PODCAST
ADVERTISING

UNDERSTANDING, CREATING,
AND MAXIMIZING
PODCAST AD CAMPAIGNS

SEISMICDIGITAL

CONTENTS

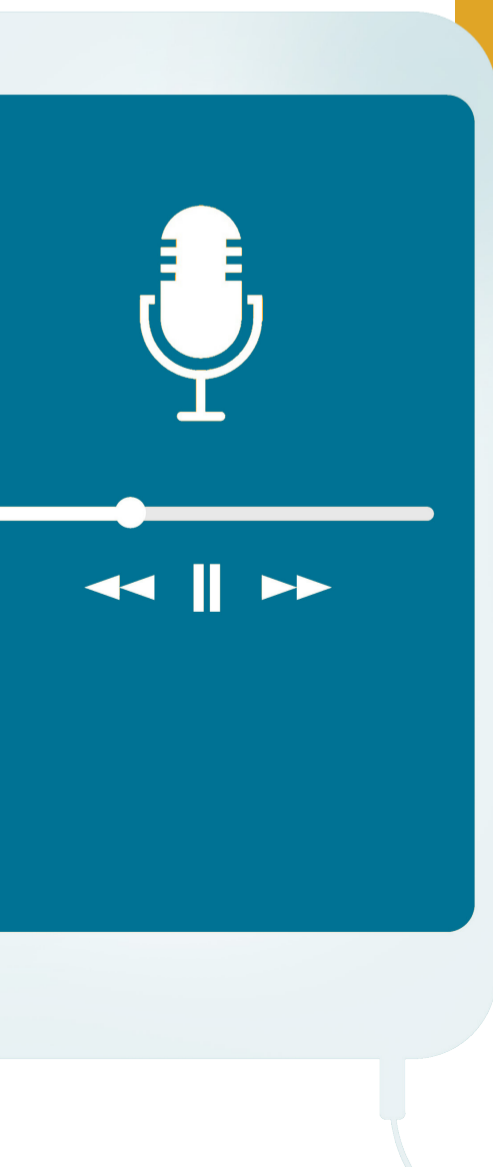# UNDERSTANDING PODCAST ADVERTISING

What is Podcasting?

A podcast is a digital audio or video file series that a user can download, stream and listen to. These cover various genres and topics, ranging from news and politics to entertainment and education, allowing for diverse audience targeting.

What is Podcast Advertising?

Podcast advertising is the integration of promotional content within a podcast episode. It encompasses several formats like host-read ads, pre-recorded spots, and programmatic ad slots. The buying formats range from direct partnerships to programmatic platforms, offering flexibility to align with an advertiser's strategy and budget.

Podcast Advertising Growth

- Surge in popularity year over year.
- In the US over 64% of the population has listened to a podcast.
- 42% of Americans listened to a podcast in the last month and 31% in the last week.
- 40% of Americans under age 55 listen to podcasts monthly.

UNDERSTANDING PODCAST ADVERTISING

Benefits of Podcast Advertising

- Highly engaged audiences.
- Targeted reach based on niche audiences and communities.
- Strong host-listener relationships that are built on trust.

- 69% of listeners say that podcast adverts introduced them to new products or services.
- Over 55% of podcast listeners have made a purchase based on a podcast ad.
- Unique and intimate way to communicate with with audiences.
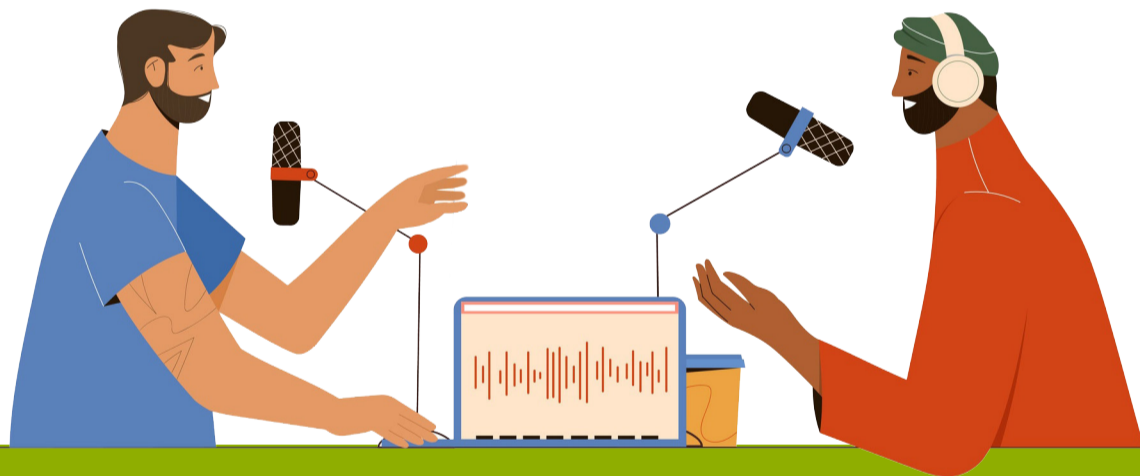
PODCAST LISTENER DEMOGRAPHICS

Age

12-34 years: 55%

35-54 years: 51%

55+ years: 21%

Gender

53% Male

46% Female

52% of Listeners are college educated and have an annual Household income of $75k+

PODCAST LISTENER BEHAVIORS

Listening habits

- 80% of podcast listeners listen to an average of 7 shows per week.
- 90% of podcast listeners listen to podcasts at home, while 52% listen while driving.
- On average, podcast listeners subscribe to 6 different shows.

Purchase behavior

- Podcast listeners are 54% more likely to consider buying an advertised product after hearing its advertisement.
- 61% of listeners have reported making a purchase after hearing a podcast ad.

Podcast Platform Market Share

- Apple Podcasts: 52%
- Spotify: 23%
- Google Podcasts: 7%
- Stitcher: 4%
- Others: 14%

PLATFORM & GENRE POPULARITY

Top Podcast Genres

- True Crime - 15%
- News and Politics - 14%
- Comedy - 12%
- Self-Improvement - 10%
- Business and Entrepreneurship - 9%
- Health and Fitness - 8%
- Technology - 7%
- Education - 6%
- History - 5%
- Science and Medicine - 5%

"TRUE CRIME RULES."

TYPES OF PODCAST ADS

Host-read ads
Ad content is read by the podcast host, usually in the form of a personal endorsement.

AD PRICING RANGED BY FORMAT

- Pricing Averages: $18 - $50 CPM
- Factors: Ad length (30-sec or 60-sec), podcast popularity, and listener demographics

Pre-produced ads
Prerecorded audio ads that play during podcast episodes. These ads can be inserted in two ways,
- Programmatically (dynamic ad insertion based on the listener)
- Recorded into the production by working with the show directly (baked-in).

(Baked-in and Programmatic)
- Pricing Averages: $15 - $30 CPM
- Factors: Ad length (15-sec, 30-sec, or 60-sec), podcast reach, and target audience

Branded content
Custom podcast episodes or series created for the brand.

- Pricing Averages: $5,000 - $50,000+ per episode or series

Sponsorship
Brand sponsors an entire episode or podcast series.

- Pricing Averages: $10,000 - $100,000+ per episode or series

COMPARING AUDIO AD BUYING APPROACHES

Host-Read & Baked-In Audio Ads

- High Authenticity
- Customized Content
- Consistent Messaging
- Direct Buying
- Less Flexibility

Programmatic Audio Ads

- Scalability
- Advanced Targeting
- Operational Efficiency
- Greater Flexibility
- Less Control

HOST-READ AND BAKED-IN AUDIO AD TARGETING

FINDING THE RIGHT SHOW TO FIT YOUR BRAND

1. **Understand Your Audience:** Identify your target demographics and interests. Research what podcasts your audience is already consuming and consider these for your ads. Use podcast listener demographic data for guidance.

2. **Choose the Right Podcast Genre:** Align your brand with the appropriate podcast genre. Certain topics attract specific listener demographics.

3. **Podcast Popularity and Reach:** Consider download numbers, social media following, and listener reviews to gauge the podcast's popularity and reach.

4. **Host Authenticity:** Host-read ads offer a personal touch and the host's credibility can greatly influence listener reception. Ensure the podcast host's persona aligns with your brand.

5. **Ad Integration:** For baked-in ads, consider how naturally your ad can be integrated into the podcast.

6. **Performance Tracking:** Consider using unique landing page URLs or promo codes per show to help track campaign performance.

PODCAST TARGETING

AUDIENCE TARGETING:
PROGRAMMATIC AUDIO ADS

Demographics

- Age, Gender, Education

Geography

- Country, Region, City, Postal Code

Interests and Behaviors

- Podcast Show: target specific show(s) that align with your audience.
- Requires campaign minimums
- Podcast Genre or Episode Topic
- e.g. (true crime, technology, parenting)

Device and Platform

- Device type: (iOS, Android, desktop)
- Podcast platform: (Apple Podcasts, Spotify)

PODCAST TARGETING:
HOST READ & BAKED-IN AUDIO ADS

Podcast Type
- Keyword Search
- Episode Topic or Podcast Genre

Reach
- Downloads Per Episode
- Views/Streams Per Episode

Demographics
- Average Age
- Gender Percentage
- Average Education Level and Income

Platform Distribution
- Exclusivity to Network
- Episode Frequency

MAXIMIZING THE IMPACT OF YOUR CAMPAIGN

Campaign Goals

- Our team will collaborate with you to determine the primary objectives of your campaign (e.g., brand awareness, lead generation, direct response).
- We'll align ad creative, targeting, and measurement with your campaign goals.

Performance Tracking and Optimization

- We'll establish key performance indicators (KPIs) to measure the success of your campaign.
- Our team will monitor campaign performance and make data-driven adjustments to improve results.
- We'll analyze post-campaign data and provide insights to inform future advertising strategies.

PODCAST STRATEGY

1. Authenticity

- Consider host-read ads when possible to create a more personal and authentic connection with listeners.
- If using pre-recorded ads, use a professional voice actor, or the host of the podcast.
- Ensure ad messaging aligns with the tone and style of the podcast.

2. Relatability

- Craft ad copy that speaks to the interests and needs of the target audience.
- Use storytelling to create an emotional connection with listeners.

3. Call-to-Action (CTA)

- Include a clear and concise CTA to encourage listeners to take the desired action.
- Consider offering exclusive promo codes, discounts, exclusive content, trials, or assessments to incentivize engagement.

4. Ad Length

- Keep ads concise and engaging; typical ad lengths range from 30 seconds to 1 minute.
- Focus on delivering the most important information in a listener-friendly format.

CREATING A GREAT PODCAST AD

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THANK
YOU