

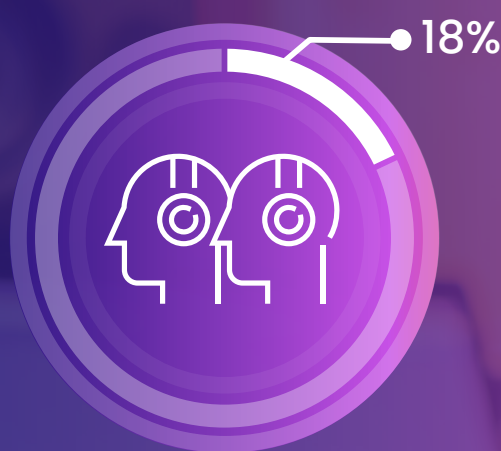
What do Programmatic Audio Ads Sound Like?

The transacting of audio ads programmatically continues to grow year-over-year. No matter how your audio is bought and sold, it's critical that marketers create highly prescriptive and optimized ads in order to ensure that their message resonates with their target audiences and results in strong ROI. In April of 2023, Veritonic and Acast teamed up to analyze the commonalities in audio creative of podcast ads served programmatically in Australia and New Zealand year-to-date. **Here is what they discovered:**

56% of the podcast ads were a minimum of 30 seconds in length



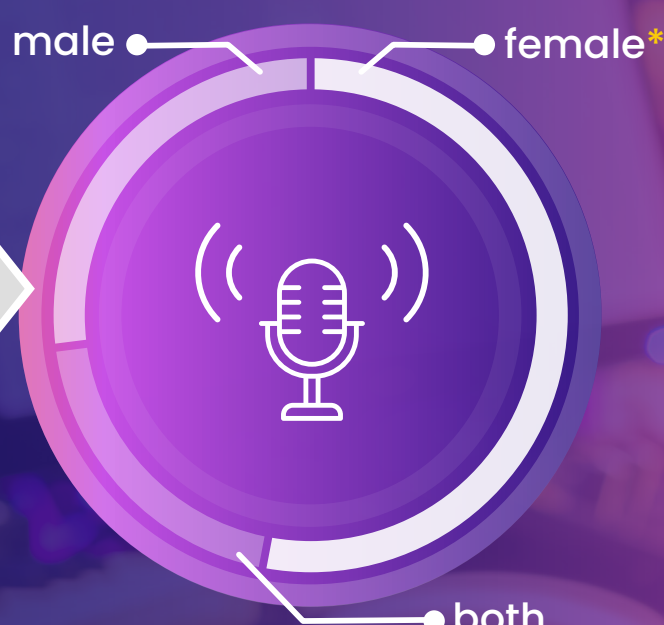
68% of the ads featured a single voiceover



While 18% featured two voiceovers

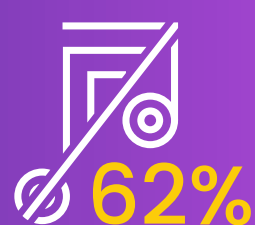
In AUS/NZ,

53% of the ads featured only a **female** voiceover, and **27%** featured only a **male** voiceover. **20%** of the ads **featured both** a male and female voiceover.



* Ads with female-only

Voiceovers performed **3%** above Veritonic's intent benchmark.



Over half of the ads analyzed (62%) did not contain a sound effect of any kind (ex: birds chirping, phone ringing, etc.)

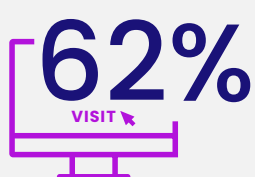


Of the ads analyzed that contained a branding element, **100% of the elements were placed at the end of the ad**, as opposed to the beginning, middle, or a combination thereof.

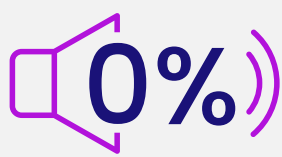
100%



These ads performed **3% above Veritonic's intent benchmark.**



Of the ads analyzed that contained a CTA, **62% were exclusively at the end of the ad.** The most common CTA was "Visit" and none of the ads featured a promo code.



Of the ads analyzed, **0% spelled out the URL in the voiceover.**

Ensure that your programmatic ads have impact by utilizing robust audio testing and measurement solutions.

For more info or to request a demo, contact marketing@veritonic.com.

For more information about booking the right podcast campaign for your brand, please contact sales.us@acast.com.

Veritonic and Acast, May 2023. Methodology: 30 ads served programmatically in AUS/NZ via Acast between the months of Jan and April 2023 were analyzed by Veritonic for commonalities in audio creative. Audio branding elements include audio logos as well as brand taglines.