

Unlocking the Power of Audio Ads

INSIGHTS ON MEMORABILITY, PURCHASE INTENT, AWARENESS, AND FREQUENCY



If your brand is prioritizing investments in outdoor, display, social, and video ads over audio, it's time to reassess your media strategy. At Veritonic, **we firmly believe that knowledge is power**. That's why we're dedicated to uncovering and sharing fresh insights into the potential of audio advertising. Our latest research delves deep into consumer sentiment, optimal frequency practices, the significance of audio testing, and more.

In June 2024, **we surveyed hundreds of podcast listeners across the U.S. to gauge their perceptions of audio ads compared to other channels** such as outdoor, display, video, and social media. Here's what we discovered.

MEMORABILITY



More than half, or 60% of consumers remember audio and podcast ads more than they remember ads on **billboards**.



Nearly half, or 49% of consumers remember audio and podcast ads more than they remember **display ads**.



48% of consumers remember audio and podcast ads more than they remember **video ads**.



More than a third, or 33% of consumers remember audio and podcast ads more than they remember **social media ads**.

PURCHASE INTENT



More than half, or **51%** of consumers are more likely to purchase from an audio and podcast ad than a **billboard ad**.



40% of consumers are more likely to purchase from an audio and podcast ad than a **social media ad**.



38% of consumers are more likely to purchase from an audio and podcast ad than a **display ad**.



34% of consumers are more likely to purchase from an audio and podcast ad than a **video ad**.

FREQUENCY

 **2X** PER DAY

Twice per day is a-OK with consumers, as **53% report being unbothered** by hearing the same audio ad twice in one day as it helps them remember the brand or service more.

 **3X** PER DAY

That said, be mindful of that ceiling, as 55% of consumers report that hearing the same audio ad three times or more in one day is annoying, and **36% report being less inclined to purchase** from an audio ad that is heard more than three times in the same day.

AWARENESS

54%

More than half, or **54% of consumers** prefer to learn about new products and services from audio ads versus a billboard ad.

48%

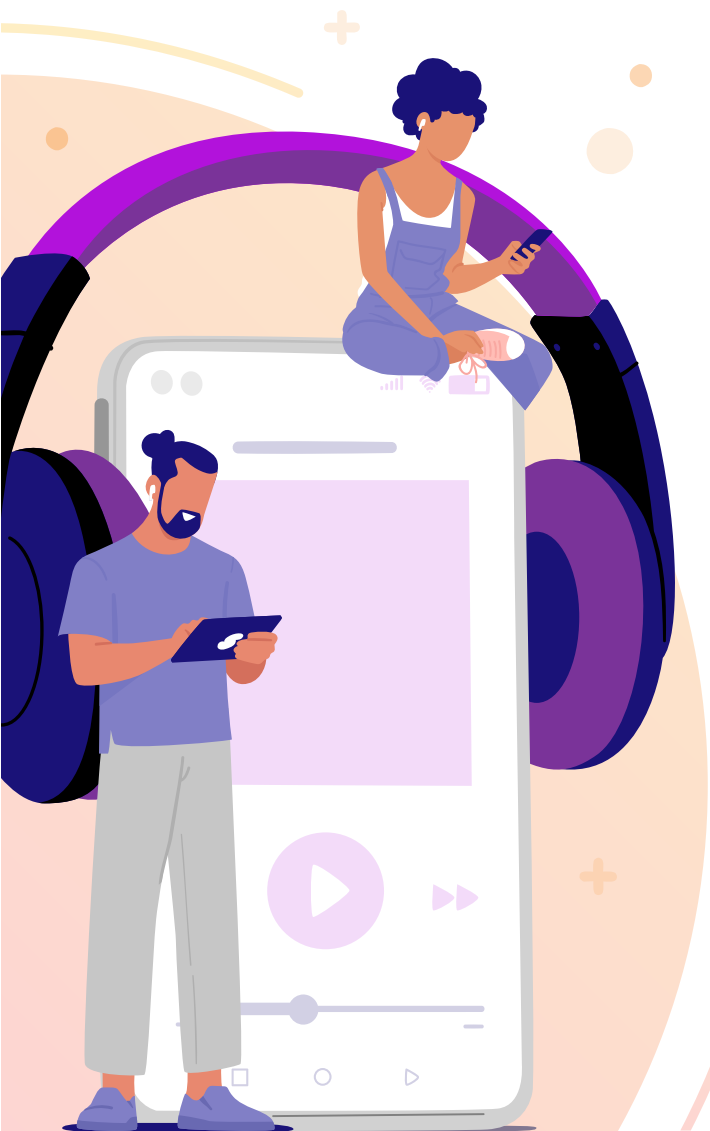
Nearly half, or **48% of consumers** prefer to learn about new products and services from audio ads versus a display ad.

45%

45% of consumers prefer to learn about new products and services from audio ads versus an ad on social media.

35%

35% of consumers prefer to learn about new products and services from audio ads versus a video ad.



TEST AND OPTIMIZE FOR SUCCESS



More than half, or **51% of consumers report it being important** to them that brands cater audio and podcast ads to their needs and interests.



While **30% of consumers report that the audio and podcast ads** that they hear have an impact on their mental health.

THE BOTTOM LINE

Consumers are continuously telling brands and advertisers that they want to hear from them. If you're new to audio advertising, investing in it doesn't have to be scary, or risky. Tools like **Creative Measurement and Brand Lift exist to ensure that you're reaching your target audience** at the right time, in the right place, and with the right message, so you can ensure that your investment is sound on every level.

Source: Veritonic, June 2024

Methodology: Data based on an analysis of online survey responses conducted by Veritonic of hundreds of individuals in the U.S. who reported listening to podcasts at least once per month.. For more information, contact marketing@veritonic.com

If you have questions or would like to get started, contact sales@veritonic.com or visit www.veritonic.com.



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