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## Aleph partners with Spotify to Manage Global Advertising Sales in over 80 markets including Belgium



Brussels (ots) -

Aleph, a global network of digital experts innovating at the intersection of media and payments, and Spotify, the world's most popular audio streaming subscription service, today announced an expanded partnership that makes Aleph Spotify's advertising sales partner in 80+ markets, providing access to 20.000+ advertisers.

Spotify Advertising has been modernizing its ad tech, strengthening its partnerships and deepening its human expertise to make it easier for advertisers to buy, create, measure, and get clear results on Spotify's ad platform. Spotify's efforts reflect a significant step forward in automated buying and creative innovation for the ad platform and the broader digital audio industry. Most notably, Spotify is continuing to innovate its self-serve platform, Spotify Ads Manager, with more advanced targeting capabilities, new 1P & 3P measurement solutions, and new outcome-based objectives to help advertisers of all sizes create, optimize, and measure their Spotify campaigns, including Spotify Pixel, Custom Audiences, key third-party partnerships and a new App Installs objective.

Aleph has been a trusted partner to Spotify since 2013, when the initial partnership started with 4 countries. The newly signed partnership brings Aleph's comprehensive suite of services – including local media sales, payment solutions, creative support, and performance-driven automation – to effectively monetize Spotify's advertising inventory and connect the brand with advertisers, streamlining and scaling Spotify's ad solutions to 80+ markets including Belgium, Austria and Switzerland.\*

Aleph's teams will have access to Spotify's Ads Manager to guide advertisers and agencies to leverage the platform's full potential of advertising formats and targeting capabilities to ensure they can reach listeners during key moments, such as workout sessions, focused work periods and commuting to provide advertisers and brands with unique opportunities to connect with their target audience when they're highly engaged and help reach their marketing goals.

**Key benefits for advertisers working with Spotify Ads Manager through Aleph include:**

- **Access to Spotify's ad formats:** Advertisers will be able to utilise Spotify's unique audio and video ad formats to craft engaging campaigns. Spotify recently introduced new ad formats available on Ads Manager, including [Canvas](#) and [Opt-in Video](#). These new formats reimagine what ads on Spotify can be and how advertisers can engage with people through sight and sound.
- **Objective-based buying:** The Ads Manager will allow advertisers to choose goals like reach, impressions, clicks, or video views for highly targeted campaigns. Spotify recently announced new outcome-based objectives to help advertisers of all sizes create,

optimize, and measure their Spotify campaigns, including a new App Installs objective and a new Website Traffic Objective.

- **Lower costs:** Flexible daily or lifetime budgets make Spotify advertising more accessible and cost-effective for partners thanks to Aleph's campaign management.

"We are thrilled to partner with Spotify in 80+ markets," said Christopher Ruzicka, Managing Director for Austria, Switzerland and Belgium at Aleph. "Our shared commitment to innovation and delivering exceptional value for advertisers makes this a natural partnership."

"As we continue to grow our ads business, I'm excited to share that we've partnered with Aleph in order to streamline our operations, offer better solutions to advertisers and scale our business more efficiently. With the launch of our more automated solutions and Aleph's exceptional global network and deep local expertise, we're now able to offer advertisers around the world new tools and resources that will help them reach their campaign goals," said Sam Bevan, Global Head of Emerging & Scaled at Spotify.

*\*Note to editors: Aleph is now the global sales partner for Spotify in Albania, Algeria, Argentina, Armenia, Austria, Bahrain, Bangladesh, Belarus, Belgium, Bolivia, Bosnia and Herzegovina, Bulgaria, Chile, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Ghana, Greece, Guatemala, Honduras, Hong Kong, Hungary, Iceland, Indonesia, Ireland, Israel, Jordan, Kazakhstan, Kenya, Kosovo, Kuwait, Kyrgyzstan, Latvia, Lebanon, Lithuania, Luxembourg, Malaysia, Mexico, Moldova, Montenegro, Morocco, Nepal, Nicaragua, Nigeria, North Macedonia, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Sri Lanka, Switzerland, Taiwan, Tanzania, Thailand, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, Uruguay, Uzbekistan, Vietnam & more.*

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Photo 1: Christopher Ruzicka, Managing Director for Austria, Switzerland and Belgium at Aleph © Jasmin Seltenhammer

Photo 2: Aleph partners with Spotify in over 80 markets including Belgium © Hany Salib

### About Aleph

Aleph is a global network of digital experts innovating at the intersection of media and payments. The company connects 60+ leading digital media platforms (including Amazon, Criteo, Google, Meta, Microsoft, Pinterest, Reddit, Snap, Spotify, TikTok, Twitch, Uber, X and others) across 130+ countries, enabling 26,000 advertisers to engage over 3 billion consumers. Localpayment, Aleph's fintech subsidiary, integrates media sales and payment service processing capabilities into a powerful solution for seamless global expansion for its clients while Digital Ad Expert is a premier education platform and offers certifications for individuals and custom-tailored solutions for businesses, governments and NGOs such as UNESCO.

### About Spotify

Since its launch in 2008, Spotify has revolutionized music listening. Its move into podcasting brought innovation and a new generation of listeners to the medium. In 2022, Spotify took the next leap, entering the fast-growing audiobook market – continuing to shape the future of audio.

Today, more listeners than ever can discover, manage and enjoy over 100 million tracks, 7 million podcast titles, and 350,000 audiobooks a la carte on Spotify. Spotify is the world's most popular audio streaming subscription service with more than 678 million users, including 268 million subscribers in more than 180 markets.

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### Medieninhalte



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