

AudioStack

AI-powered Audio *for* Automotive:

Driving Communication in the Automotive Sector

AI audio production to make communication with your automotive customers **personal, flexible**, and **hyper-relevant**

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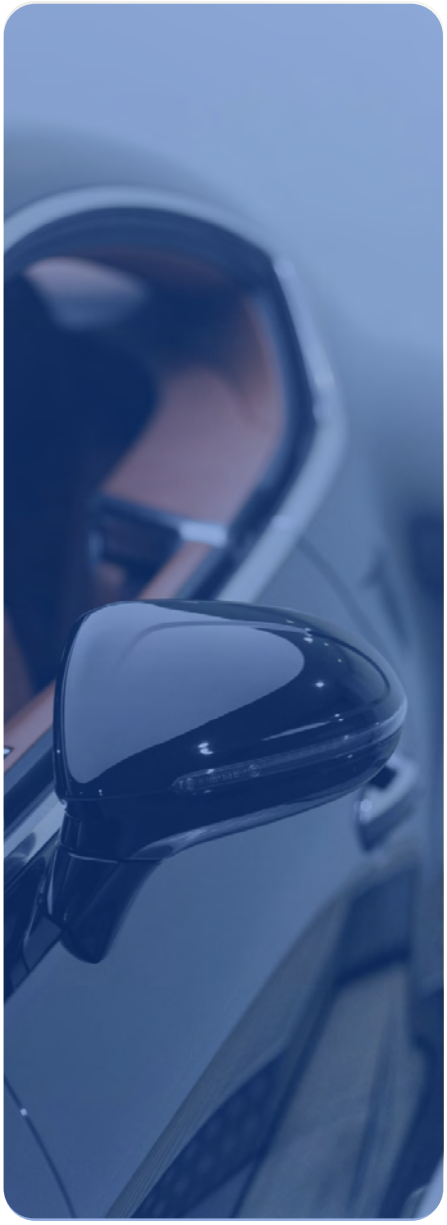
EXIT
THE OFFICE


STOP
STOP



Introduction

In today's automotive industry, connecting with customers at the right time and in the right way is more critical than ever.

With increased competition, rapidly changing consumer expectations, and the rise of digital transformation, automotive brands must adapt to stay relevant. Recent research[1] underscores this urgency, revealing a shift in consumer loyalty—82% of potential buyers are open to switching brands and 42% of consumers are looking to move away from combustion engines to Electric Vehicles. Based on this research, the window for customer decisions is shrinking to less than two weeks. This dynamic change highlights the need for proactive engagement strategies in an increasingly omnichannel world.

AudioStack offers an advanced AI-powered solution, allowing automotive brands to deliver personalized, flexible, and hyper-relevant audio communications on a large scale. This document outlines how you can leverage AI audio technology to communicate faster, more effectively, and with the precision necessary to engage local markets. AudioStack integrates seamlessly with your existing systems, utilizing your data to meet your business goals and address the evolving preferences of today's consumers.



1 Auto Study

Why automotive brands choose AudioStack

Speed and Flexibility

The automotive industry is fast-paced and constantly evolving. Whether introducing new models, promoting seasonal sales, or adjusting offers based on inventory levels, AudioStack enables you to produce high-quality audio content in seconds.
No more waiting weeks for updated audio spots. With AudioStack, you can instantly create, update, and personalize messages for various regions and target audiences—helping you stay agile in a competitive marketplace.

Cost-Efficiency

Traditional audio production is costly and time-consuming, especially when you need to update messaging frequently. AudioStack automates this process, reducing production costs by up to 81% and cutting lead times by over 99%. By automating tasks that were previously done manually, you can create thousands of personalized audio pieces with minimal effort, freeing up resources for other critical initiatives.



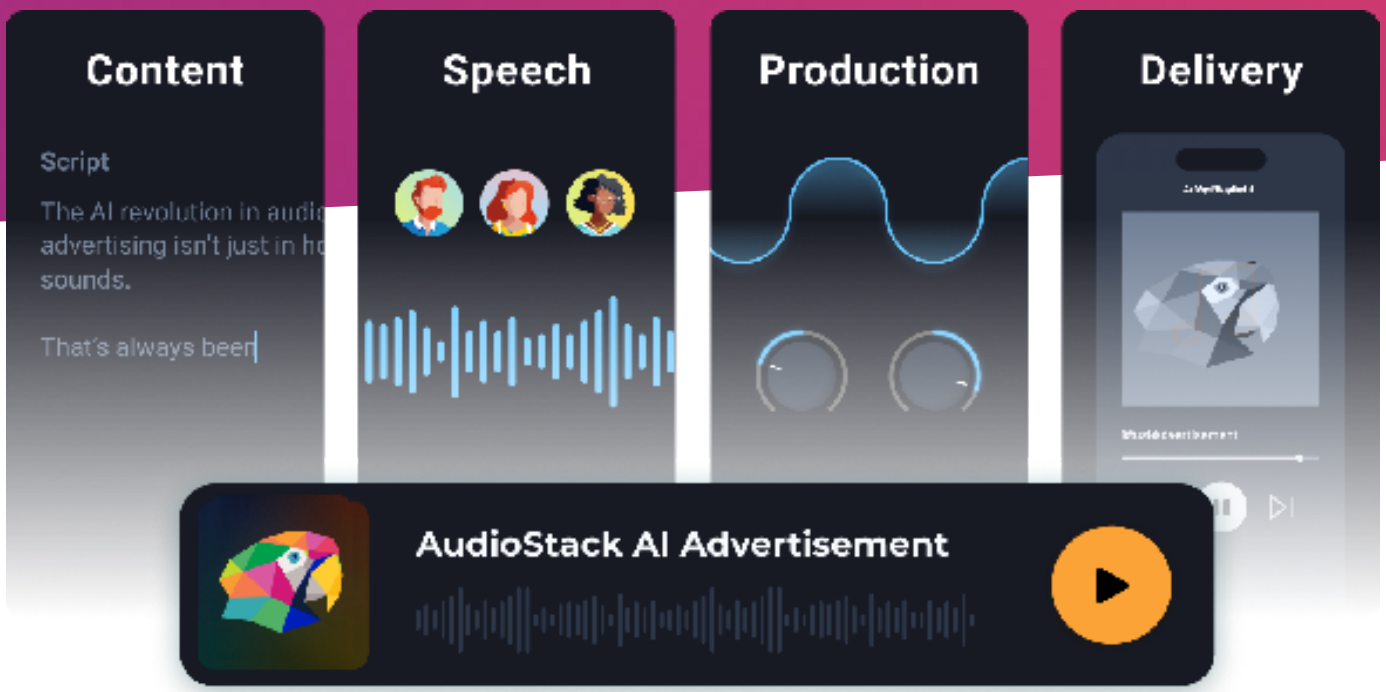




Personalized and Local Communication

One of the greatest strengths of AudioStack is its ability to deliver highly targeted and localized audio content in real-time. Automotive brands can use customer data to craft messages that resonate with specific regions and demographic groups. Whether it's highlighting local dealership promotions or addressing unique customer preferences, AudioStack makes sure your message is not only heard but also relevant and impactful.

AudioStack also allows for advanced targeting, such as weather-based or seasonal campaigns, ensuring that your audio content aligns with current conditions. Integration with your inventory data can even help ensure that promoted vehicles are in stock at local dealerships, driving customer satisfaction.


Content
Script
The AI revolution in audi
advertising isn't just in h
sounds.
That's always been
Speech
Production
Delivery
AudioStack AI Advertisement





How AudioStack works for you

Seamless Integration

AudioStack is designed to integrate effortlessly with your automotive tech stack, whether you're running national campaigns or hyper-local promotions. Our technology connects with your existing data systems, dealer management platforms (DMS), and CRM tools, allowing you to automate updates and ensure consistency across digital audio, social media, and in-car entertainment systems.

Real-Time Adaptability

In the automotive industry, timing is everything. Whether it's a last-minute price drop or a flash sale, AudioStack's real-time capabilities allow you to update audio content based on live data. Imagine delivering a promotional offer that dynamically adjusts to local inventory levels or real-time customer data—AudioStack makes that possible, ensuring that your audio ads remain relevant at all times.



SONICSELL

Generate an Audio Ad with AI

Copy and paste any product description to create an ad in 20 seconds.

Product Name

What is your product called?

Project Name

MyProject

Product Description

Tell us about your product. This could include details about the product and how it meets customer needs, as well as a description of the brand and/or industry.

Description Writing Tips

Advanced Controls

Start Over

Create from an Existing Script

Generate Advertisement

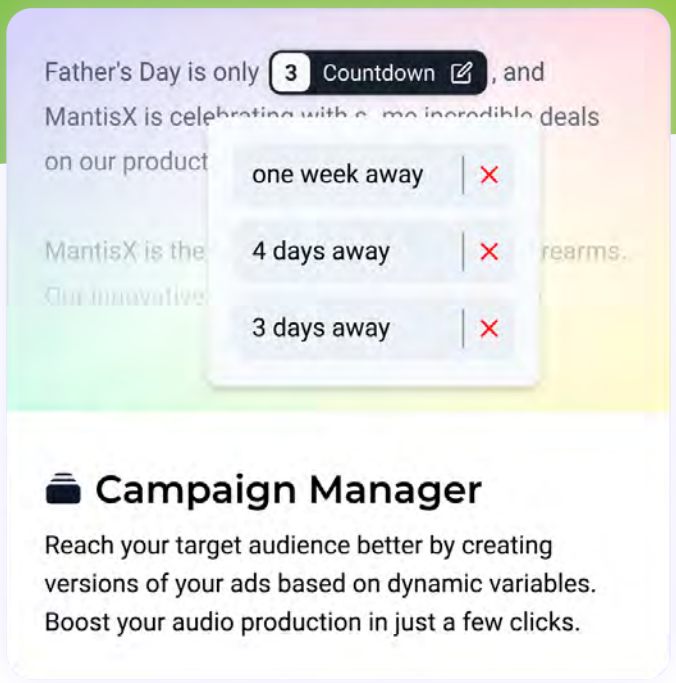
Your Audio Ad
powered by AudioStack

Created in Seconds
powered by AudioStack

Localization: Your Key to Success

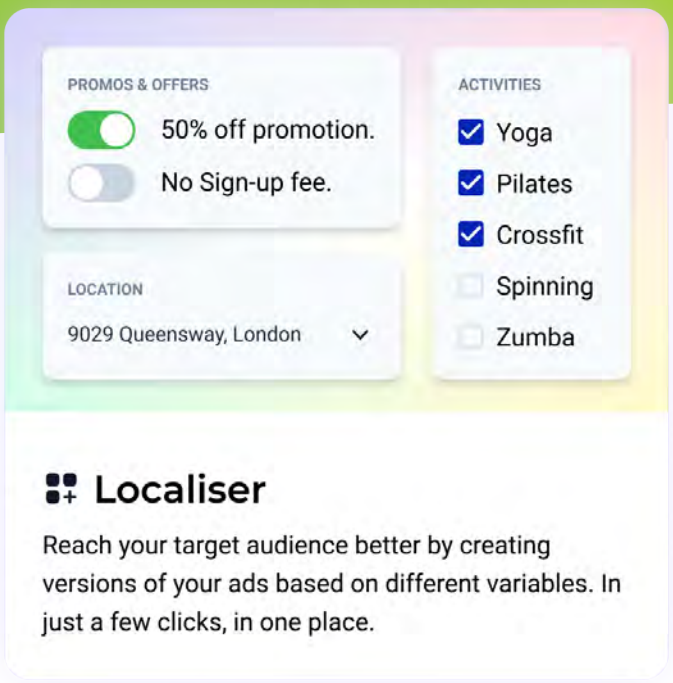
Localized campaigns make all the difference

In the automotive sector, national campaigns often miss the nuances of regional markets. Whether it's promoting specific models that sell better in certain areas or tailoring messages for local demographics, localization is key to success. AudioStack allows you to easily customize your campaigns for different markets, ensuring that your messaging is always on-point and relevant to your customers' location. From city-specific promotions to rural dealership offers, localization ensures that your message hits home.



Campaign Manager

Reach your target audience better by creating versions of your ads based on dynamic variables. Boost your audio production in just a few clicks.



Localiser

Reach your target audience better by creating versions of your ads based on different variables. In just a few clicks, in one place.

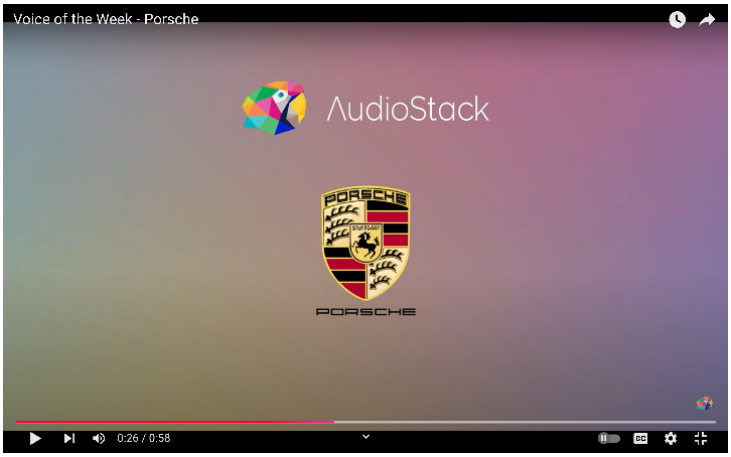




Cases from practice

Porsche used state-of-the-art synthetic voice technology and the AudioStack platform for one of its latest campaigns, as shown in this video. The example highlights the use of an AI-generated voice, specifically “Isaac”, to deliver a powerful and distinctive listening experience. This innovative approach underscores how synthetic voices can bring brand storytelling to life in a highly personalized and engaging way.

By leveraging AudioStack’s **end-to-end solution,** Porsche **seamlessly integrated** advanced audio technology into its campaign, setting a new standard for creative applications of AI in automotive marketing.

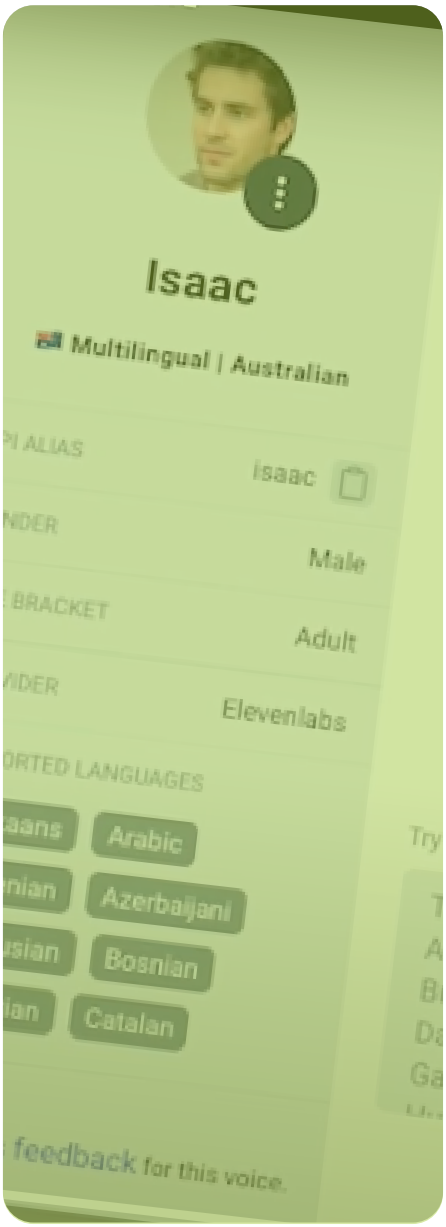


Scan here for demo

You are hearing AI driven audio


Porsche
00:00
00:30




Isaac
Multilingual | Australian
Isaac
Male
Adult
Elevenlabs
Arabic
Azerbaijani
Bosnian
Catalan
feedback for this voice.

Cases from practice

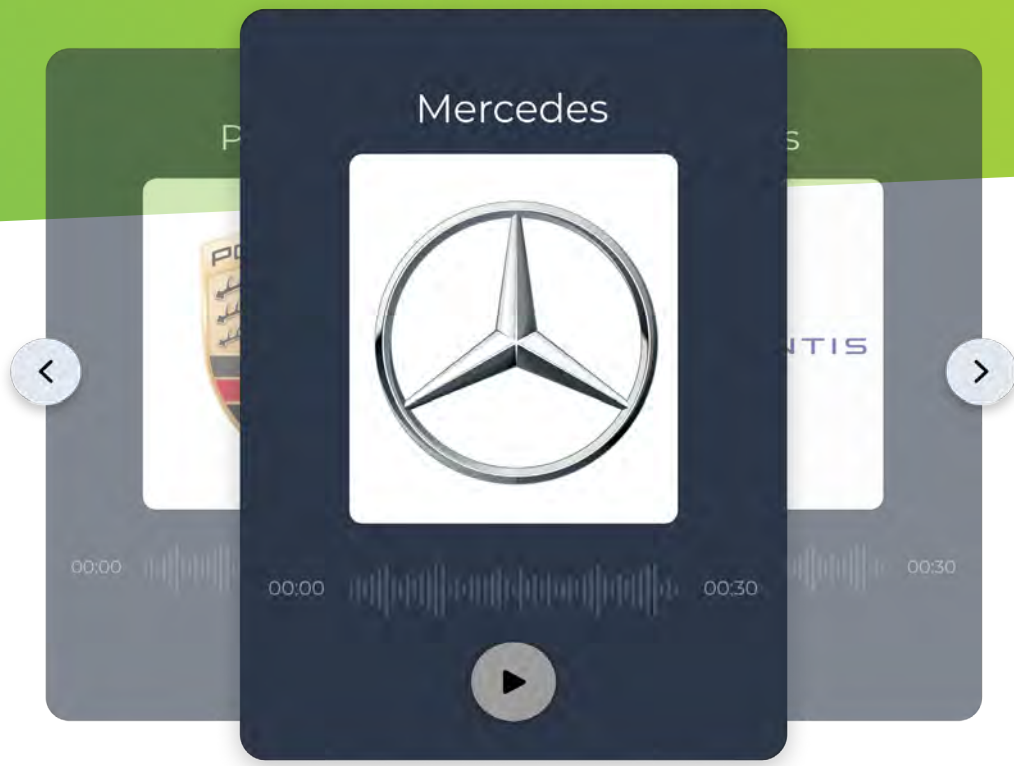
Mercedes used the voice over and sound design capabilities of the AudioStack platform for their Express Service campaign, as seen in this spanish campaign.

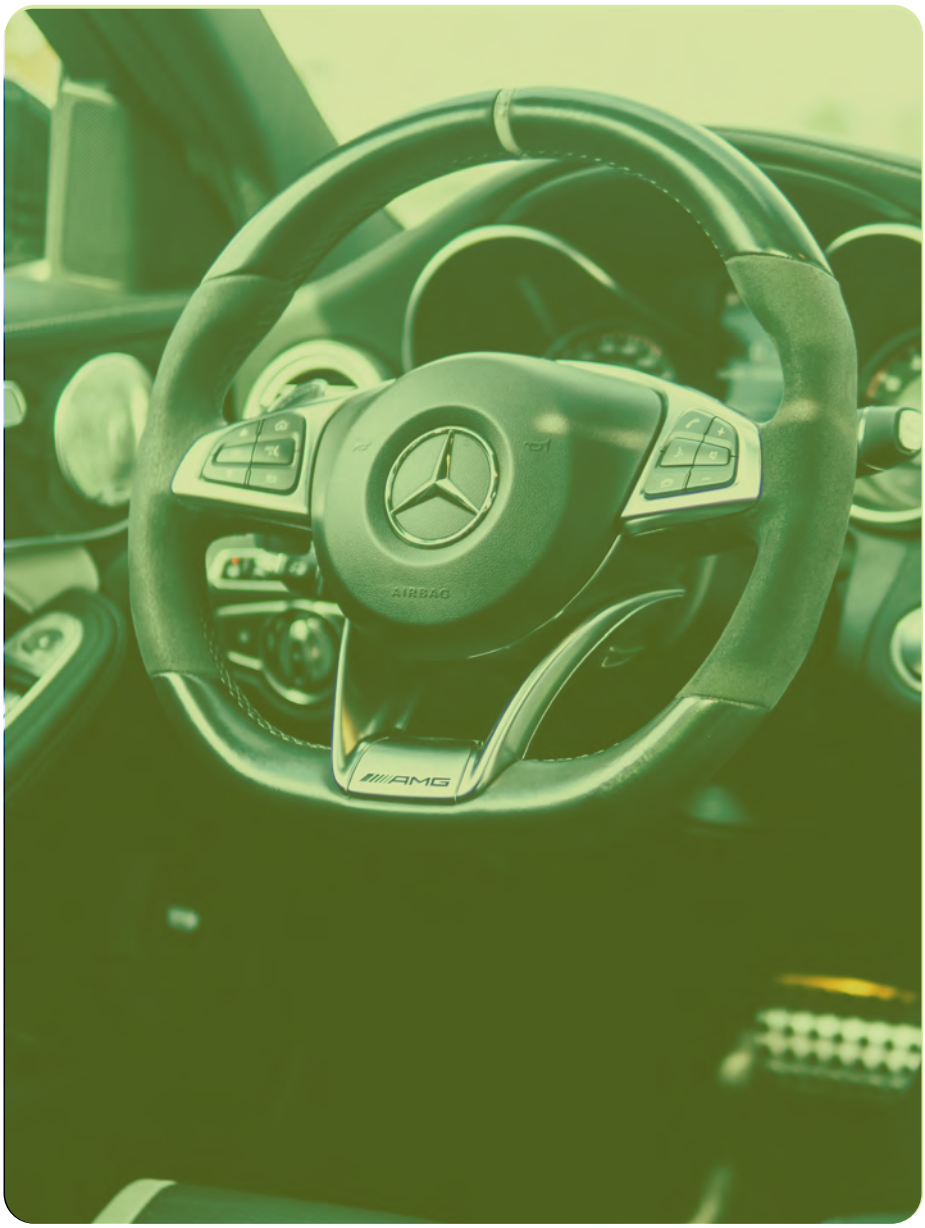
This collaboration demonstrates how AudioStack's advanced audio tools can create **high-quality**, **engaging** soundscapes and voiceovers tailored to **enhance brand communication** and resonate with local audiences.

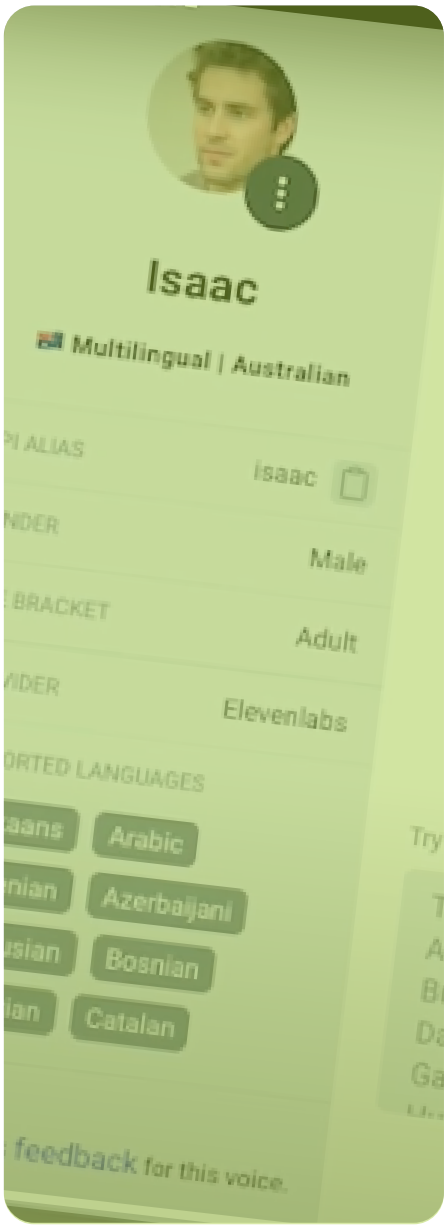


Scan here for demo

You are hearing AI driven audio


Mercedes
00:00
00:30
00:00
00:30




Isaac
Multilingual | Australian
Isaac
Male
Adult
Elevenlabs
Arabic
Azerbaijani
Bosnian
Catalan
feedback for this voice.



Getting Started with AudioStack for Automotive

Implementing AudioStack is straightforward and tailored to your specific needs. You can begin with a single campaign and scale up as you integrate more dynamic content into your strategy. Our solutions range from fully managed services to automated AI-powered workflows, helping you get started quickly and see immediate results.

Do you have upcoming promotions, new models to launch, or localized offers? AudioStack can help you produce dynamic, personalized audio content that reaches your customers effectively.

We can start today!

1

We create AI assets as managed service

2

We check all media buying pipes and integrations

3

We deliver individual files or single VAST to your buying platform

4

Activity goes LIVE in 1 day to 2 weeks


Launch
Credits per organisatio
Per Organization
AudioStackDemo
ate an Audio Ad with AI
te any product description to create an ad in 20 seconds.
Product Name *
Product name example
Product Description *
Tell us about your product. This could include details about the product and how it meets customer needs, as well as a description of your brand and/or industry.
Project Name *
AudioStack_Demo
Advanced Controls
Start Over
Create from an Existing Script
Description writing tips
Looking for assets from previous sessions? Find them in your Projects.
Go to Projects
Generate Audio Advertisement
Sunrise
standard
Pop
main
Rockin And Twistin
standard
Blues
main
Bella Vita
standard
Soundtrack
+ 1
main
The Brave Ones
standard
Rock
main
Sweet Melody
standard
Soundtrack
+ 1
main
Horvath
Speech-to-Speech
| Austrian
River
Text-to-Speech
Speech-to-Speech
| Multilingual | American
Kenji
Text-to-Speech
| Japanese | Japanese
Speech-to-Speech
| Swedish
Kelso
Text-to-Speech
Speech-to-Speech
| Multilingual | British
Tomoka
Text-to-Speech
Sort by

Adopt it for the future

Stay ahead in the automotive industry by making your creative production more flexible and efficient with AudioStack. Our AI-powered workflows enable you to deliver personalized, localized, and relevant audio campaigns that drive sales and increase customer engagement.

AudioStack seamlessly integrates into your systems and workflows, allowing you to automate campaign updates, connect with dealership systems, and ensure that every message is timely, personalized, and relevant. Let's build the future of your automotive audio campaign strategy together!

For more information or to get started with AudioStack, visit
audiostack.ai
or contact us at
silke@audiostack.ai


SonicSell
SonicSell Generate an Audio Ad with AI
Copy and paste any product description and create a professional audio ad in 20 seconds.
Product Name *
AudioStack
Product Description *
Create professional audio ads in a single click with the new version of SonicSell
Generate Audio Advertisement
powered by AudioStack
AudioStack v1
00:30
03/06/24 - 14:36
ReleaseRadar
SonicSell
AudioStack Demo
Dashboard
Essentials
AdStack
SonicSell
SonicSellV6
SonicTag
AdVersion
AdLocal
Campaign Manager
SpeechStack
DCOStack
VidStack
PodStack
Resources
Account
Developers
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Start Over
Create from an Existing Script
Generate Advertisement
Your Audio Ad
powered by AudioStack
Created in Seconds
powered by AudioStack
AI Powered Radio Spot
created with SonicSell
The Perfect Demo
Powered by AudioStack
AudioStack



AudioStack

audiostack.ai