



SPOTIFY'S ADVERTISING REVOLUTION

VIDEO TRANSCRIPT

Paulette Jacobo: Behind the music and podcasts that soundtrack our lives, Spotify has a sophisticated advertising business.

Accenture is deeply embedded in that business. They touch nearly all ad revenue.

Frances Fisher: We're in their systems every day. Building, maintaining, and optimizing.

We find the friction and build the systems to make things run smoother and faster.

That way, Spotify Ads team can focus on what matters most: growing their business.

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