

podlights Benchmark Report Q1 2022

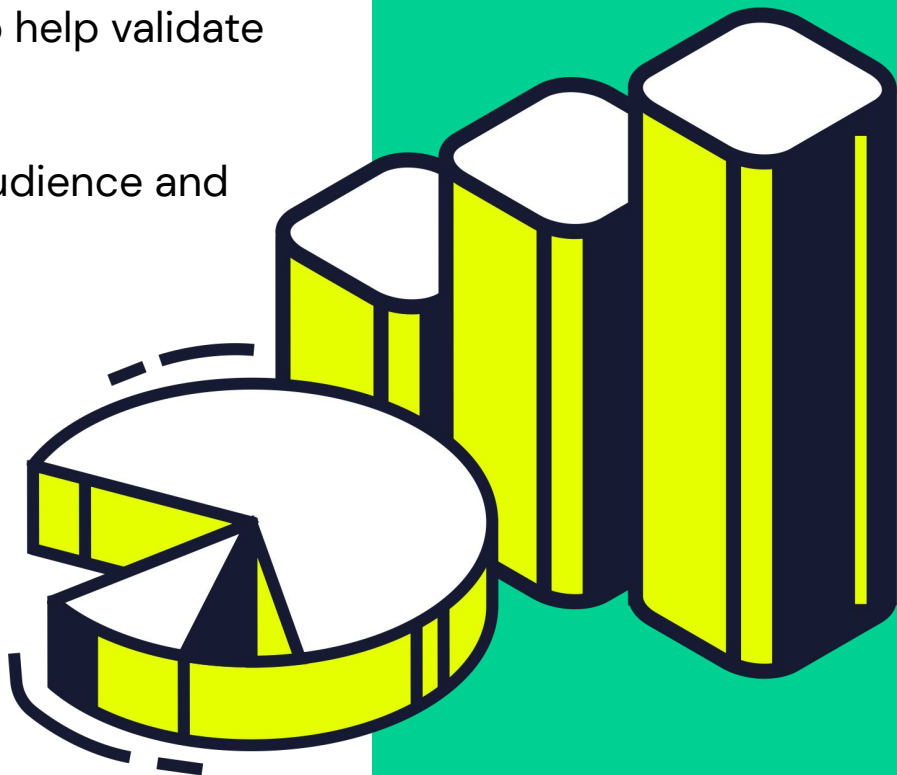


Podcast advertising is measurable.

Podsights empowers brands and agencies with valuable attribution and performance measurement to help validate and scale their podcast advertising.

Publishers use Podsights to help grow their audience and effectively monetize their podcast content.

We are on a mission to grow podcast advertising by helping advertisers truly understand and leverage the power of the podcasting medium.



Sign up & get started today!

Podsights

First time advertising on podcasts and not sure where to start? Start with Podsights!

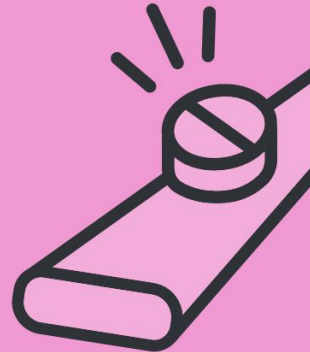
You can now easily register for a Podsights account and activate a membership without having to talk to us!

Simply register and choose a subscription that works for you to gain access to world class podcast advertising attribution and insights.

Register here to get started: dash.podsights.com

podcasts

**Validate and
scale your
Podcast
advertising.**



Sign up to Podsights

 Sign up with Google

Or

Create your free account

By signing up, you agree to our [Terms of Service](#) and [Privacy Policy](#).

Already have an account? [Sign in](#)

What you can expect to find in this report

Overview & Key Takeaways →

Podcast Media Buyer's Guide →

Latest Conversion Rate Benchmarks →

Latest Lift Benchmarks →

Analysis Overview

Q1 2021 - Q4 2021

7.8B
Impressions

Up 313% YoY

3.5K
Campaigns

Up 275% YoY

899
Brands

Up 213% YoY

\$300M
Ad Spend

Up 462% YoY

According to *Inside Radio*, ad spend for podcasting and streaming audio is projected to increase by **17.8%** in **2022**, one of the highest growth rate for all channels, second only to streaming video¹.

Podsights estimates that we measure 1 in every 4 dollars spent in the podcast advertising space.

Key Takeaways

1.42%

Average
Conversion Rate

2-5

Podsights
Recommended
Frequency

33%

Improvement on
conversion rate when
running on multiple
networks

Executive Summary

Podsights saw an **uptick in average conversion rates in Q4 2021** compared to Q3 2021. However, average conversion rates declined slightly compared to Q4 2020.

We are seeing more new brands entering podcast advertising that are advertising with a single publisher. **Based on our data, brands saw up to 33% improvement on conversion rate when running on multiple networks.**

In addition, average frequency across Podsights campaigns has seen a steady rise, and for the first time has exceeded 5 this quarter. **Podsights recommends frequency between 2-5 for optimal conversion rates.**

Podsights predicts better conversion rates when keeping frequency between 2-5 and advertising on multiple publishers.

Historically, embedded ads have seen better conversion rate performance than dynamic ads, however that gap has been closing quarter over quarter, with **embedded ads having only a 0.05% lead on conversion rates over dynamic ads** this period.

Unless otherwise indicated, the data in this report is representative of campaigns that were running in **January 2021–December 2021.**



Podcast Media Buyer's Guide

Brands testing podcast media should run between 400K–800K impressions. Once validated, brands looking to scale should run more than 4M impressions

Impressions	Average Conversion Rate	Visitors ¹
0 – 200,000	1.36%	908
200,001 – 400,000	1.18%	1,568
400,001 – 800,000	1.24%	3,316
800,001 – 1,000,000	1.00%	3,348
1,000,001 – 2,000,000	1.10%	7,349
2,000,001 – 4,000,000	0.91%	12,110
4,000,001 – 8,000,000	1.19%	39,596
8,000,001 – 12,000,000	1.45%	48,230

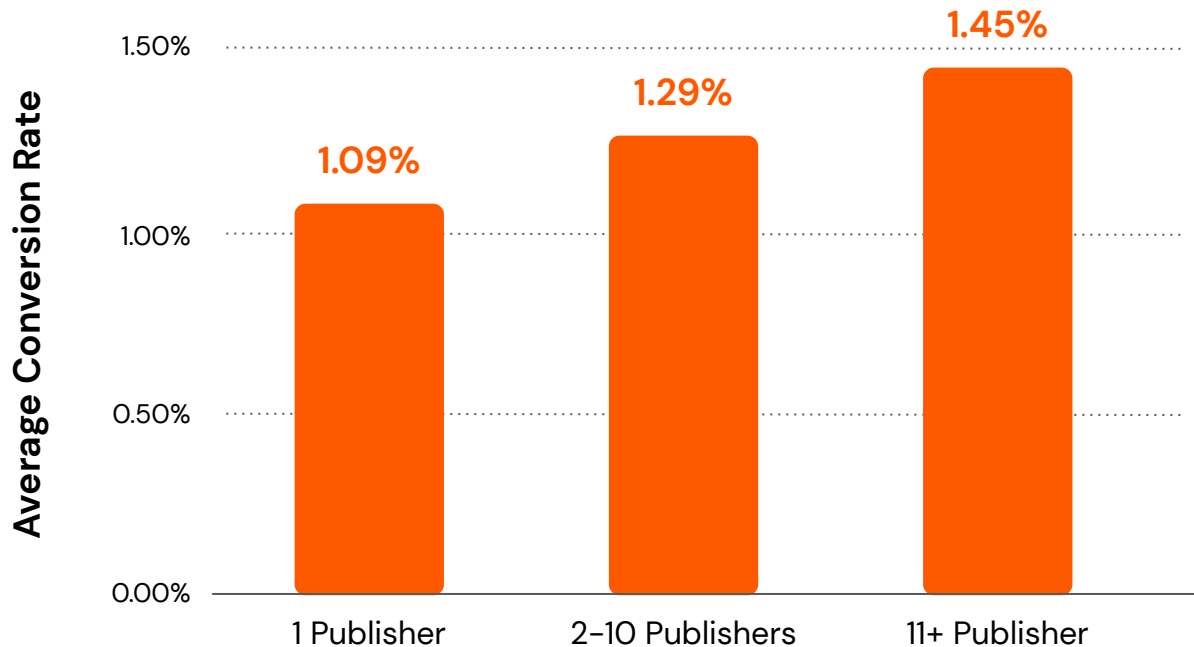
In order to make conversion rates more tangible, this table uses Podsights benchmark data on campaign size, frequency, and conversion rates to illustrate the **outcomes** you can expect from your podcast advertising campaign **at different impression levels.**

Note: a campaign is defined as a wholistic advertising campaign which may include multiple networks

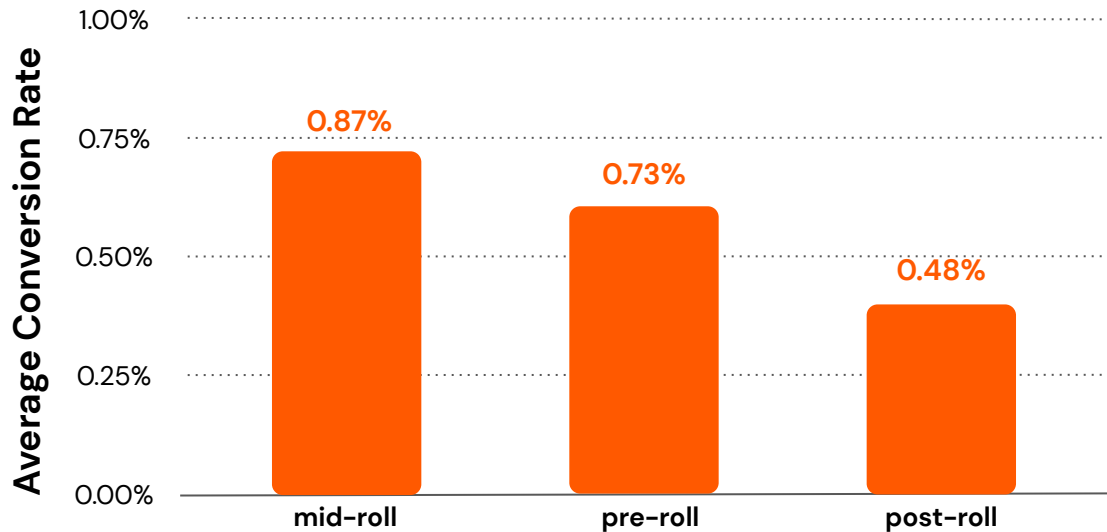
¹Assumes a recommended frequency of 3

Advertisers running ads on more networks saw higher conversion rates

Advertisers who run podcast advertisements on **multiple publishers, or networks**, saw a higher average conversion rate than those who only advertised on a single publisher.



Advertisers who include mid-roll podcast ads tends to enjoy higher conversion rates this quarter



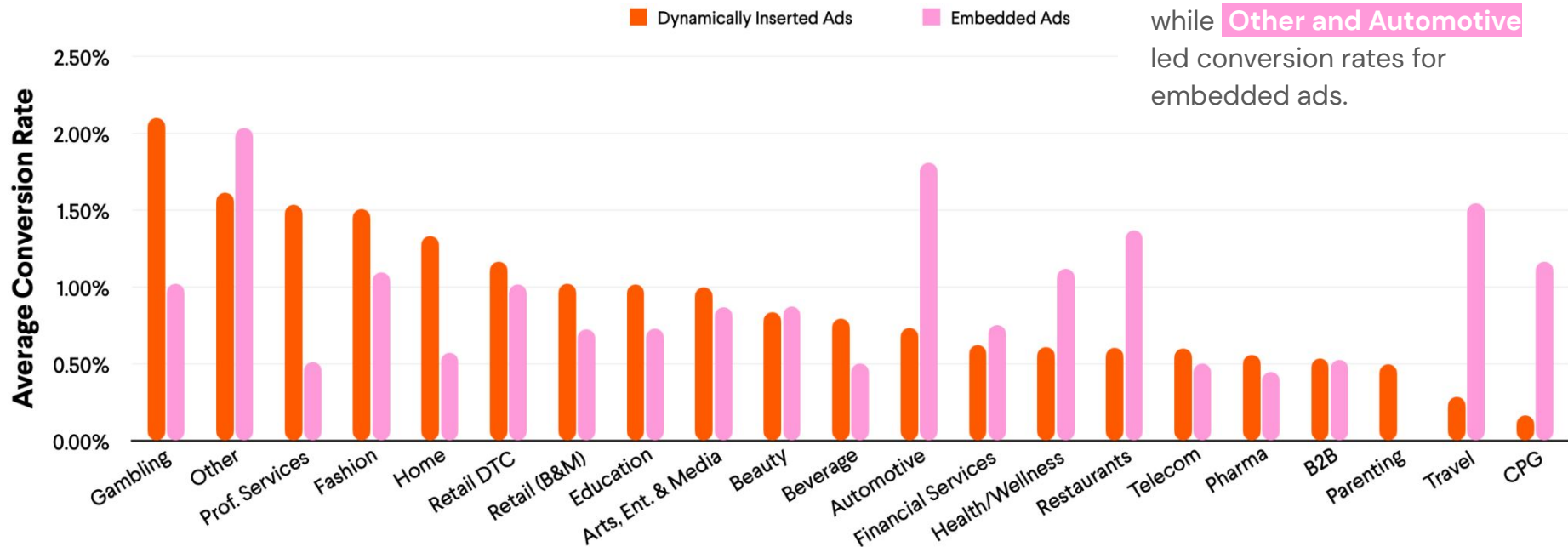
This quarter, **mid-roll** outperformed **pre-roll** placements by almost 20% in incremental conversion rate.

As **post-roll** is often the least expensive placement, it rounds out the bottom line for performance marketing advertisers.

While the average conversion rate for embedded ads and dynamically inserted ads were similar this quarter, the distribution varies across industries

Dynamically inserted ads have an average of **0.91%** while embedded ads have an average conversion rate of **0.96%**.

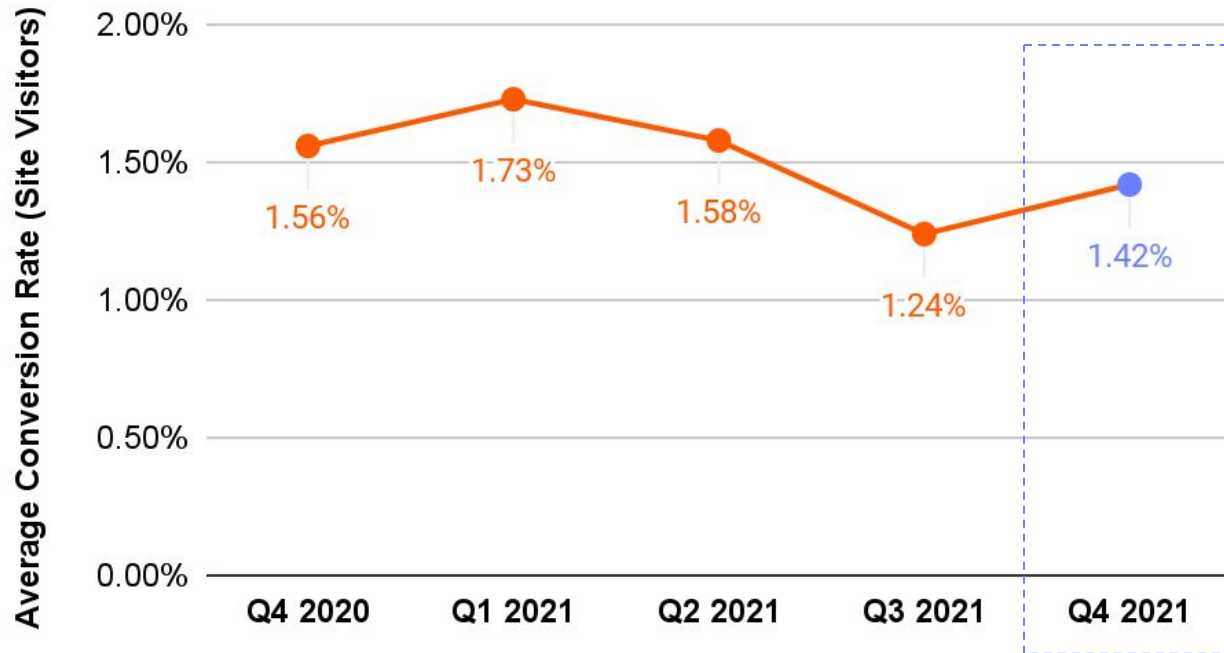
Gambling had the highest conversion rate for dynamic ads while **Other and Automotive** led conversion rates for embedded ads.





Conversion Rate Benchmarks

The average visitor conversion rate increased by 14% since last quarter



Conversion rate represents **site visit events**, calculated as:

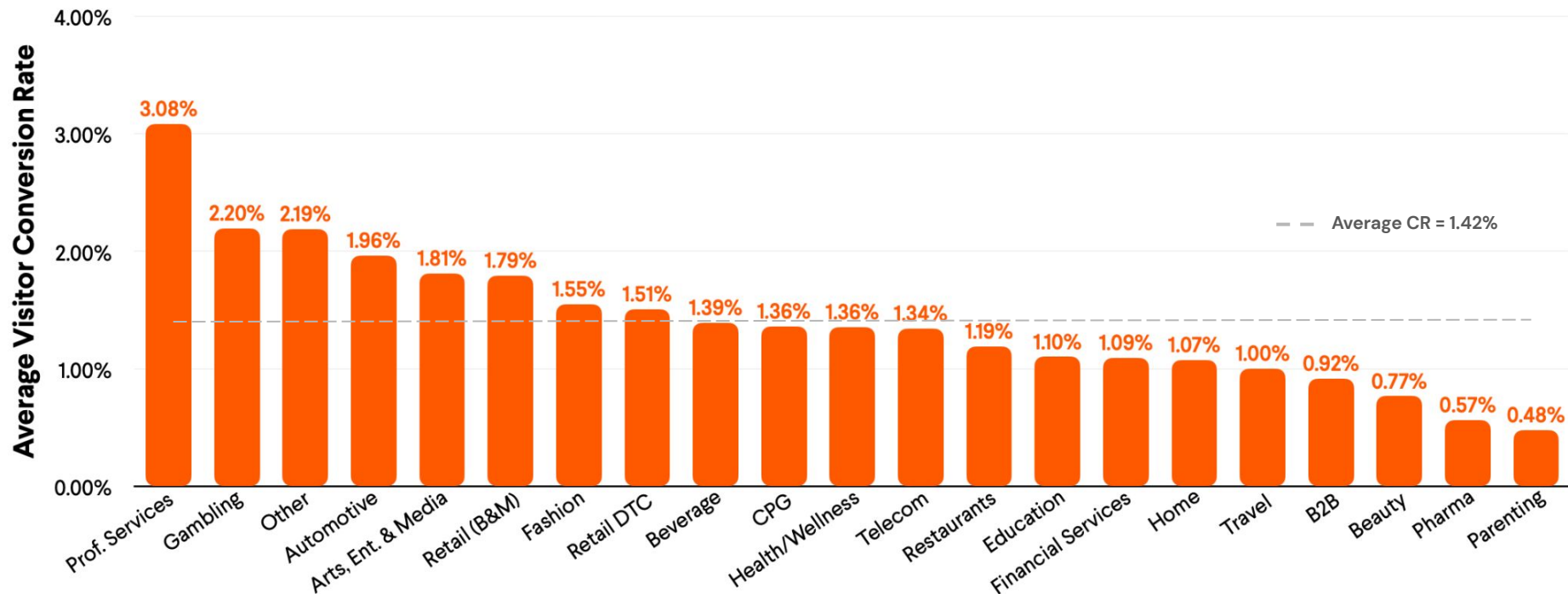
Visits ÷ Household Reach

The average conversion rate for site visitors is **1.42%** in Q4 2021.

As anticipated, conversion rates grew from Q3 2021 likely due to the holiday season.

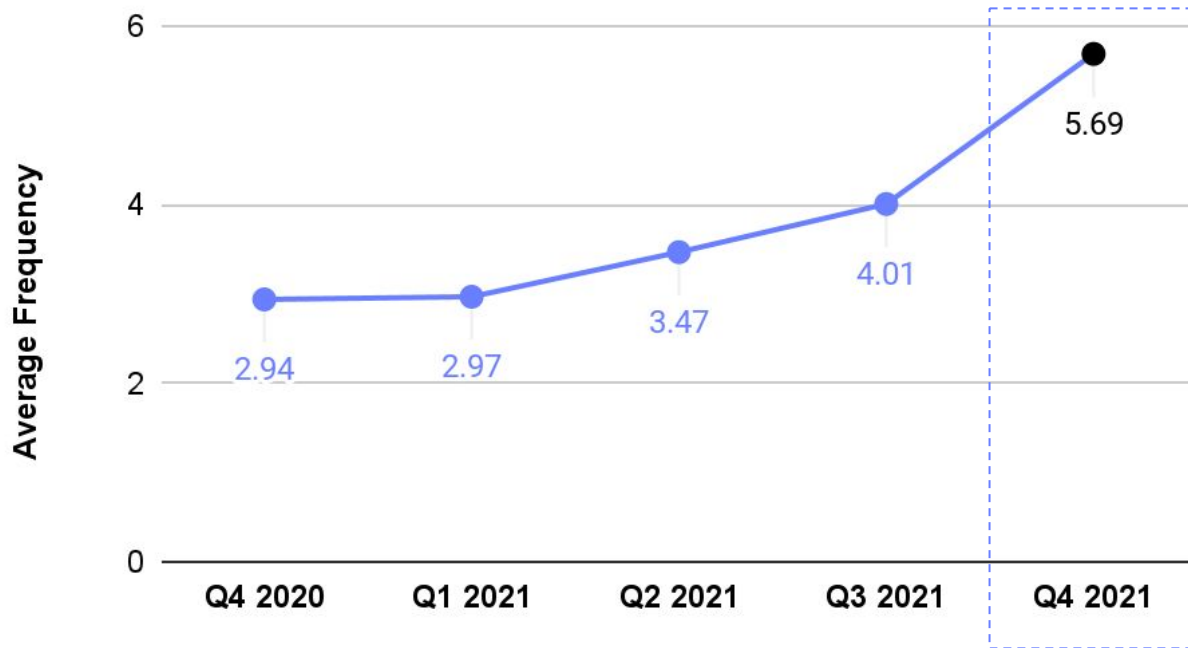
Professional Services & Gambling lead in highest average visitor conversion rates

The average conversion rate across industries was **1.42%**.



Other includes non-profit companies, Job-searching sites, Real Estate, etc. Find the full breakdown of all industries in the Appendix.

Frequency continues to rise quarter over quarter, indicating lack of advertising diversification



Frequency is the number of times a household was exposed to an ad.

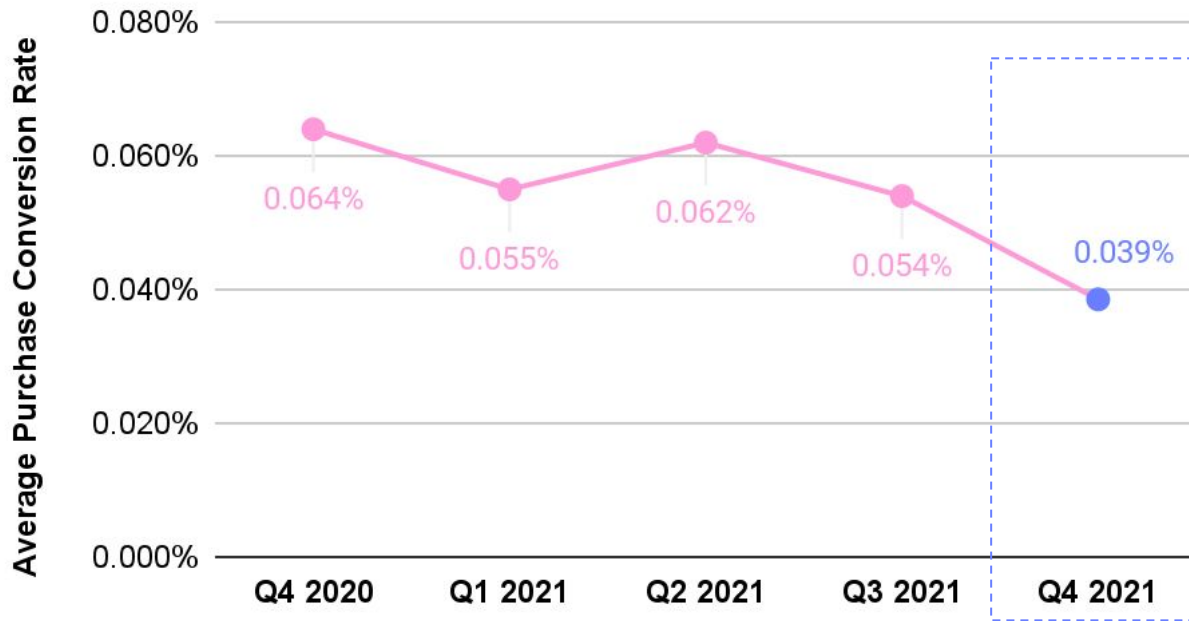
The average frequency rose by **29%** this quarter.

We are seeing benchmark conversion rates lower YoY, which Podsights believes is driven primarily by the increase in average frequency. **Podsights predicts that dropping frequency down to 2-5 will derive better results.**

Unsure of which shows you should be adding to your media plan?

[Check out Podsights Advisor!](#)

Q4 2021 saw a decrease in average purchase conversion rate



Purchase conversion rate represents **purchase events**, calculated as:

$$\text{Purchase CR} = \text{Purchases} \div \text{Reach}$$

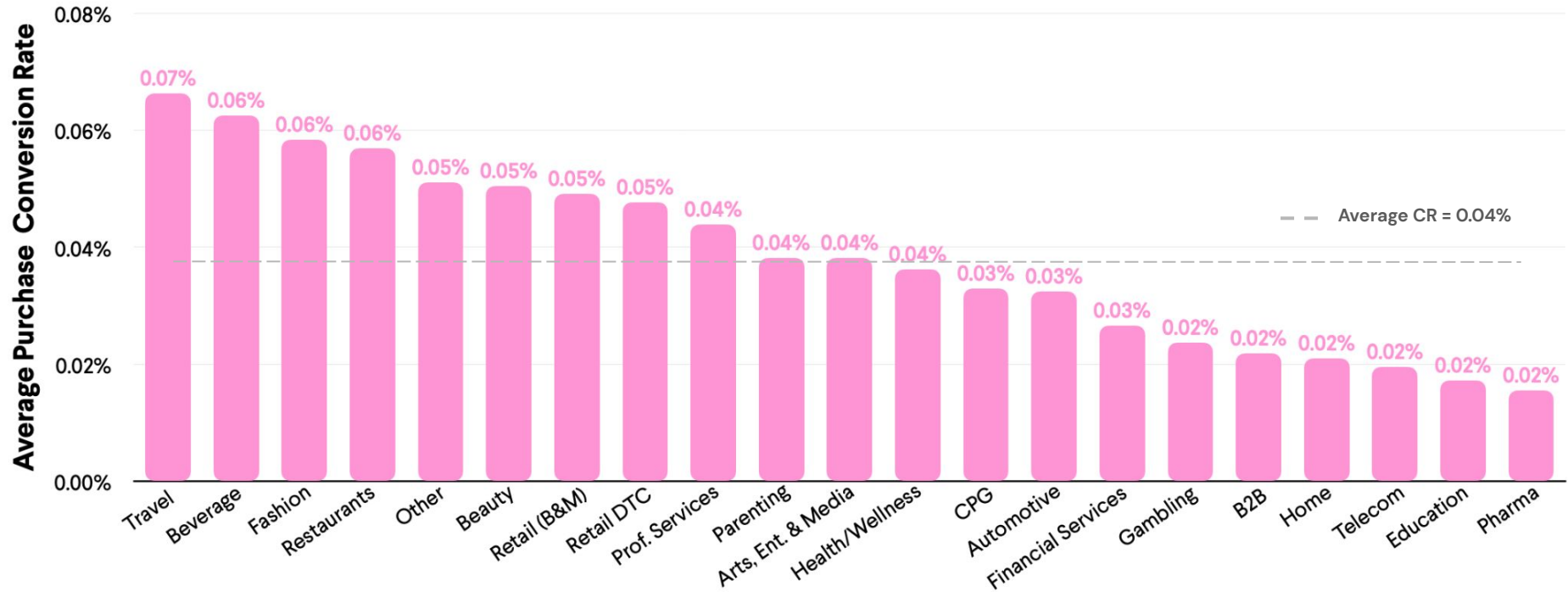
The average purchase conversion rate dropped slightly this quarter.

The reduced conversion rate might be attributable to increasing frequency.

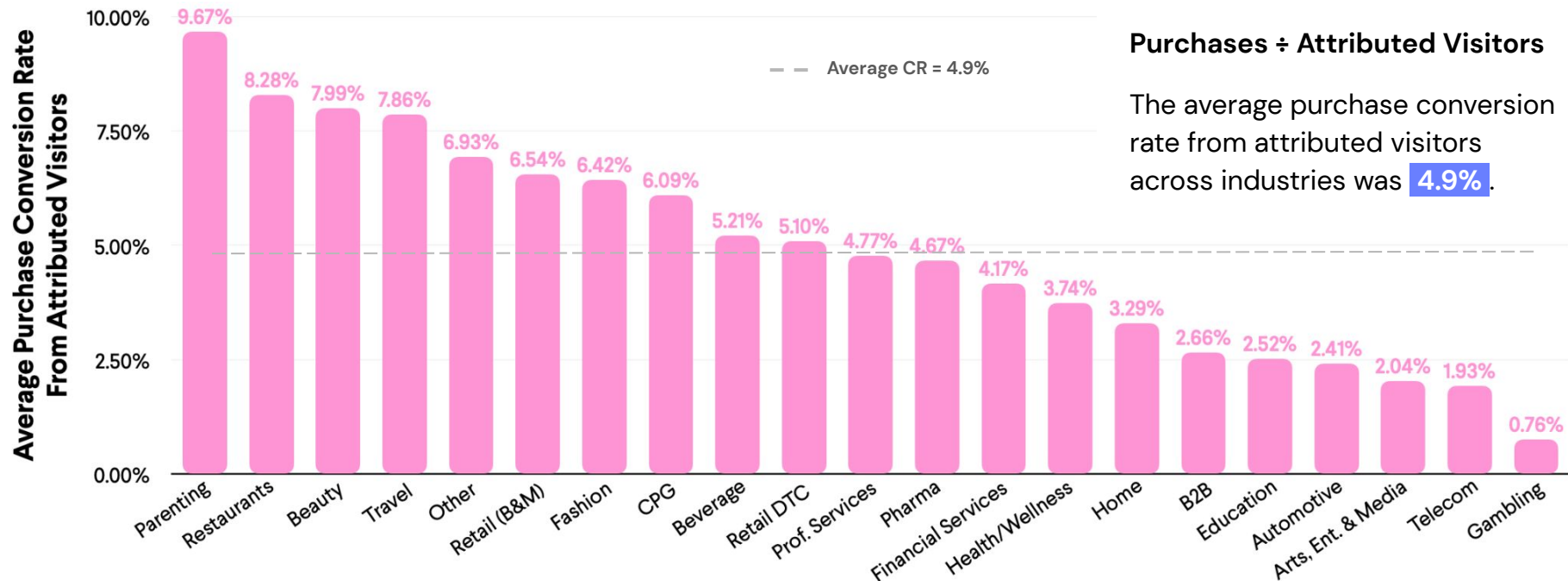
The Travel industry continues to experience high purchase conversion rates this recent quarter

The average purchase conversion rate across industries was **0.04%**.

Purchase CR = Purchases ÷ Reach



Parenting leads with 9.67% of website visitors going on to make a purchase

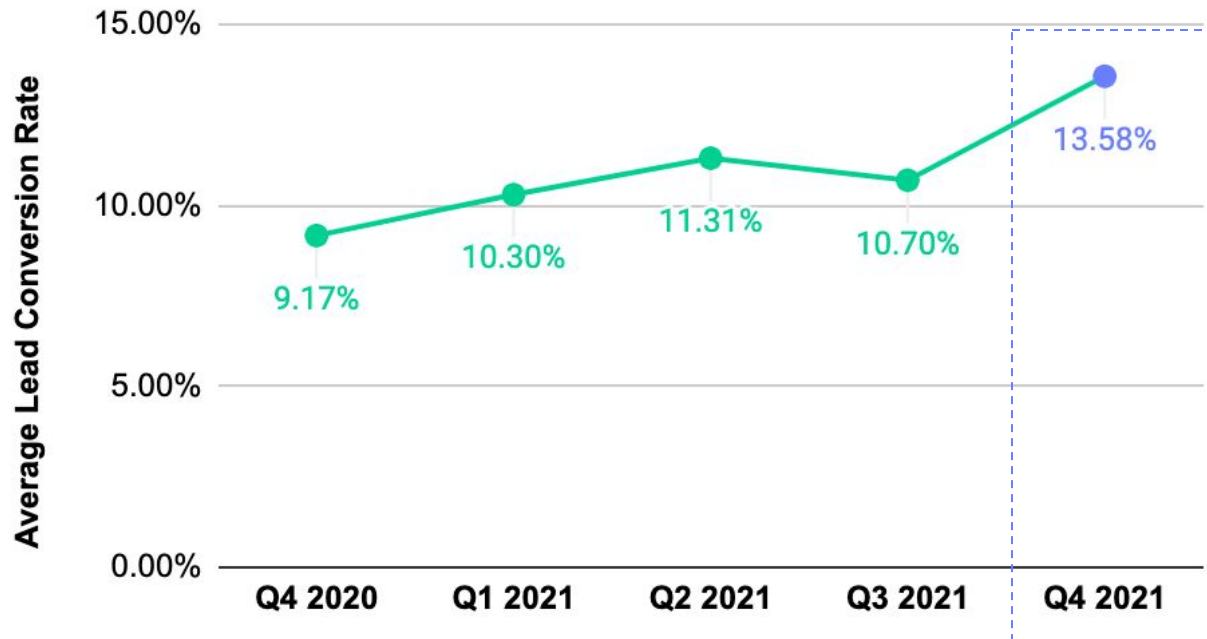


The **conversion rate from attributed visitors** describes the **rate of purchase** from households who are driven to the website as a result of the podcast ad and is calculated as:

$$\text{Purchases} \div \text{Attributed Visitors}$$

The average purchase conversion rate from attributed visitors across industries was **4.9%**.

Q4 2021 saw the most engaged visitors yet with 13.58% converting into a lead



Lead events are a **custom event** such as a sign-up or email capture. **Lead conversion rate from attributed visitors** is calculated as:

Leads ÷ Attributed Visitors

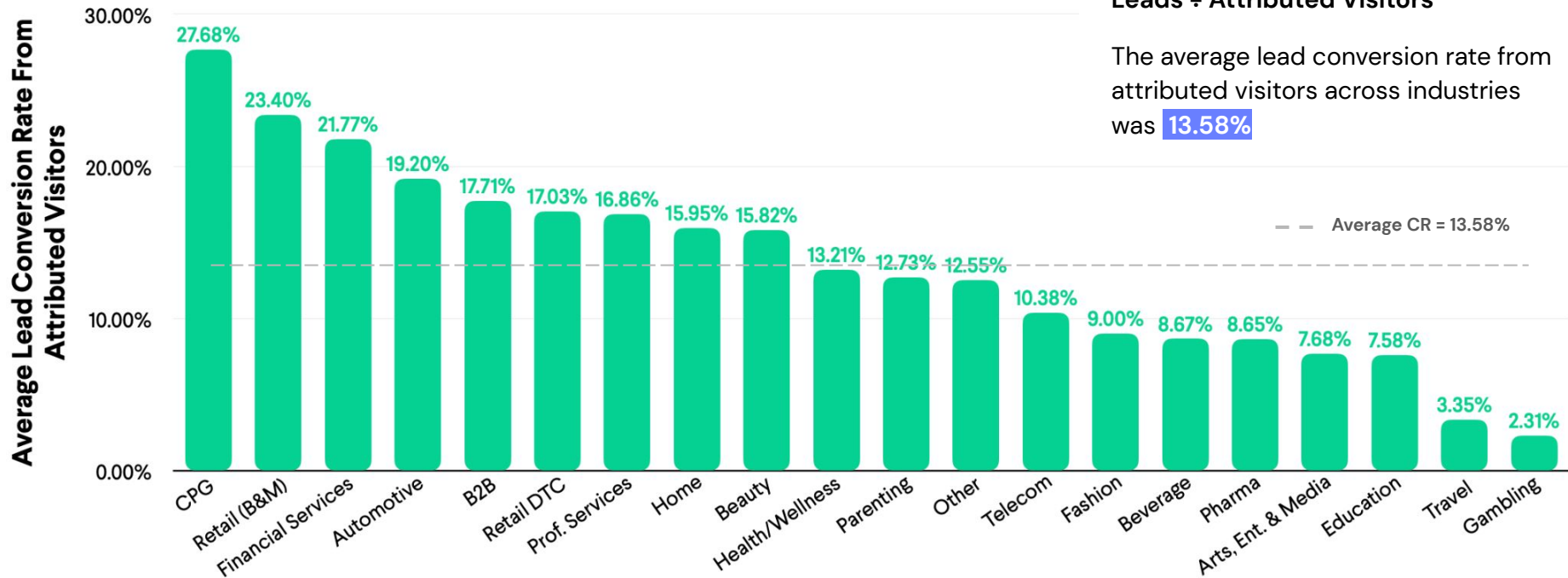
The lead conversion rate rose **126%** from the previous quarter to **13.58%** this quarter.

CPG brands remained at the top this quarter for lead events

The **conversion rate from attributed visitors** describes the conversion rate of lead events from households who are driven to the website as a result of the podcast ad and is calculated as:

Leads ÷ Attributed Visitors

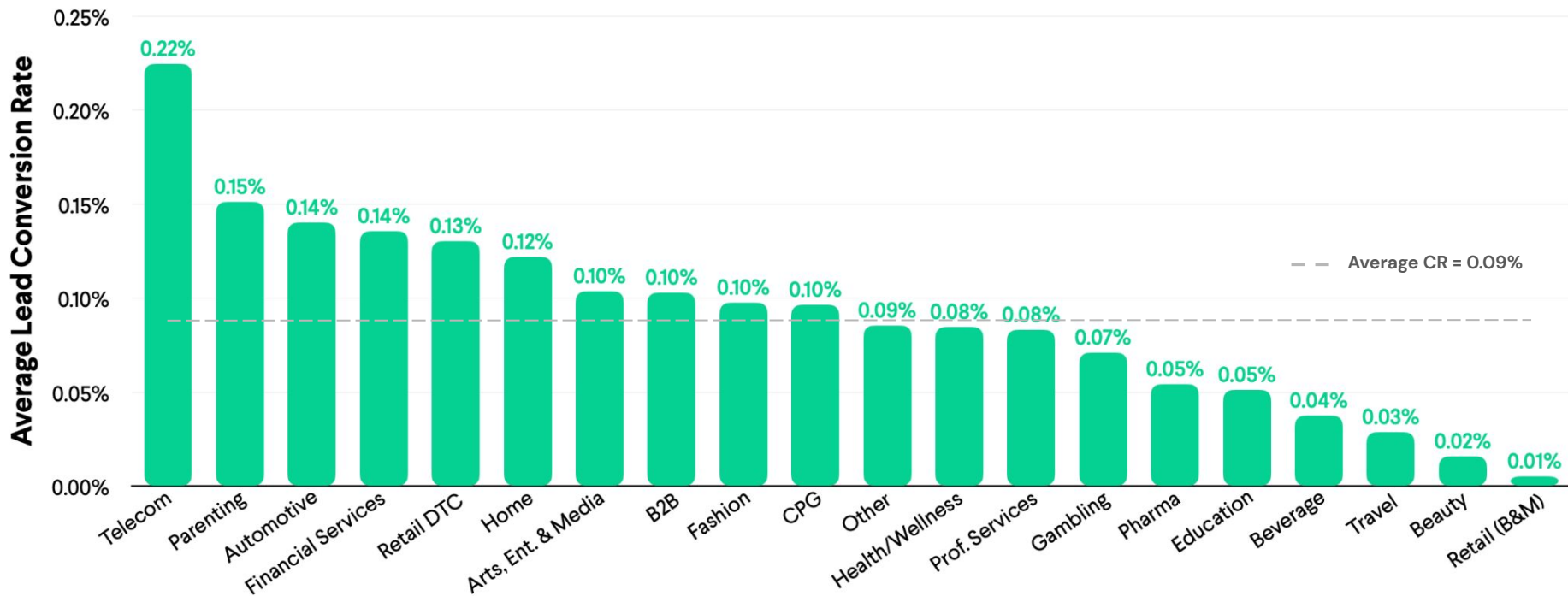
The average lead conversion rate from attributed visitors across industries was **13.58%**



The telecom industry continues to dominate lead conversions in podcast advertising this quarter

This quarter, the average lead conversion rate was **0.09%**

Leads CR = Leads ÷ Reach

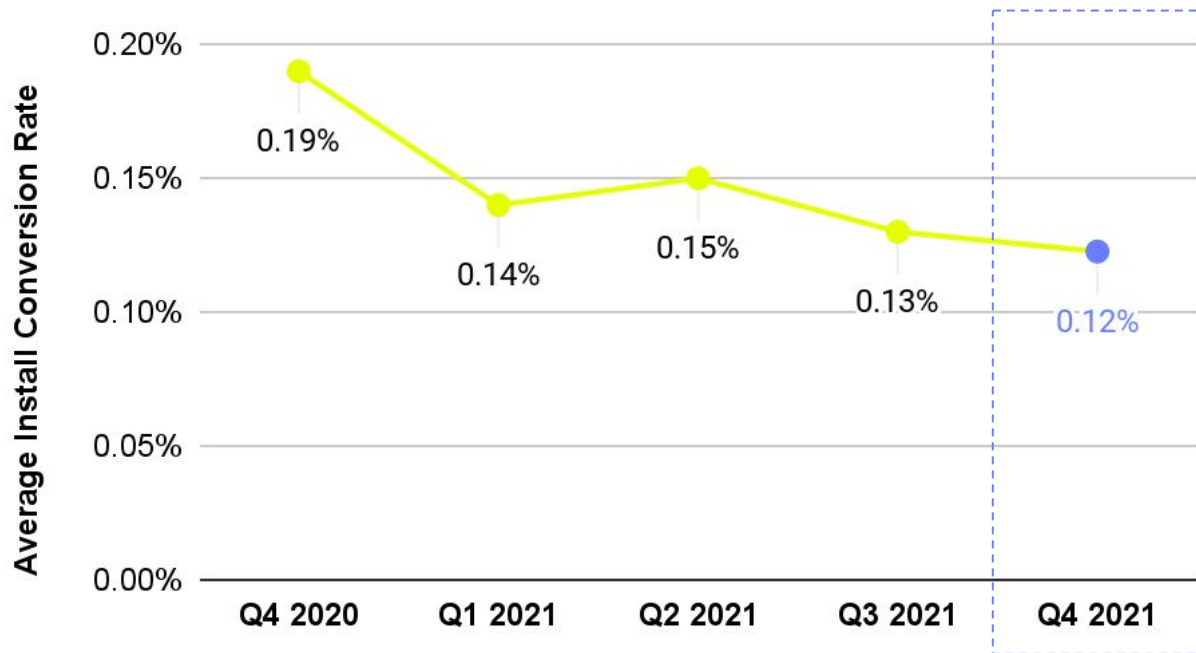


Install conversion rates continue to remain relatively consistent overall

The **install conversion rate** refers to mobile app installs, and is calculated as:

Installs ÷ Reach

The install conversion rate fell slightly this quarter to **0.12%**.

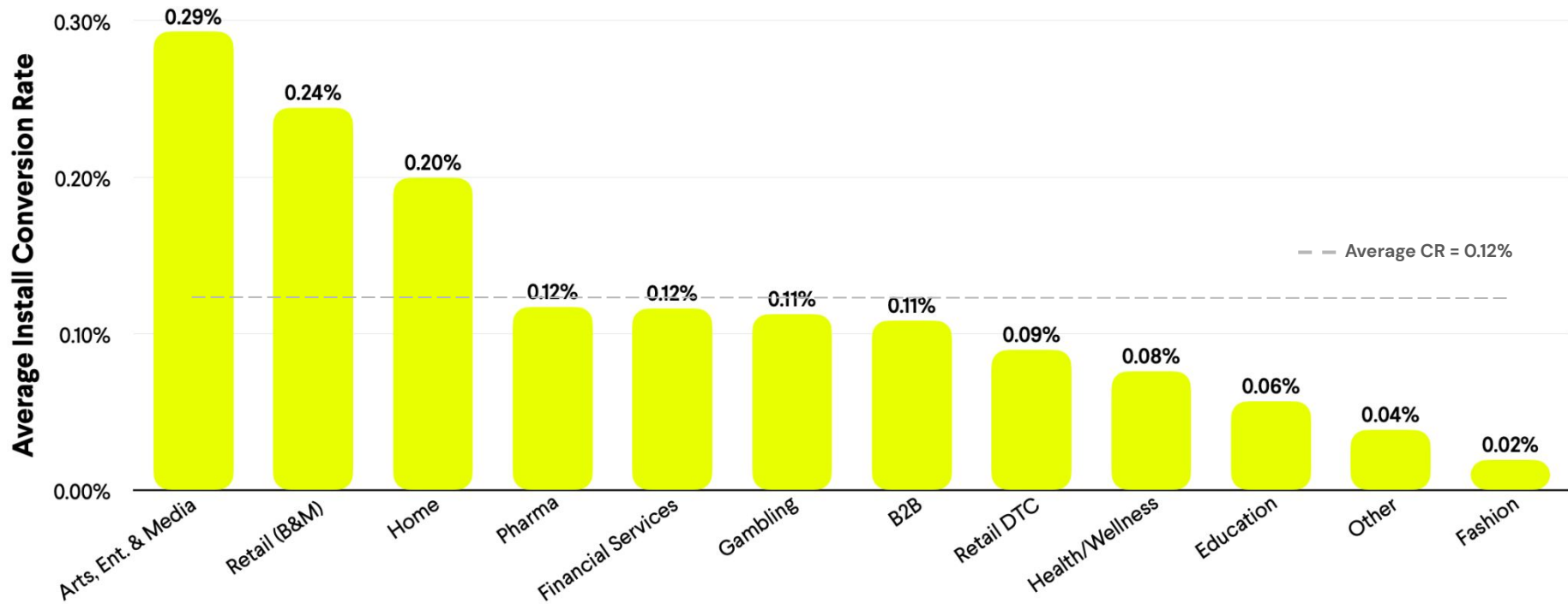


Dashed box indicates current quarter

Arts, Entertainment and Media continue to maintain the highest install conversion rate

The average mobile app install conversion rate across all industries was **0.12%**.

Install CR = Installs ÷ Reach



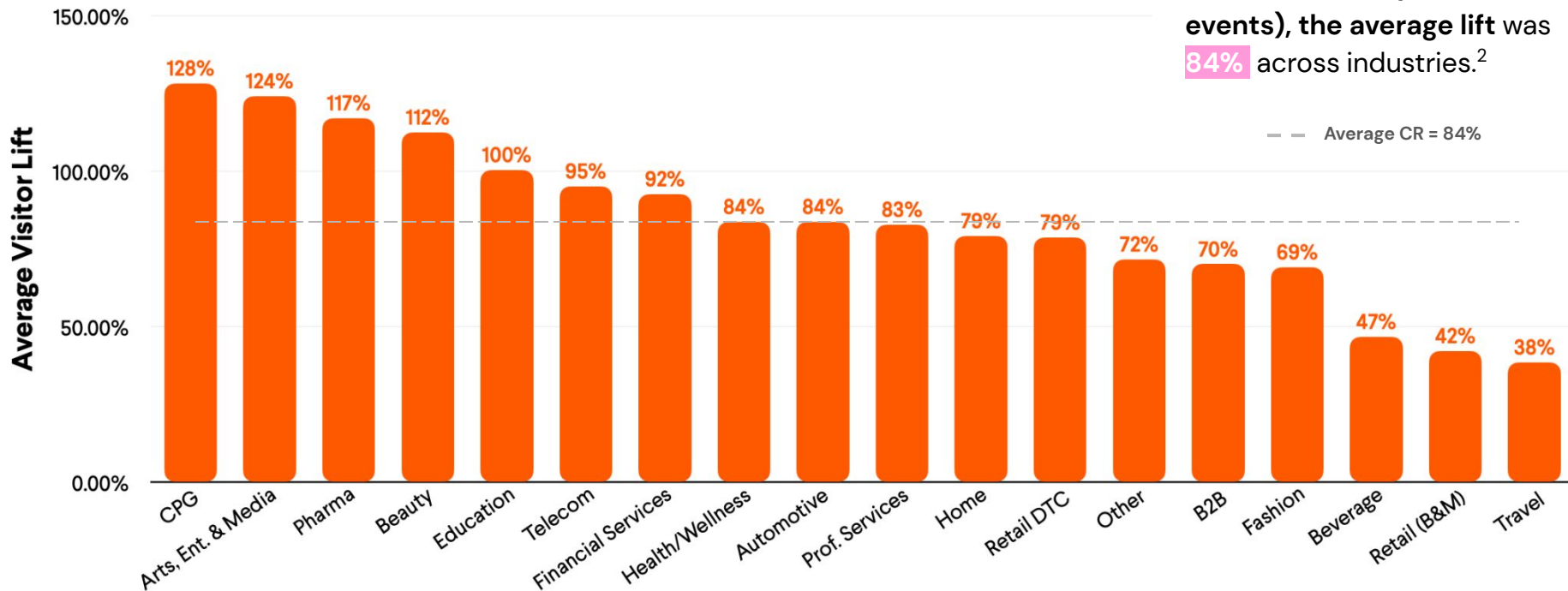
The background of the slide is a vibrant purple with a pattern of white dots arranged in wavy, concentric lines that create a sense of depth and movement. A solid white rectangular box is centered on the slide, containing the title text in a bold, pink font.

Incremental Lift Benchmarks

CPG, Arts, Entertainment & Media, and Pharma take over with the highest visitor lift

Incremental Lift measures the increase in conversions from podcast advertising vs. doing nothing at all.¹

For **site visitors (view events)**, the average lift was **84%** across industries.²

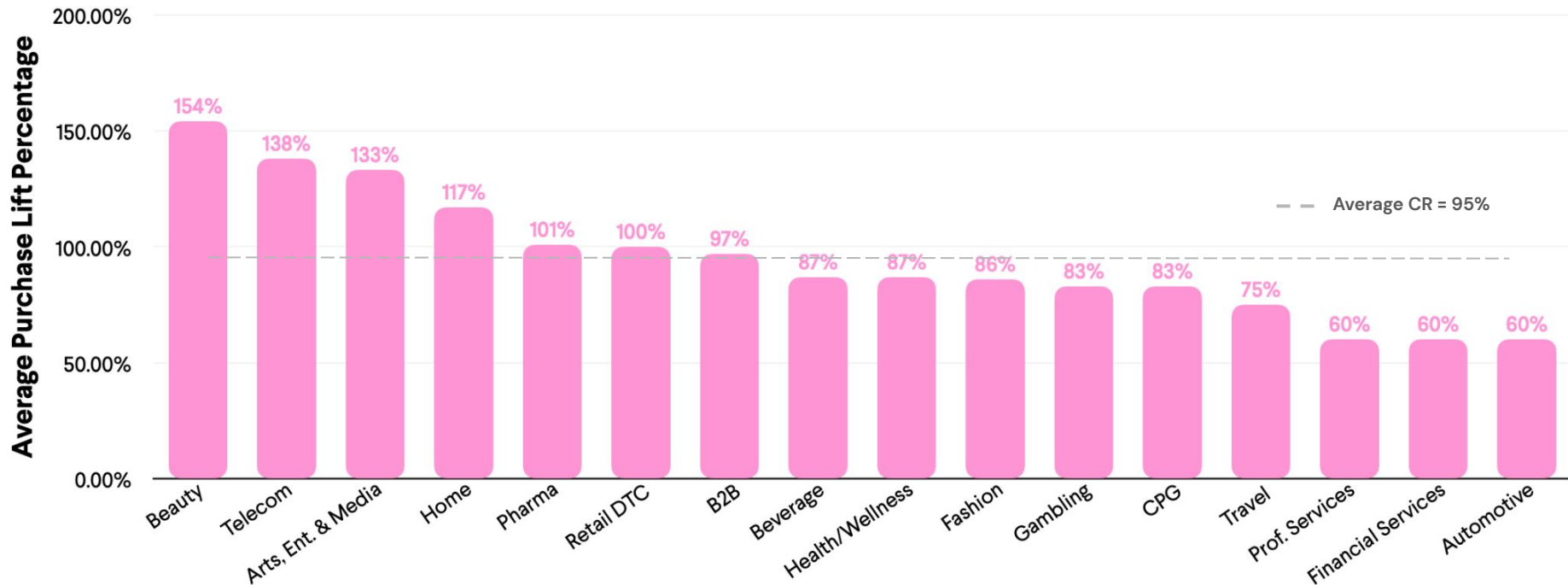


¹ For more information on lift please see our blog post: [Incremental Lift for Podcast Advertising](#)

² Down slightly from 86% last quarter

Households who were exposed to a podcast ad are almost 2X more likely to make a purchase

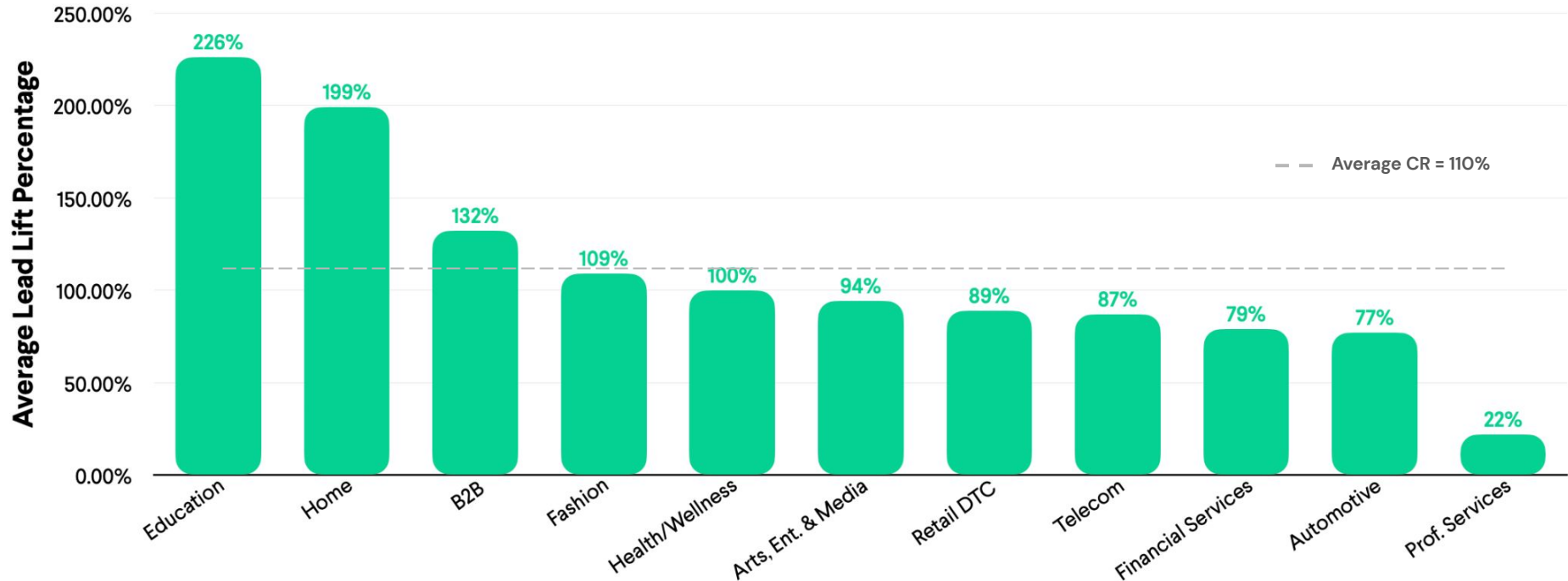
For purchase events, the average lift was **95%** across industries¹.



¹ Down from 131% last quarter

Households who were exposed to a podcast ad are over 2X more likely to perform a lead event

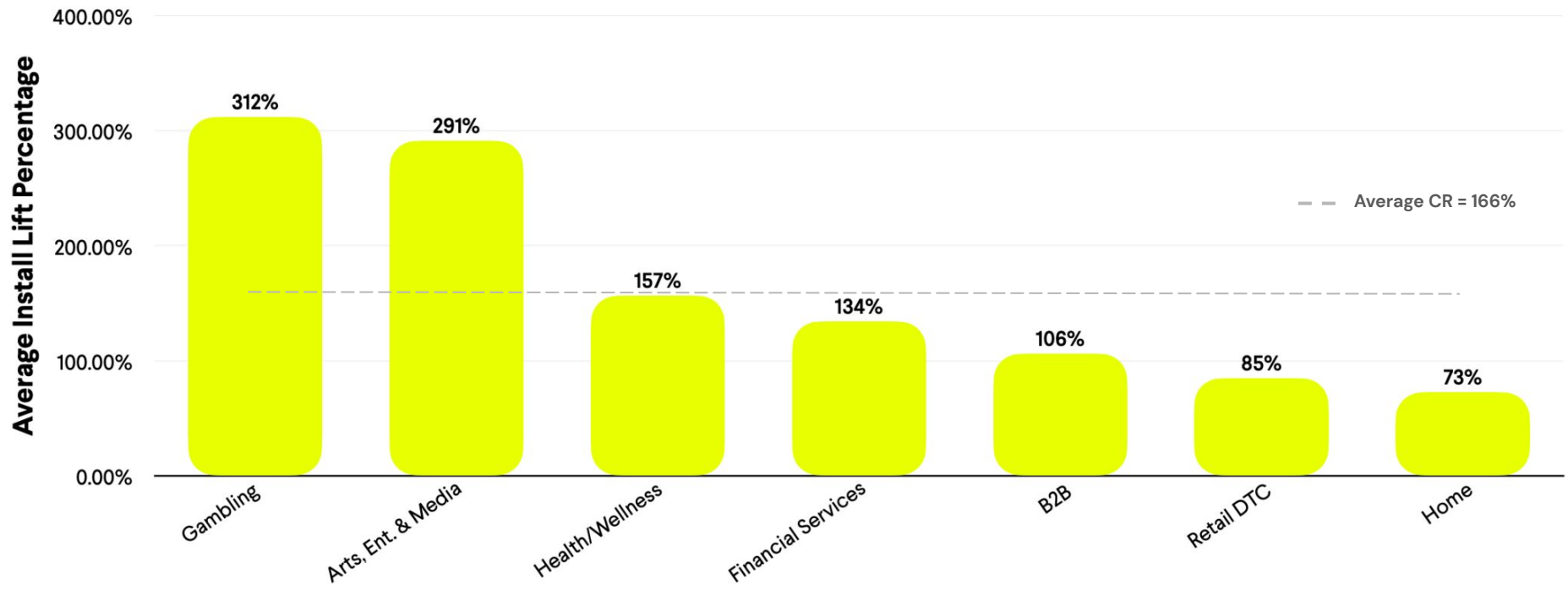
For lead events, the average lift was **110%** across industries.¹



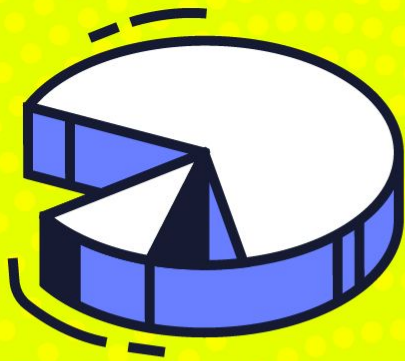
¹ Up from 98% last quarter

Lift for mobile events outperforms lift for web events in all categories

For mobile app install events, the average lift was **166%** across industries.¹

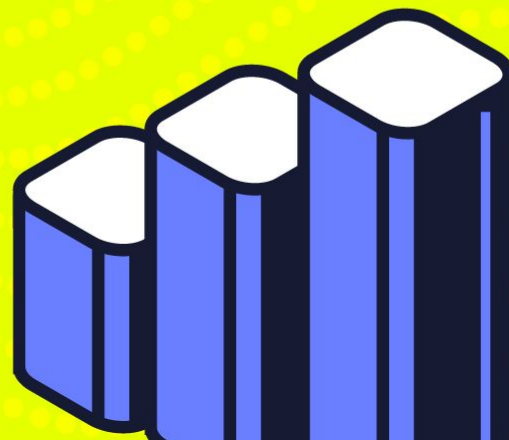
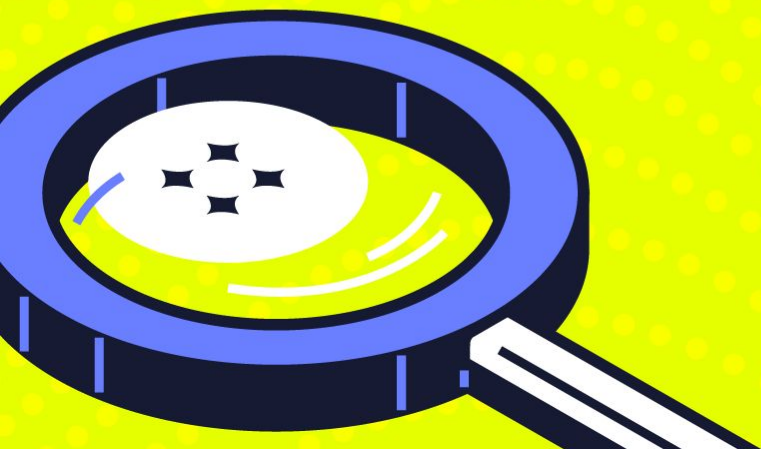


¹ Down from 174% last quarter



For questions about this report, please reach out to
Havilland Voss (havilland@podsights.com)

To learn more about Podsights and our suite of products,
reach out to our Partnerships Team (sales@podsights.com)





Appendix

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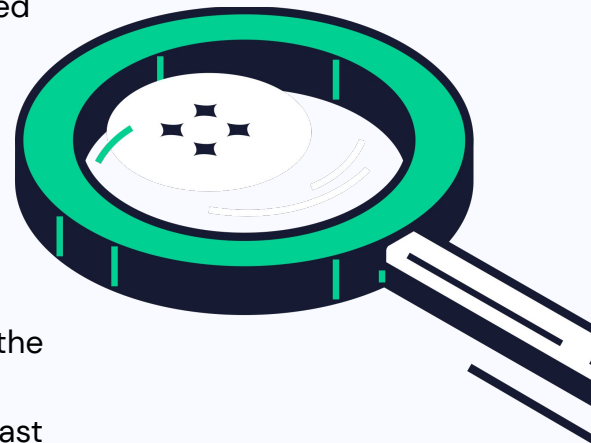
Appendix A: Methodology

Data Collection

Data for this study was collected and analyzed in aggregate from all Podsights campaigns. The aggregated data has been anonymized and does not identify individual listeners, brands or publishers. *For more information on our privacy policy, visit podsights.com/privacy*

Attribution Methodology

Podsights defines a conversion rate as the number of attributed households that visited the site divided by the unique households that downloaded an episode. An attributed visitor is someone who downloaded a podcast containing an advertisement, and then visited the brand's owned and operated website.



Appendix B: Campaigns per Industry

Industry Name (Shortened)	Industry Name (Long)	Count of Campaigns
Fashion	Apparel/Fashion Accessories (Men/Women)	310
Arts, Ent. & Media	Arts, Entertainment & Media (Streaming Services, Movies, Dance, Theater, Concerts, Opera, Amusement Parks, Games, Books - Audio and Bound, Music, Magazines, Newspapers, Websites, Apps, DVDs, Radio and Television Networks/Stations/Programming)	312
Automotive	Automotive / Automotive Services	68
Parenting	Baby/Child/Parenting	10
Beauty	Beauty/Cosmetics	100
Beverage	Beverage (Alcohol / Beer / Wine)	32
B2B	Business-to-Business (Business conducted between one business and another such as a wholesaler and retailer)	510
CPG	Consumer Packaged Goods (CPG)	135
Education	Education	141
Financial Services	Financial Services (Banks, Insurance, Securities, Mortgages, Financial Services Software)	399
Gambling	Gambling/Sports Betting	6
Health/Wellness	Health/Wellness (including Fitness, Diet, Yoga, Meditation, etc.)	441
Home	Home Improvement/Furnishings	226
Other	Other (Primarily includes energy, government/non-profit, and advocacy)	92
Pharma	Pharmaceuticals (OTC and DTC)	115
Prof. Services	Professional Services for non-Business Entities	78
Restaurants	Restaurants/bars	15
Retail (B&M)	Retail (Brick & Mortar / eCommerce)	67
Retail DTC	Retail Direct-to-Consumer (companies whose revenue is attained predominantly through E-commerce)	322
Telecom	Telecommunications (Telephony, Mobile Service Providers, Cable/Satellite TV services, ISPs, Wireless)	88
Travel	Travel and Tourism (Resorts/Hotels/Airlines)	36

Appendix C: Brands per industry measured by Podsights

