting options for advertising clients

AllMediaDesk customers now benefit from an expanded range of targeting options. Whether it's targeting homeowners for a new robotic lawnmower or reaching executives for a B2B campaign—advertisers have access to a comprehensive targeting catalog with hundreds of attributes.

"What makes our targeting solution unique is its universal applicability," Mroczkowski adds. "This allows campaigns to be implemented uniformly across providers, avoiding fragmentation in media planning due to varying targeting capabilities."

With its new AI-based targeting technology, AllMediaDesk is setting a new standard for online audio advertising and offering advertisers more precise, efficient, and privacy-compliant solutions.

About AllMediaDesk

AllMediaDesk is a platform provider that offers planning and booking of advertising campaigns for advertisers and agencies. The centralized AllMediaDesk platform gives buyers access to various media channels and comprehensive targeting options. Bookings can be made via managed service with consultation or entirely autonomously through the company's proprietary self-service booking platform.