# VERITONIC

EUROPE, THE MIDDLE EAST AND AFRICA

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 EMEA year-to-date. **Here is what they discovered:**

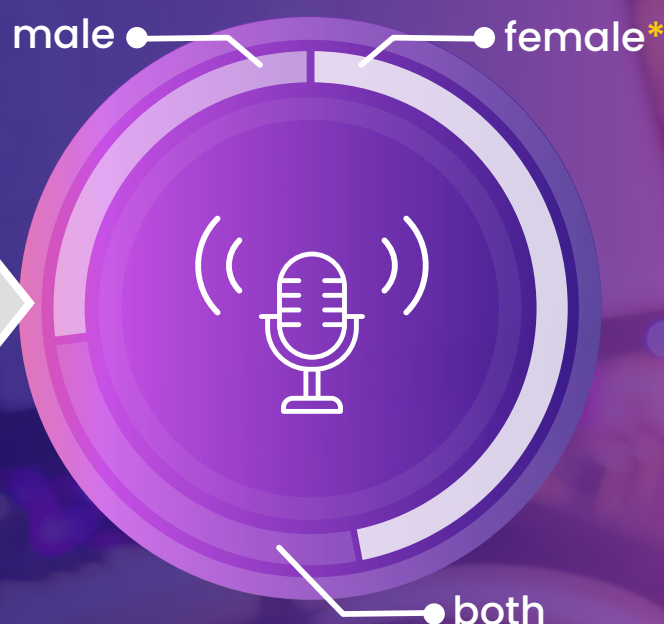## Nearly **73%** of the podcast ads were a minimum of 30 seconds in length

0:00 ——————————●————— 0:30

🔀　◀◀　▶　▶▶　🔁

66%
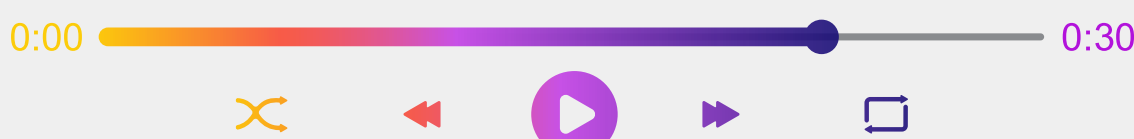
66% of the ads featured a single voiceover

33%

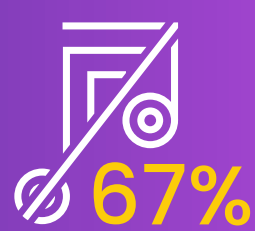**While 33% featured two voiceovers**

male　●　●　female*

both

In EMEA,

47% of the ads analyzed featured a **female** voiceover only, while **27%** featured only a **male** voiceover. **26%** of the ads **featured both** a female and male voiceover.

*Female-voiced ads

Performed **3%** above the average Veritonic benchmark intent score for a podcast ad.

67% **Over half of the ads analyzed (67%) did not** contain a sound effect of any kind (ex: birds chirping, phone ringing, etc.)

Of the ads analyzed that contained a branding element, **33% of the elements were placed at the end of the ad**, as opposed to the beginning or middle of the ad or a combination thereof.

33%

67% VISIT
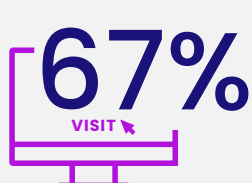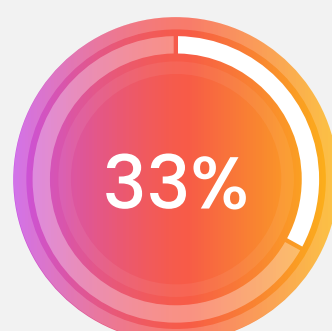
Of the ads analyzed that contained a CTA, **67% were exclusively at the end of the ad.** The most common CTA was "Visit" and none of the ads featured a promo code.

These ads performed **1% above the average Veritonic benchmark intent score** for a podcast ad.

1%

6% *Of the ads analyzed,* **only 6.6% 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.**

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