

COVID-19: Our recommendations to navigate your message

Be part of what your customers are interested in right now

Inspire people to make good use of the time spent at home with customized native messaging that helps increase awareness, drive consideration or change perceptions.



Connect with your customers on a positive tone and give comfort

In this tough time, music can comfort us and bring us together. 56% of users believe audio is an escape from the worrying visuals they're being exposed to daily. Connect with your audience with positive and uplifting messaging.

Keeping audiences well informed

Keeping our community healthy, aware and well informed is a priority for us. Our publishers are committed to ensuring that only credible information about the virus is communicated and are proactively banning the spreading of false news.



Promote safety and show support

Be part of the safety campaigns to prevent the spread of COVID-19 or show support for the health and social care workers who are still working on ground to keep us safe.