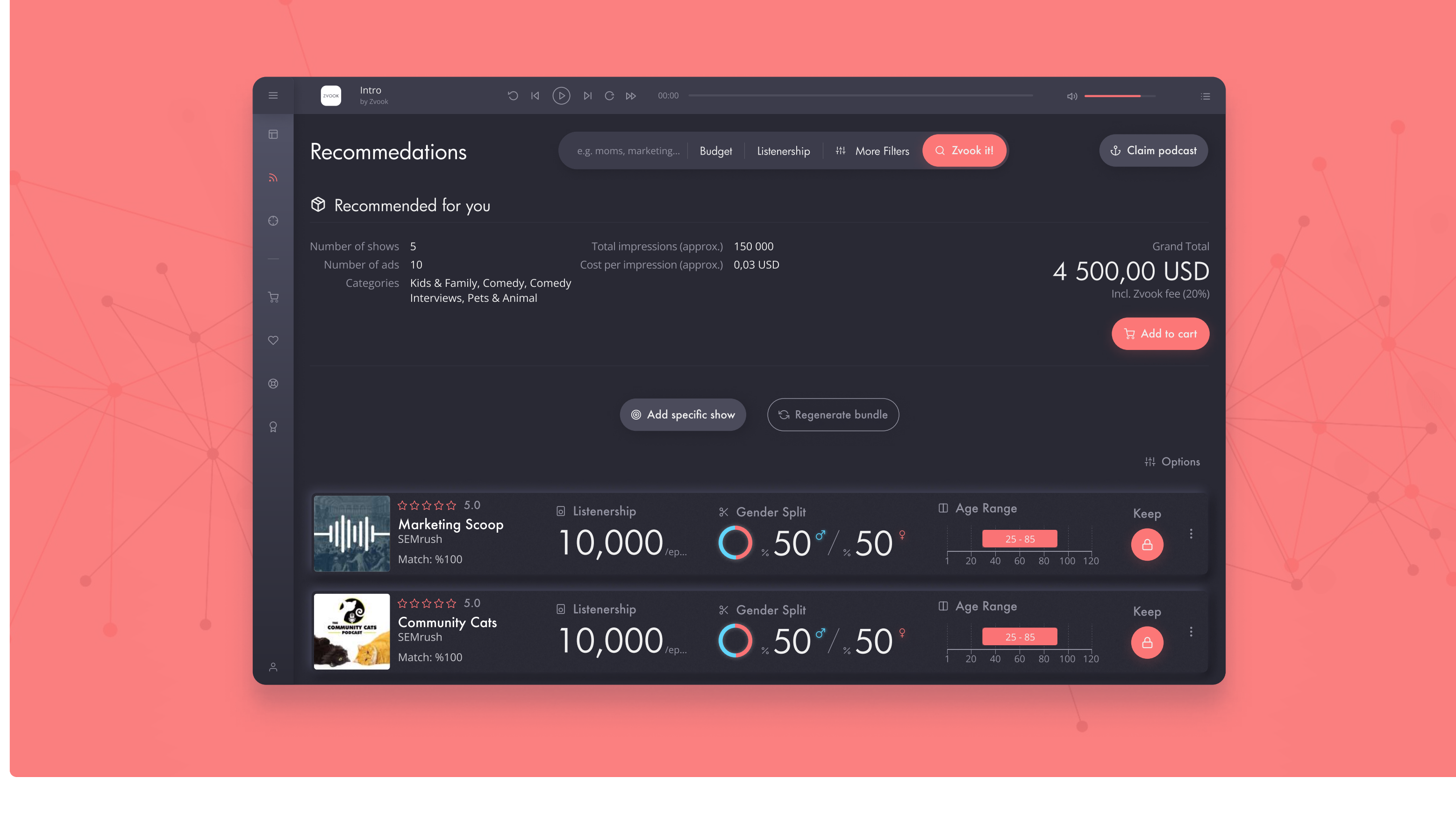


# Audio Advertising Marketplace for Sound Monetization

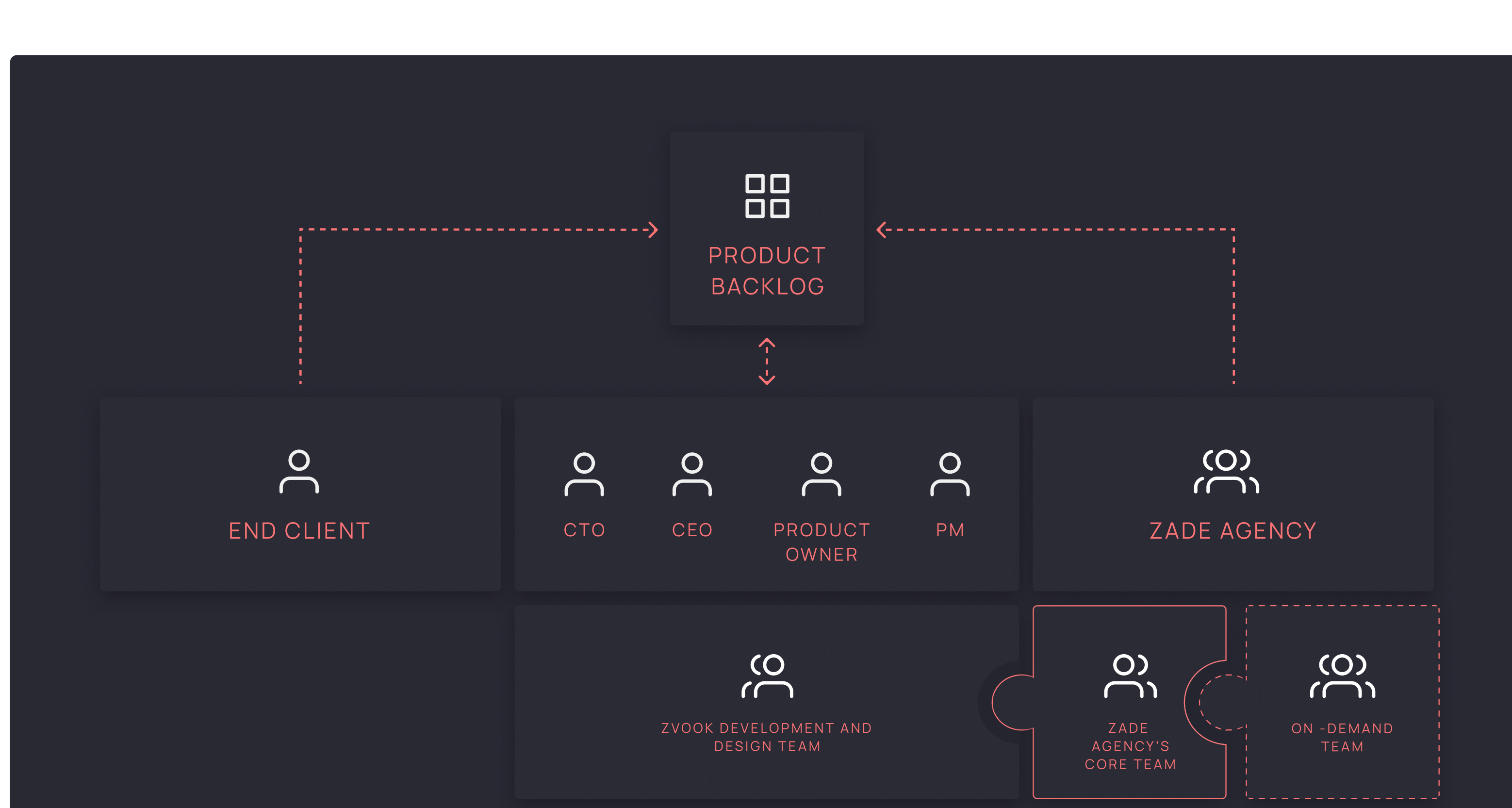
Zvook, Belgium 🇧🇪



## About the client

Zvook is a unique project by an ambitious team of advertising experts. It helps brands and creators extend the market outreach and monetize audio through tailored, long-term efficient methods. The platform provides a range of services based on the philosophy of advertising that's "simple, instant, transparent, and monetizable from day one". The team achieves all that via smart Zvook audio advertising platform features, professional guidance, and individual advertising education for clients.

Services	Team	Industry
Web App Development	2 developers UI/UX designer	MarTech



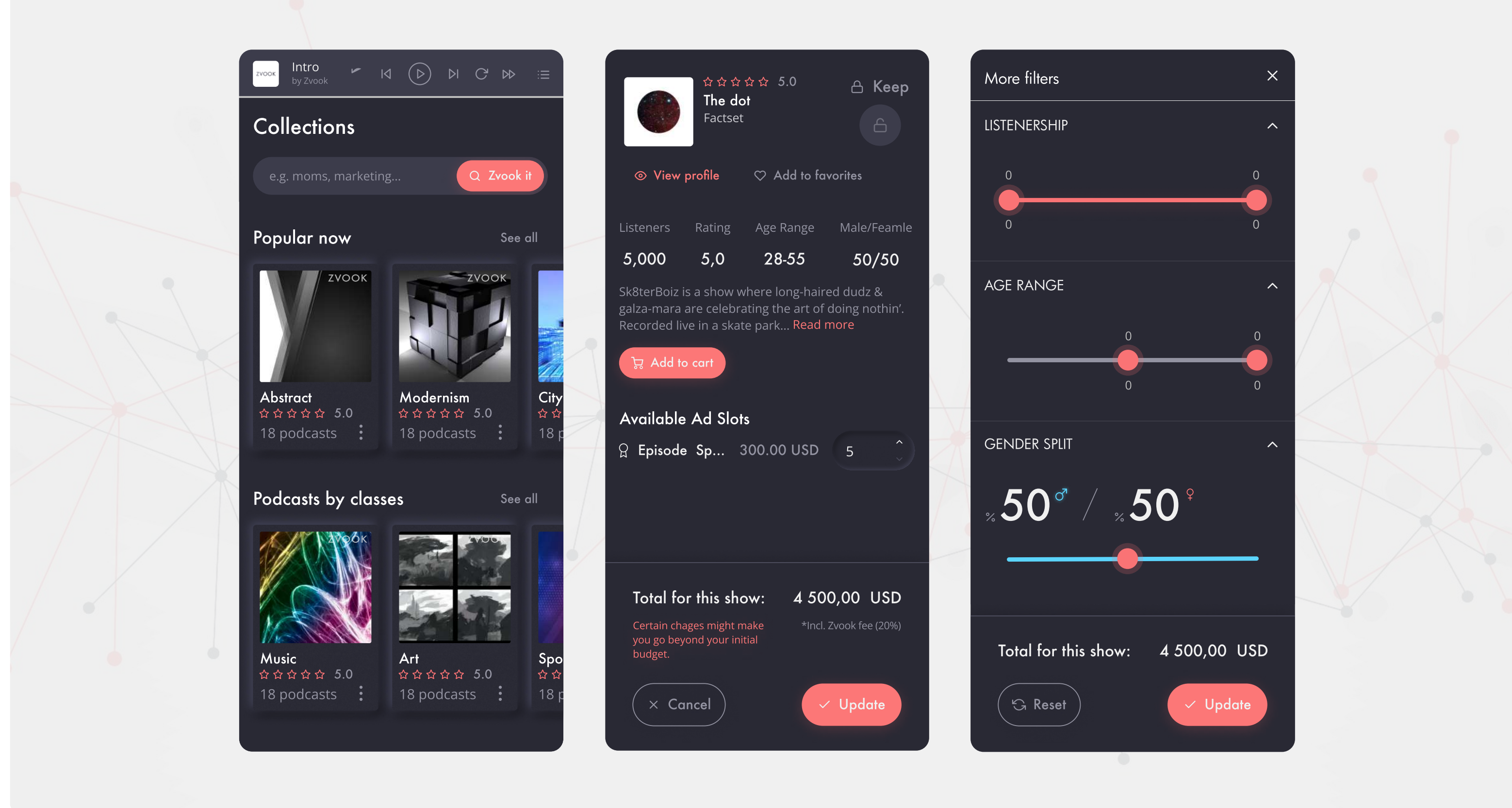
## Delivered solution

We have been working on the podcast advertising platform for quite some time now, kicking off the project at the stage of early design. Initially, two of Zade's specialists were involved - a designer and a developer. The team gradually expanded to two developers and a designer due to the growing needs. We have been actively developing and adding new functionality, and supporting the platform in various ways.

In particular, our team has implemented the underlying Design System for the audio advertisement platform, created visuals for marketing banners, and proposed streamlining solutions based on the continuous business analysis of the project. All of that is governed by the individual project team success plan that was outlined just for our guys.

## Technologies

Cloud technologies	Performance monitoring	Logging monitoring
AWS Amplify	Amazon CloudWatch	Sentry.io
Principles	Project Management	Tech Stack
OOP and Solid	Agile/Scrum	Node.js, React.js, Apollo Client, GraphQL

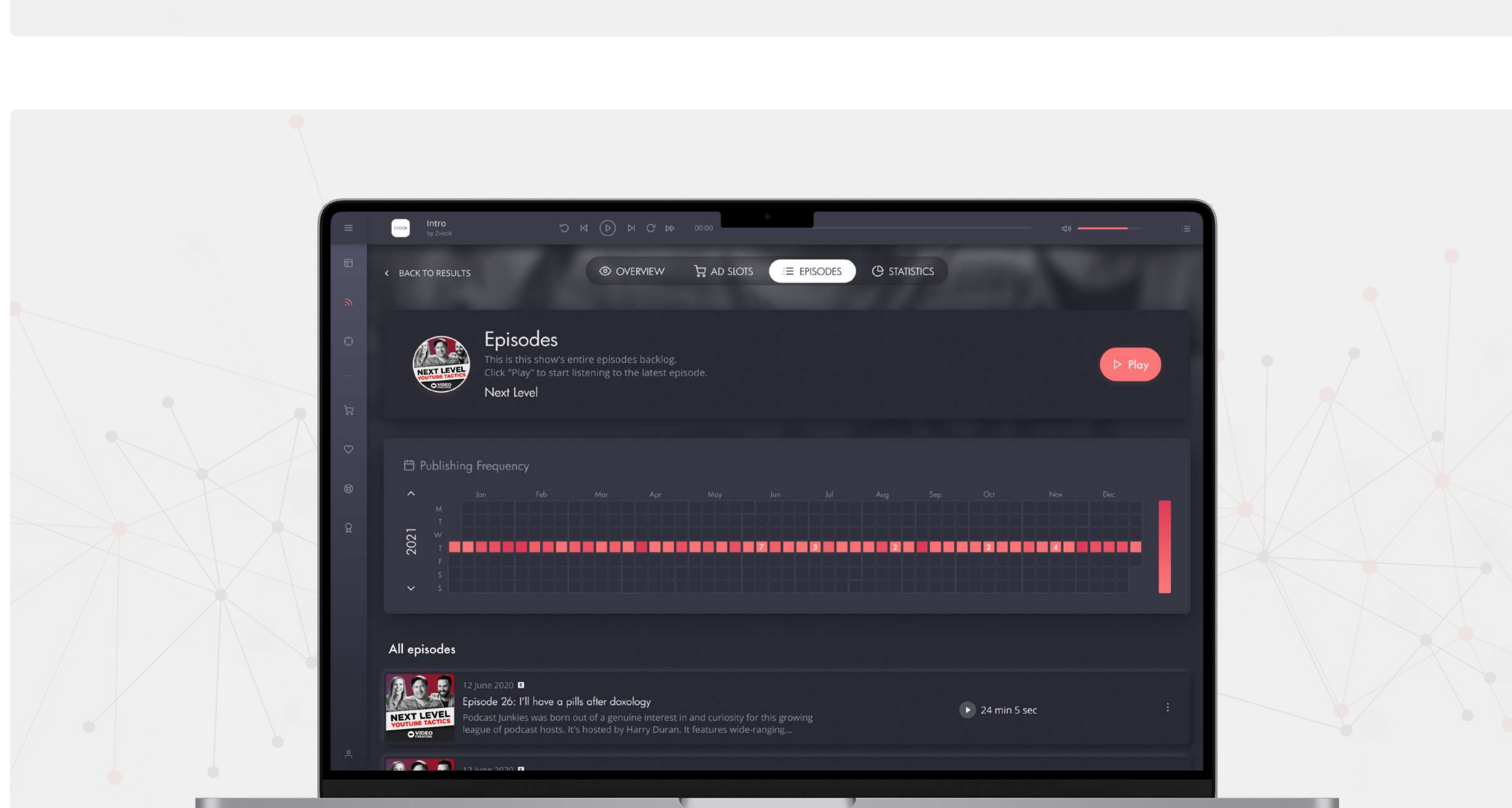
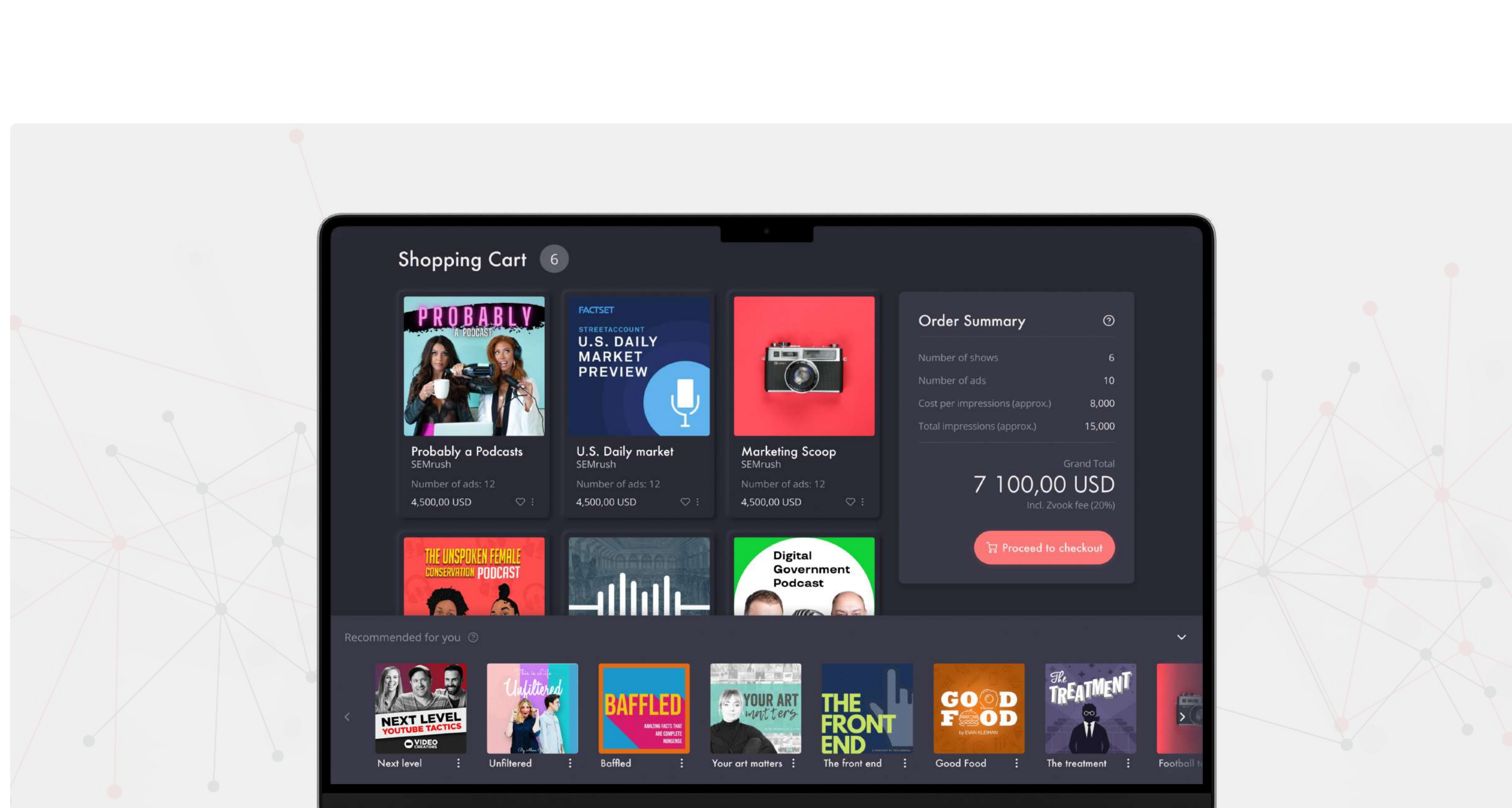


## Challenges

- Sound monetization**  
 Brands of various scales and individual creators alike often have trouble finding truly efficient, profitable audio monetization channels, targeting the right audiences, and managing their outreach consistently.
- Niche confusion**  
 The audio advertising market is a very peculiar place with tons of specifics, niche rules, and dynamics that not a lot of newcomers get a grasp of, even with a lot of effort dedicated.
- Organic advertising**  
 Many audio advertising platforms out there offer "express marketing" opportunities by simply building an audience of lifeless bots that earn you clicks, likes, and shares.

## Solutions

- Streamlined audio ads**  
 The audio ad platform offers a range of traditional and advanced features and functionalities for versatile, profitable, outreach-boosting sound monetization - from centralized integrations with the best networks to smart ad management.
- Expert guidance**  
 Zvook offers niche guidelines provided by seasoned professionals that may either help boost a brand/creator's career or educate advertisers eager to promote audio assets on the expert level.
- Real audiences**  
 Zvook specialists show up-to-date, efficient ways to earn live audience hearts, build brand loyalty, and reinforce the reputation of the markets go-to source of audio assets.



## Client about us

"Zade Agency efficiently delivers their work in 2-week sprints, and they have adapted well to the client's complex technology stack. Depending on the situation, they communicate via Slack, AWS Chime, Figma, VS Code Live, and Google Meets. They have also been flexible, coachable, and professional."

Malik Alimoeckhamedov, Co-founder & CTO, Zvook

## Contact Zade

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