

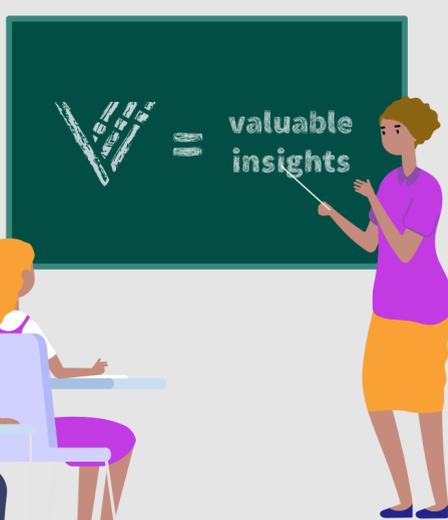
PODCAST POWER SHOPPING

Why Podcast Ads Are Winning Over TikTok, Facebook, & Instagram for Back-to-School and Holiday Deals

In response to the evolving landscape of consumer preferences and behaviors in shopping, we sought to **delve deeper into the unique appeal of podcast advertising** compared to other channels during crucial shopping periods like back-to-school & the holidays.

Our latest study aimed to uncover never-before-seen **insights into how consumers perceive and respond to podcast ads in contrast to platforms** such as TikTok, Facebook, Instagram, and YouTube. We explored various facets of consumer behavior, including their timing of purchases, preferred promotional incentives like discounts and free shipping, as well as their device preferences when engaging with podcast ads—whether through smartphones or desktop computers.

By shedding light on these dynamics, **our data highlights the growing influence of podcasts in shaping purchasing decisions** and offers valuable insights for advertisers looking to maximize impact in these competitive seasons. The below is what we uncovered.



Timeliness is Everything



58% of consumers would like to hear podcast ads for **back-to-school shopping**



75% of consumers would like to hear podcast ads for **holiday shopping**



46% of consumers **plan to begin** their holiday shopping on or before October 1, 2024



60% of consumers **plan to complete** their holiday shopping on or before December 1, 2024

Rightside Your Media Mix



54%

of consumers are more inclined to buy from a podcast ad than an ad that they see on **TikTok**



51%

of consumers are more inclined to buy from a podcast ad than an ad that they see on **Facebook**



47%

of consumers are more inclined to buy from a podcast ad than an ad that they see on **Instagram**



42%

of consumers are more inclined to buy from a podcast ad than an ad that they see on **YouTube**

Promos to Consider



70% of consumers are more inclined to purchase from a podcast ad that offers a discount code



66% of consumers are more inclined to purchase from a podcast ad that offers free shipping



61% of consumers are more inclined to purchase from a podcast ad that offers a buy one, get one deal

Keep Devices in Mind

46%

of consumers will make a purchase from a podcast ad using their desktop computer

39%

of consumers will make a purchase from a podcast ad using their smartphone



The Bottom Line

As podcast advertising continues to demonstrate its unparalleled effectiveness in influencing consumer purchasing decisions, it has become an indispensable component of every marketer's omnichannel strategy in 2024 & beyond.

Our findings underscore **the significant impact of podcast ads over traditional social media platforms**, particularly in driving early engagement for back-to-school and holiday shopping.

For marketers looking to capitalize on this trend and ensure their campaigns resonate and deliver a high return on investment, leveraging our Creative Measurement and Brand Lift solutions is essential. With our data, you can craft and optimize podcast ads that resonate deeply with your target audience, ensuring maximum impact and effectiveness in a competitive marketplace. Embracing podcast advertising with the guidance of our data ensures engagement and conversion, making it a strategic imperative for forward-thinking marketers aiming to achieve sustained success in today's dynamic digital landscape.

If you're interested in learning more about our audio solutions and data, contact sales@veritonic.com or visit www.veritonic.com