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Orange 142 Releases "Digital Audio Best Practices Guide" to Help Marketers Maximize Reach in a Rapidly Evolving Audio Landscape

New resource offers insights, strategies, and tips to build measurable digital audio campaigns

AUSTIN, Texas, May 1, 2025 /PRNewswire/ -- [Orange 142](#), LLC ("Orange 142"), a division of [Direct Digital Holdings](#) (Nasdaq: DRCT) and a leading digital marketing agency for mid-market brands and agencies, today announced the release of its *Digital Audio Best Practices Guide*. Developed by Orange 142's Emerging Channels Council, the guide provides marketers with the strategic frameworks and practical insights to leverage digital audio as a performance-driving channel fully.

Digital audio is becoming more popular, with over 228 million Americans tuning in monthly across podcasts, streaming music, and internet radio. As this channel grows, it offers advertisers new opportunities to connect with highly engaged audiences through data-driven, programmatic campaigns.

"With this guide, we're giving marketers of any size a playbook to fully tap into the power of digital audio—an environment where audiences are deeply engaged and often unreachable through other media," said Lindsey Wilkes, SVP, Business Development and head of the Emerging Channels Council. "Whether listeners commute, work out, or cook dinner, digital audio offers rare, screen-free moments to deliver hyper-relevant messages. It's not just about being heard—it's about building brand presence in the everyday routines where loyalty is shaped."

The guide explores:

- The current opportunity in digital audio, including key audience and spend trends
- The unique advantages of digital audio include precision targeting, immersive storytelling, and lower fraud risks
- Industry challenges such as platform fragmentation, measurement limitations, and privacy regulations
- Emerging trends, including AI-driven optimization, spatial audio, and programmatic growth
- Privacy best practices for responsible targeting and consent management
- Advanced approaches to measurement that move beyond basic exposure metrics to deliver meaningful attribution insights
- Practical implementation strategies for audio creative, campaign optimization, and

cross-channel alignment

"Digital audio combines the power of storytelling with the precision of digital targeting," added Lindsey Wilkes. "But success requires more than just buying inventory—it takes intentional creative strategy, cross-device measurement, and a deep understanding of the audio landscape. With this guide, we deliver everything in one place for marketers."

The *Digital Audio Best Practices Guide* is part of a broader initiative from the Orange 142 Emerging Channels Council, which serves as a thought leadership hub for helping independent brands and agencies explore innovative and underutilized advertising channels. The Council helps marketers unlock new growth opportunities through sustainable and scalable media strategies by providing access to education, collaboration, and actionable tools.

To download the *Digital Audio Best Practices Guide* or explore additional Emerging Channels resources, visit: orange142.com/emerging-channels-hub

About Orange 142

Orange 142 is a digital marketing and advertising company helping businesses and agencies of all sizes grow their reach and revenue through strategic, data-driven media execution. As the buy-side arm of Direct Digital Holdings (Nasdaq: DRCT), Orange 142 delivers customized solutions across programmatic, search, social, connected TV, and emerging digital channels. With deep expertise in high-growth sectors such as Travel & Tourism, Healthcare, Energy, and Financial Services, Orange 142 creates results-driven campaigns that connect brands with their most valuable audiences.

To learn more, visit www.orange142.com



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