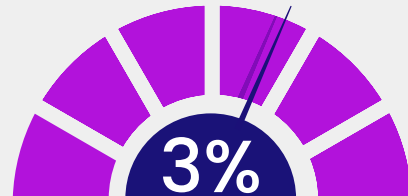


# What do Programmatic Audio Ads Sound Like?

Podcast advertising continues to rise in the US, with **more than 214M 18+ consumers in the U.S. listening to audio monthly**. According to the IAB, programmatic ad buying of podcasts has been steadily growing since 2019 — reaching a total of **8% of the total podcast ad spend** last year. Regardless of how a podcast ad is bought and served, it's more important than ever that marketers create highly prescriptive and optimized ads in order to ensure that their message both resonates and results in strong ROI. In April of 2023, Veritonic and Acast teamed up to analyze the commonalities in audio creative of YTD podcast ads served programmatically in the US. **Here is what they discovered:**

**80% of the podcast ads** were a minimum of 30 seconds in length



These ads performed **3% above the average Veritonic benchmark intent score** for a podcast ad.



86% of the ads featured a single voiceover



While 10% featured two voiceovers

## Gender remains a near-even split,

with **50%** of the ads featuring a **female** voiceover, and **47%** featuring a **male** voiceover. Only **3%** featured **both** a male and female voiceover



**40%**

Almost half of the ads analyzed (**40%**) contained a sound effect for added visual aid, such as birds chirping, wind chimes, an alarm clock ringing, etc.



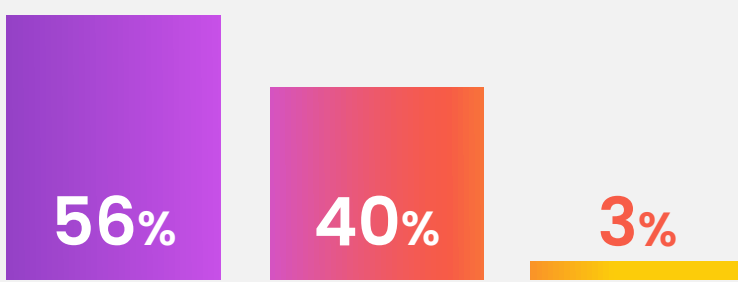
Of the ads analyzed that contained a branding element, **92% of the elements were placed at the end of the ad only**, as opposed to the beginning of the ad or the beginning, middle, and end.

**92%**

**88%**

Of the ads analyzed that contained a CTA, **88% were exclusively at the end of the ad**. The most common CTA's were "Visit", "Click" and "Call". None of the ads featured a promo code.

Of the ads analyzed, **56%** mentioned the website URL once, **3%** mentioned it twice, and **40%** didn't mention a URL at all.



**3% Intent**

http://www. \_\_\_\_\_

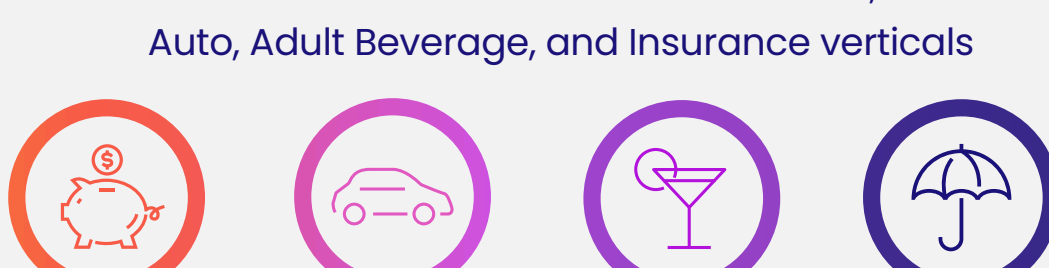
These ads performed **3% above the average Veritonic benchmark intent score** for a podcast ad.

**3%** Of those that mentioned a URL, **only 3% spelled out the URL** in the voiceover.

**20%**

Of the ads analyzed, **20% contained a disclaimer** at the end of the ad

These ads were from the Financial, Auto, Adult Beverage, and Insurance verticals



Financial Auto Adult Beverage Insurance

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](mailto:contact_marketing@veritonic.com).

For more information about booking the right podcast campaign for your brand, please contact [sales.us@acast.com](mailto:sales.us@acast.com).

Veritonic and Acast, May 2023, Infinite Dial 2023 by Edison Research, eMarketer July 2020  
Methodology: 30 ads served programmatically in the US 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.  
For more information, contact [marketing@veritonic.com](mailto:marketing@veritonic.com)