



The Podcast Advertising Efficacy Guide



At Veritonic, our unwavering dedication is to empower brands, agencies, and platforms in connecting with their target audiences through exceptionally **impactful and resonant audio creative**. With the ever-increasing popularity of podcast ads, we set out to uncover **actionable and unique** insight into the perception of (and best practices for) podcast ads, including targeting, brand familiarity, creative composition, promoting podcasts, and more.



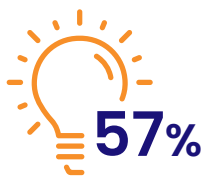
AD CREATIVE & TARGETING



of podcast listeners are interested in hearing ads for podcasts that are in the **same genre** as other podcasts they listen to, while **40%** reported being interested in hearing ads for podcasts in **different genres**.



of podcast listeners are more likely to listen to a new podcast if the ad for the podcast is **tailored to their interests**.



More than half (57%) of podcast listeners **prefer an ad for a new podcast** to be voiced by the individual that hosts that podcast.



More than half, or 61% of podcast listeners reported that they discover new podcasts **from advertising within the shows** they currently listen to.

DON'T BE AFRAID TO BRANCH OUT

49%

of podcast listeners said that ads from brands and services that they've never heard of **capture their attention**.

46%

of respondents want to hear ads from brands and services that they've never heard of before.



TIMING IS EVERYTHING

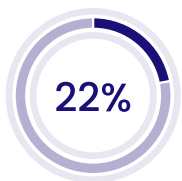
76% of podcast listeners prefer ads that promote new podcasts to be concise and informative at **30 seconds** or less.

26% of podcast listeners prefer ads that promote new podcasts to be longer – **60 seconds or more** – in order to get a better sense of what the show is about.

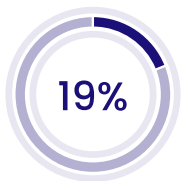
MELODIC MAGNETISM

66% of podcast listeners report that the inclusion of **music and/or show clips** in an ad that promotes a podcast will capture their attention more than an ad that contains only a voiceover.

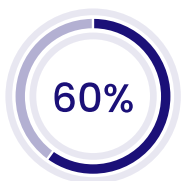
NEUTRAL ON VOICES



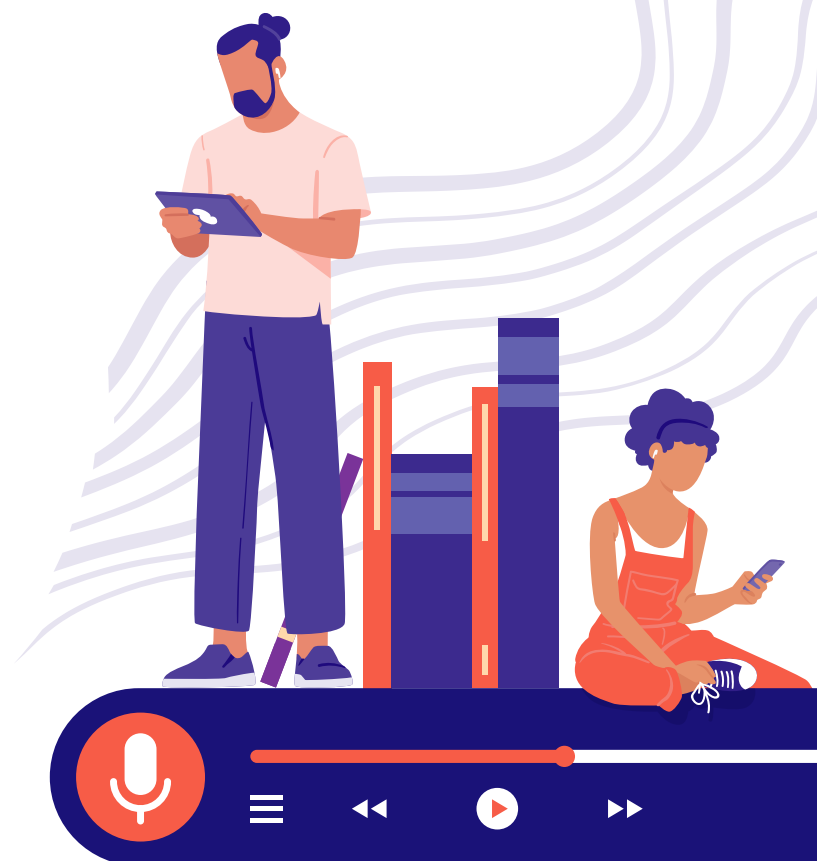
of podcast listeners reported being more likely to listen to a new podcast if the ad for it is voiced by a **woman**.



reported being more likely to listen to a new podcast if the ad for it is voiced by a **man**.



said they were **neutral**.





PODCASTS FOR THE FAMILY?



of podcast listeners are more likely to listen to a new podcast if they can listen to it **with their children**.



THAT A-LIST POWER

45%

of podcast listeners are more likely to listen to a new podcast if the host is a **celebrity** that they follow on social media.

42%

of podcast listeners are more likely to listen to a new podcast if the host is an **influencer** that they follow on social media.

THE KEY TO PODCAST AD EFFICACY? TESTING AND MEASUREMENT:



Testing your podcast creative enables you to **ensure that the messaging and creative execution aligns seamlessly with the preferences and expectations** of your target audience, fostering a deeper connection and resonance.



Podcast listeners exhibit diverse preferences regarding ad duration, and testing allows you to find the sweet spot, whether it's the brevity **avored by 76% of listeners or the more in-depth exploration desired by another 26%.**



By experimenting with various elements such as music, clips from the promoted podcast, and diverse voice actors, **you can identify the combinations that captivate your audience's attention** and drive higher engagement.

THE KEY TO PODCAST AD EFFICACY? TESTING AND MEASUREMENT:



Testing audio creative is crucial for understanding the impact of the voice actor's gender, pitch, pace, and tone. Additionally, testing helps refine strategies when considering celebrity and influencer collaborations. **As 87% of listeners express a higher likelihood of tuning in when the host is an influencer or celebrity** that they follow.



Testing audio creative is an investment in optimizing ROI for podcast advertising. Understanding **what works best for your audience ensures that your budgets are allocated effectively and efficiently**, yielding the greatest impact on brand awareness and conversion.

Don't waste another dollar on untested audio creative.
Contact sales@veritonic.com today to learn more or get started.

Source: Veritonic, March 2024. Data based on an analysis of online survey responses conducted by Veritonic of 350+ individuals in the U.S. who reported listening to podcasts on a daily or weekly basis. For more information, contact marketing@veritonic.com



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Research and analytics solution for the continuous optimization of your audio. Mitigate risk, gain confidence in your audio investment, and increase return.

