



podights

Benchmark Report

Q2 2021



What you can expect to find in this report

Demographic Data

This quarter we are introducing demographic data. Podsights has partnered with Experian to overlay Mosaic Segments and Demographic information on Podsights' data in order to better understand the characteristics of the Households that are being exposed to advertisers in podcast media.

Lift Benchmarks

In this section, Podsights has updated lift benchmarks for the current quarter.

Conversion Rates

As always, Podsights has updated benchmarks on the average conversion rates for website visits, purchases, leads, and app installs.

What's New with Podsights

There are many exciting things going on at Podsights that will change the way advertisers measure, plan, and buy their podcast media. Get a sneak peek into what Podsights is up to so you know what to expect this year.



Key Takeaways

82%

Average Lift
(up 5% since Q4)

Podcast listeners are

40%

wealthier
than the US general
population based on
average salary

1.73%

**Average
Conversion Rate**

\$2.59

**Average Return on
Ad Spend**

Podcast advertising conversion rates continue to be on par with or **outperform digital channels**.

Unless otherwise indicated, the data in this report is representative of campaigns that ran from **April 2020–March 2021**



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.

Analysis Overview

Q2 2020– Q1 2021



3.2B

Impressions

2K

Campaigns

533

Brands

\$198M

Ad Spend

According to the July 2020 [US Podcast Advertising Revenue Study](#) from the IAB, the total size of the Podcast Advertising market in 2021 is projected to be **\$1.2 Billion**.



Demographics

Introducing Demographic Data



Podsights has partnered with Experian to overlay Mosaic® USA Segments and Demographic information on Podsights' data in order to better understand the characteristics of the Households that are being exposed to advertisers in podcast media. Although brands and agencies know their audience, they don't inherently know how their audience reacts to their brand in podcast media. Podsights is bringing Mosaic segments to the Podsights dashboard in Q2 of 2021 to overlay audience intelligence and help marketers make data driven decisions about their podcast advertising.



The following slides compare Podsights' household data against US National Averages from Mosaic's 2021 data.

A subset of Podsights data is used in the following slides, with the express permission of the publishers. Experian data is based on household level IP address data, rather than individual level.

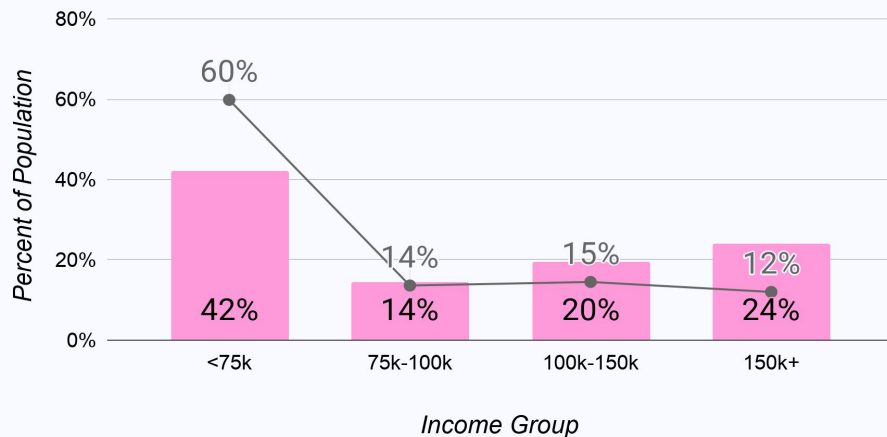


Age & Income Demographics of Households



Household Income Demographics vs. National Average

■ Podsights ● National Average

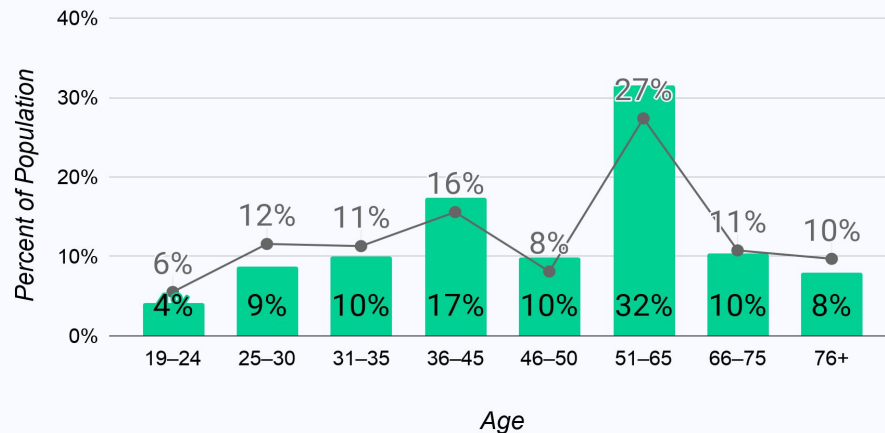


Podsights' households skew **wealthier** than the general population.

The average income for Podsights' households is \$94K while the average income for the US is \$67K.

Household Age Demographics vs. National Average

■ Podsights ● National Average



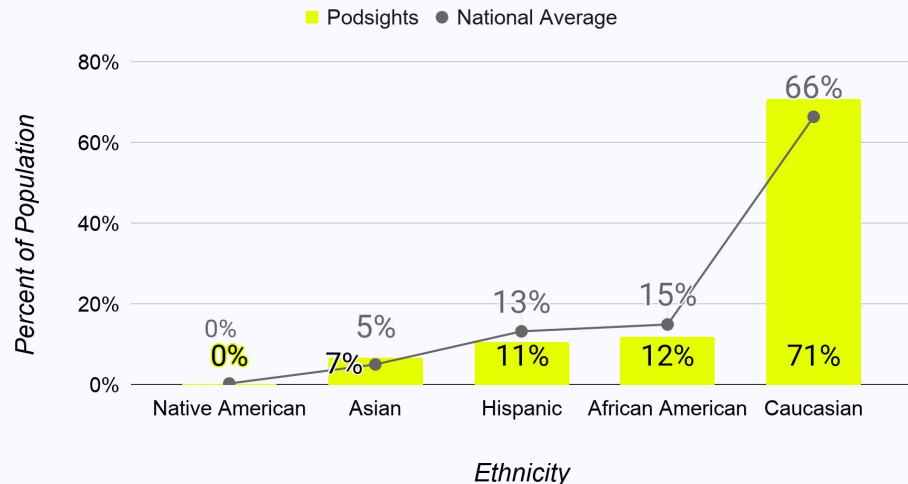
Podsights' households skew slightly **older** than the US population.

The average age range for Podsights households is 46-54 years old, while the average age of adults in the US is 45-53.



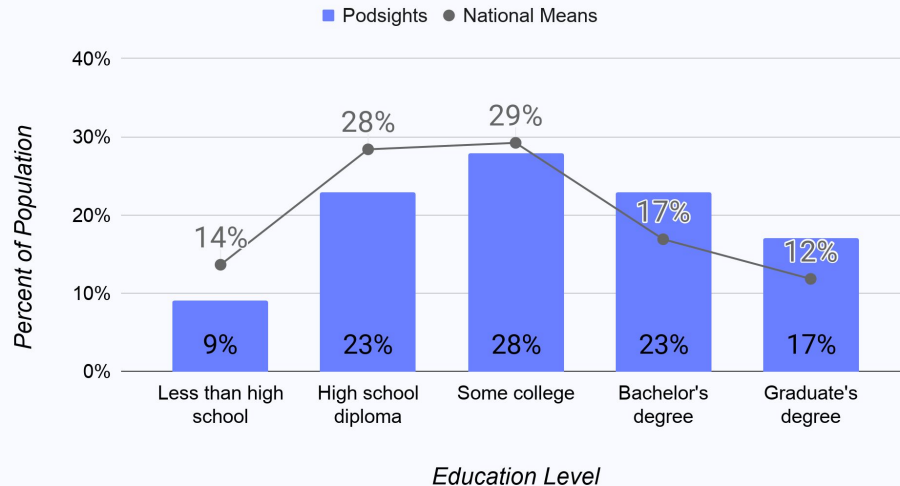
Ethnicity & Education Demographics of Podcasts' Households

Household Ethnicity Demographics vs. National Average



Podcasts' households skew more heavily Caucasian and Asian than the US general population.

Household Education Demographics vs. National Average



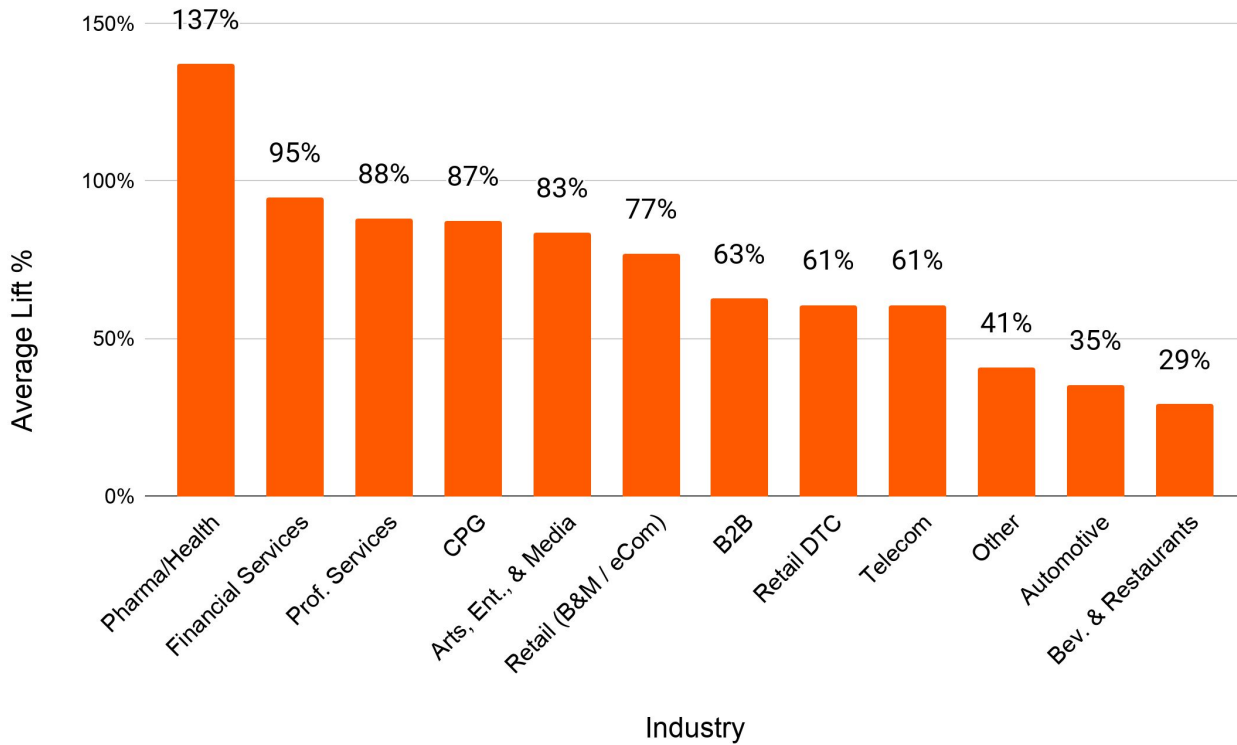
Podcasts' households have **higher education levels** than the US general population.



Lift Report Benchmarks



Average Visitor Lift by Industry



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 85% across industries.**²

Insight: 80% of Americans intended to be more mindful about regular self-care practices during the Pandemic, and the Pharma/Health sector includes brands that offer tools to help with that goal. Seeing this level of incrementality shows that podcasts are the perfect place to capitalize on this particular consumer need.³

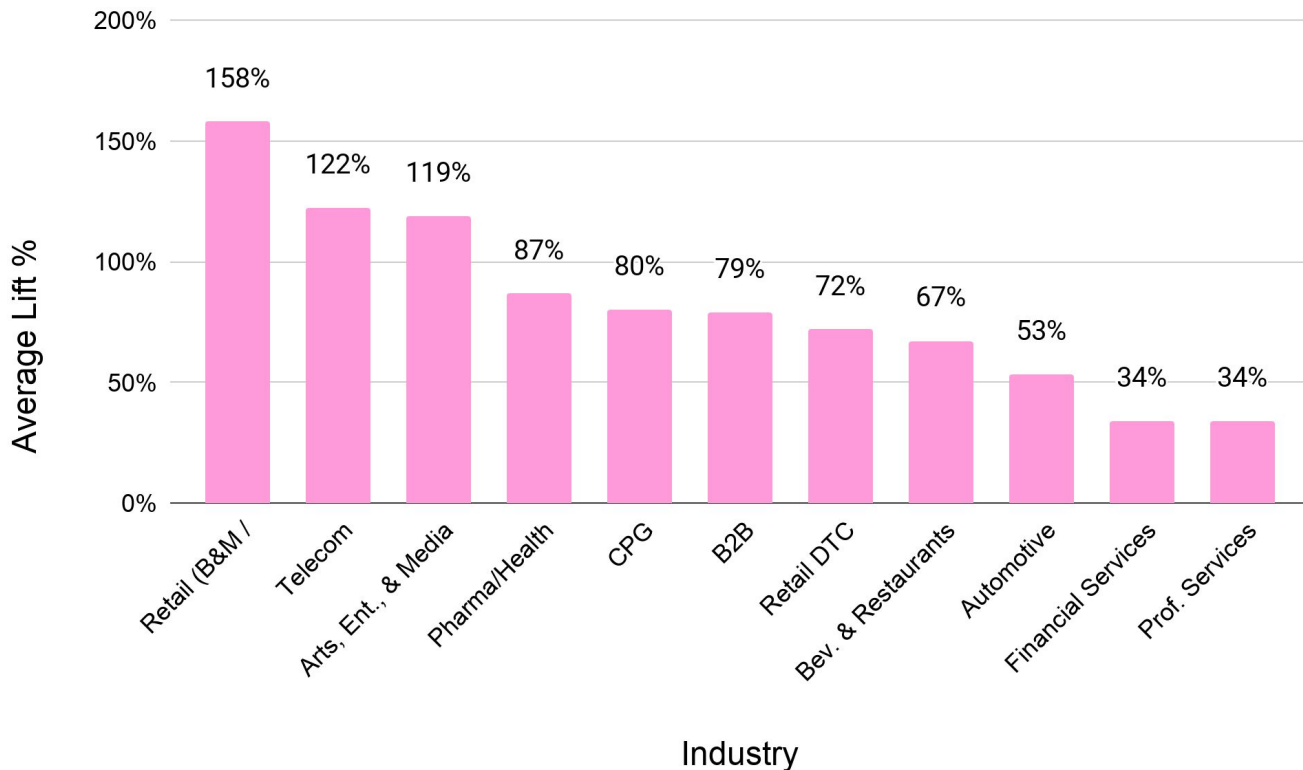
¹ For more information on lift please see our blog post: [Incremental Lift for Podcast Advertising](#)

² Industry list found on [Appendix A](#) (page 23)

³ According to a 2020 study from Samueli Integrative Health Programs. Survey details can be found [here](#)



Average Lift for Purchase Events by Industry



For purchase events, the **average lift was 82% across industries**

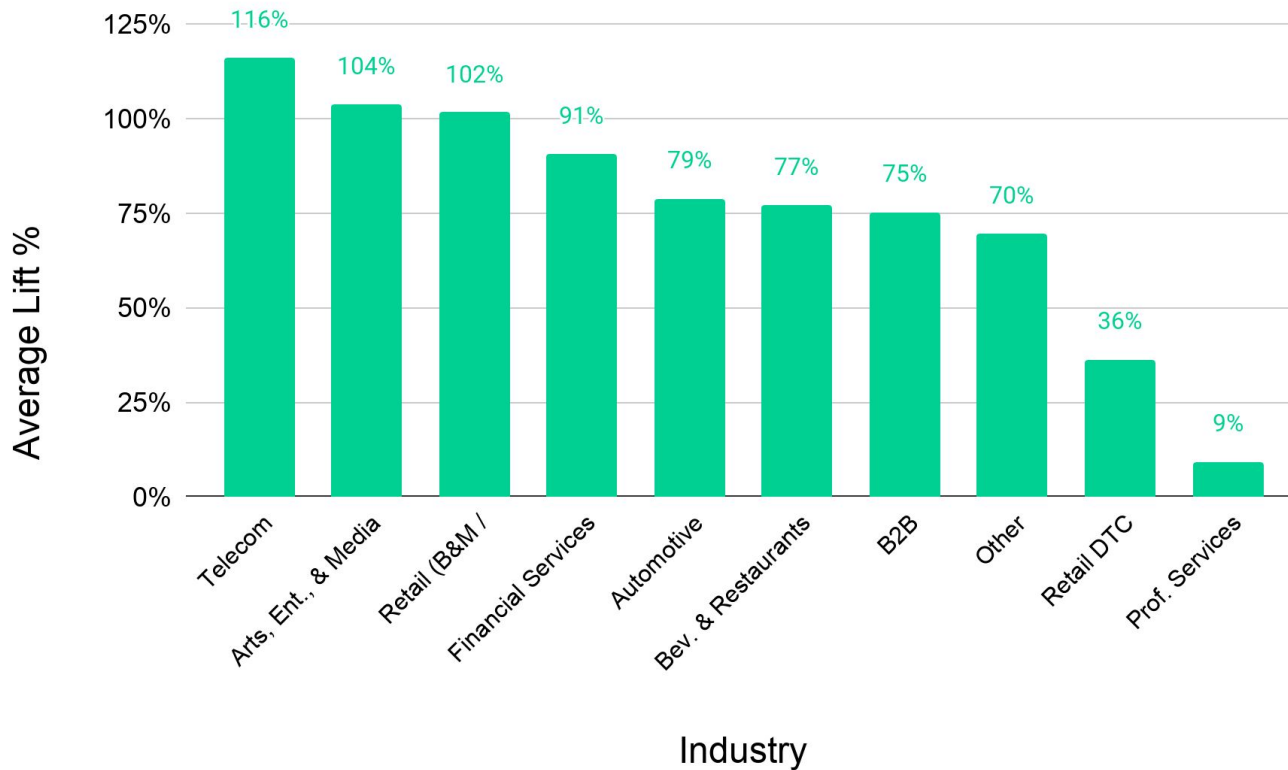
Retail (Brick & Mortar / eCommerce), Telecom, and Arts, Entertainment, and Media drove the highest lift for purchase events.

Insight: Online sales accelerated for retailers in 2020, showing over 40% growth YoY¹. Podcasts were exceptionally effective at capitalizing on this trend.

¹ According to [a study by Digital Commerce 360](#). For more information on the growth of eCommerce, see [here](#)



Average Lift for Lead Events by Industry



For lead events, **the average lift was 92% across industries**

Telecom, Arts, Entertainment, and Media, and Retail (Brick & Mortar / eCommerce) drove the highest lift for lead events.

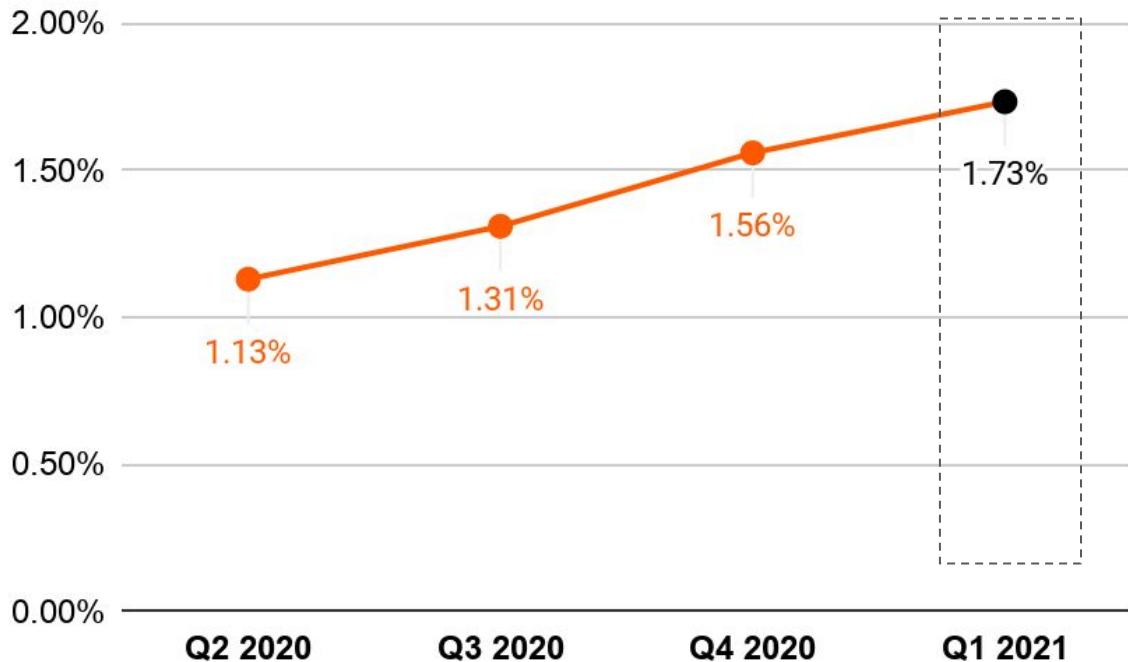
Insight: Lead events are a custom event such as a sign-up or email capture, and therefore are dependent on the brand to provide market-level insights into why some industries have better lift for lead events than others.



Conversion Rate Benchmarks



Average Conversion Rate By Quarter (Site Visitors)



 Indicates current quarter

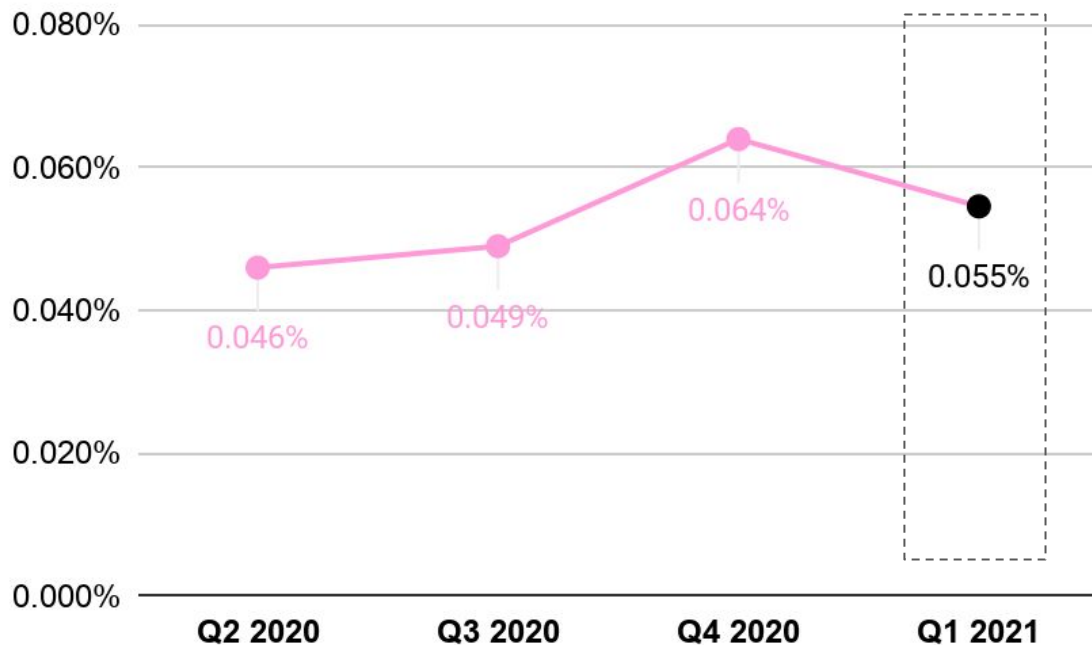
Conversion rate represents site visit conversions.

The conversion rate for site visitors has been rising each quarter, and was **1.73%** in Q1 2021.

Insight: Podsights measures campaign performance based on online site engagement, and with ISPs reporting 30–50% increases in online traffic during peak times, growing conversion rates aligns with this trend.¹

¹ [As reported by Comcast](#)

Average Purchase Conversion Rate by Quarter



 Indicates current quarter

Purchase CR = Purchases ÷ Reach

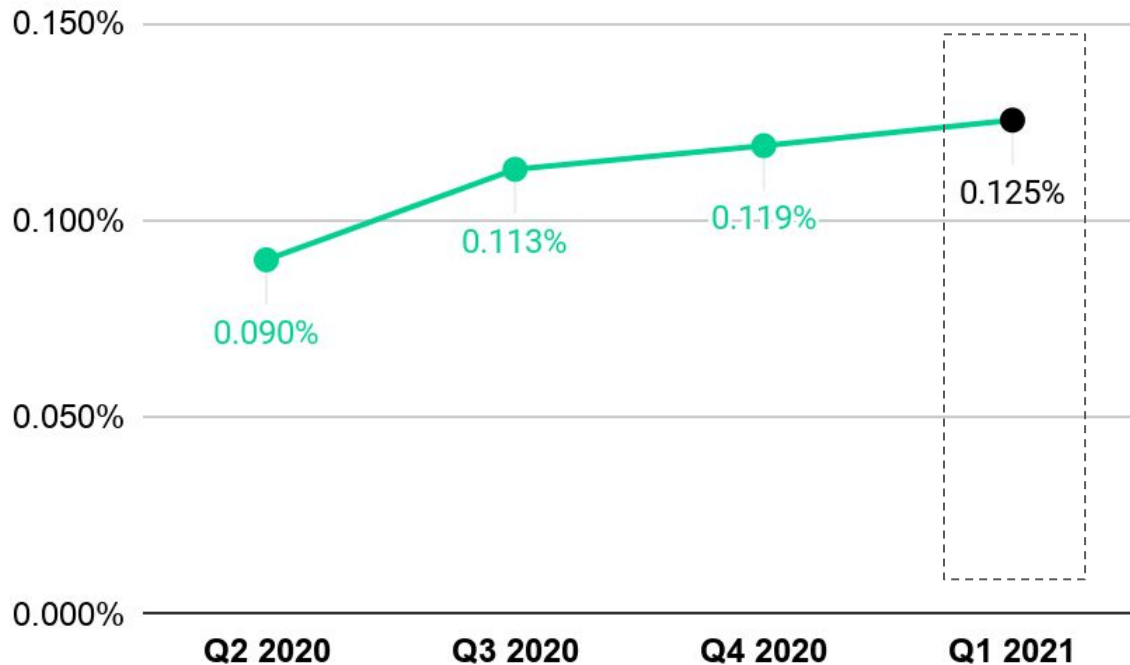
The purchase conversion rate was the **highest in Q4 2020** most likely due to holiday purchasing peaks.

Insight: The average click through rate of display ads tops out at around 0.02%¹. With purchase conversion rates over double that in Podcast advertising, the channel is poised to continue capturing digital display budgets in 2021 and beyond.

¹ According to [DoubleClick CTR benchmark data](#) by ad format



Average Lead Conversion Rate by Quarter



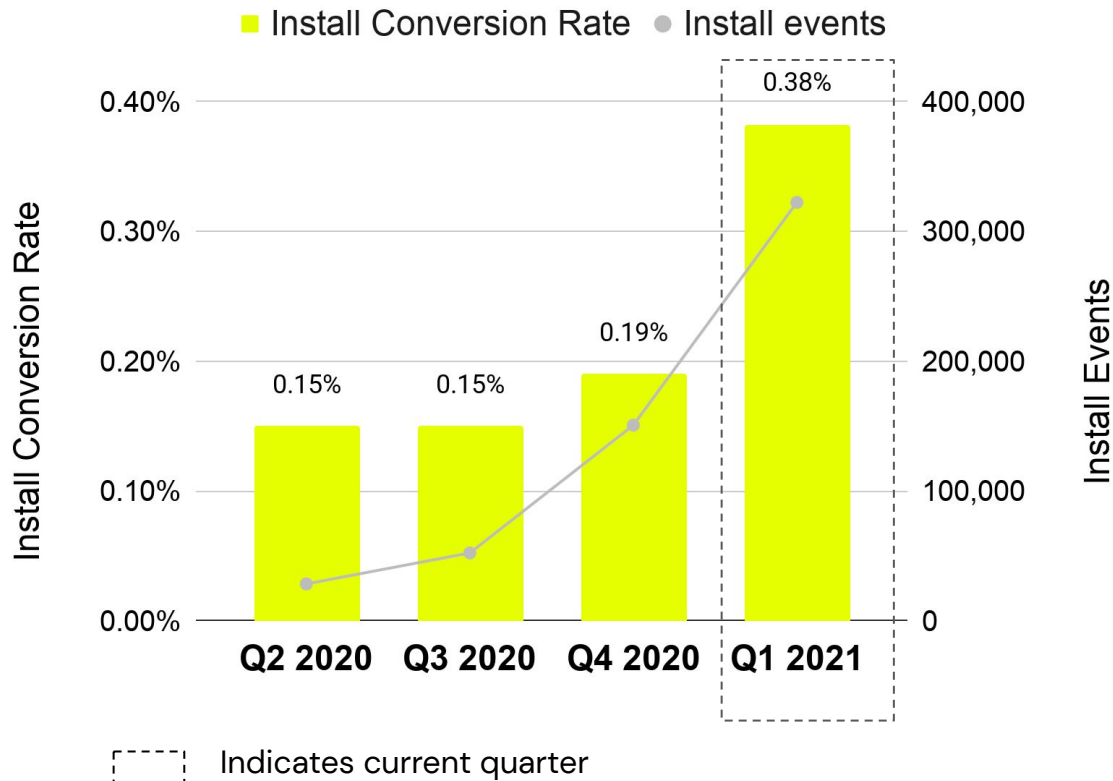
 Indicates current quarter

Lead events are a custom event such as a sign-up or email capture.

Lead CR = Leads ÷ Reach

The lead conversion rate has been rising slightly each quarter, and was **0.125%** this quarter.

Average Install Conversion Rate by Quarter



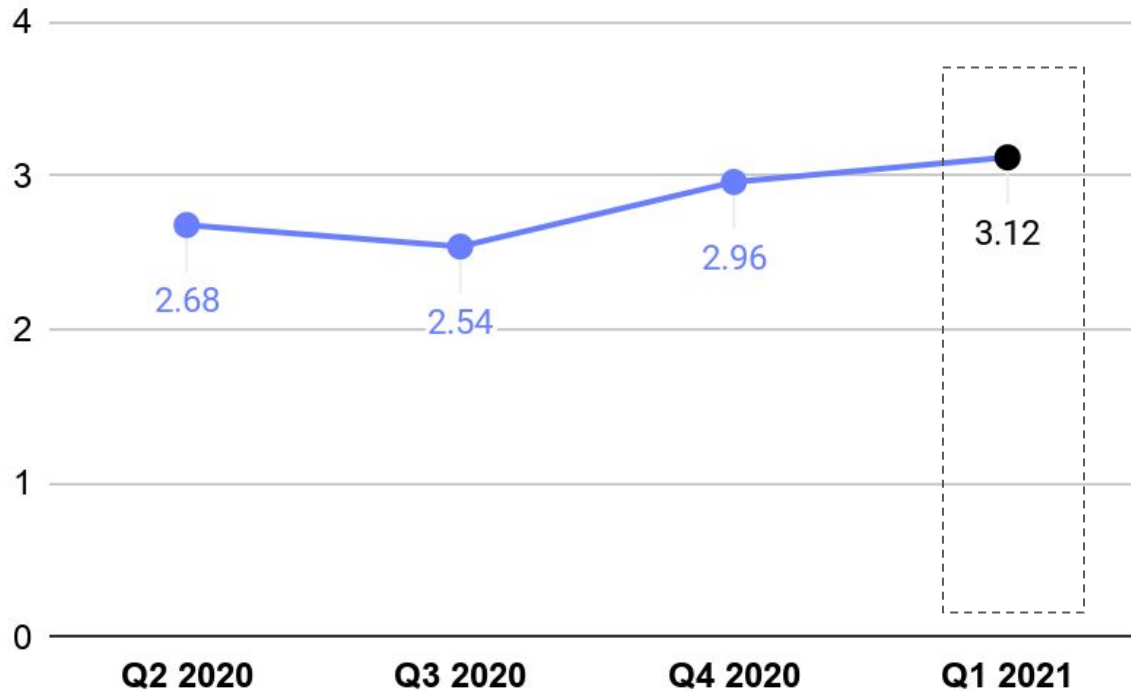
Install CR = Installs ÷ Reach

The install conversion rate rose dramatically this quarter to **0.38%**.

17% of Podsights campaigns for this period included an app install event, up from **13%** last period. Much of the increase in conversion rate can be attributed to the increase in install events that we saw during this period.



Average Frequency by Quarter



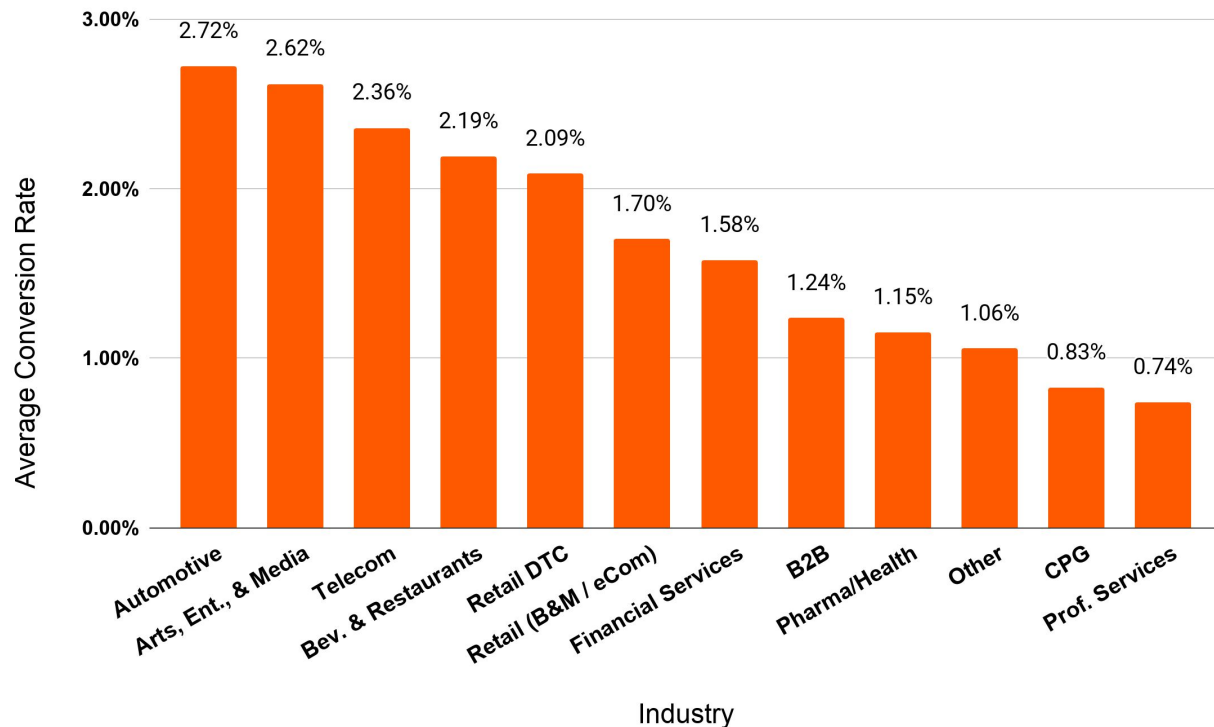
 Indicates current quarter

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

The average frequency rose to **3.12** this quarter.



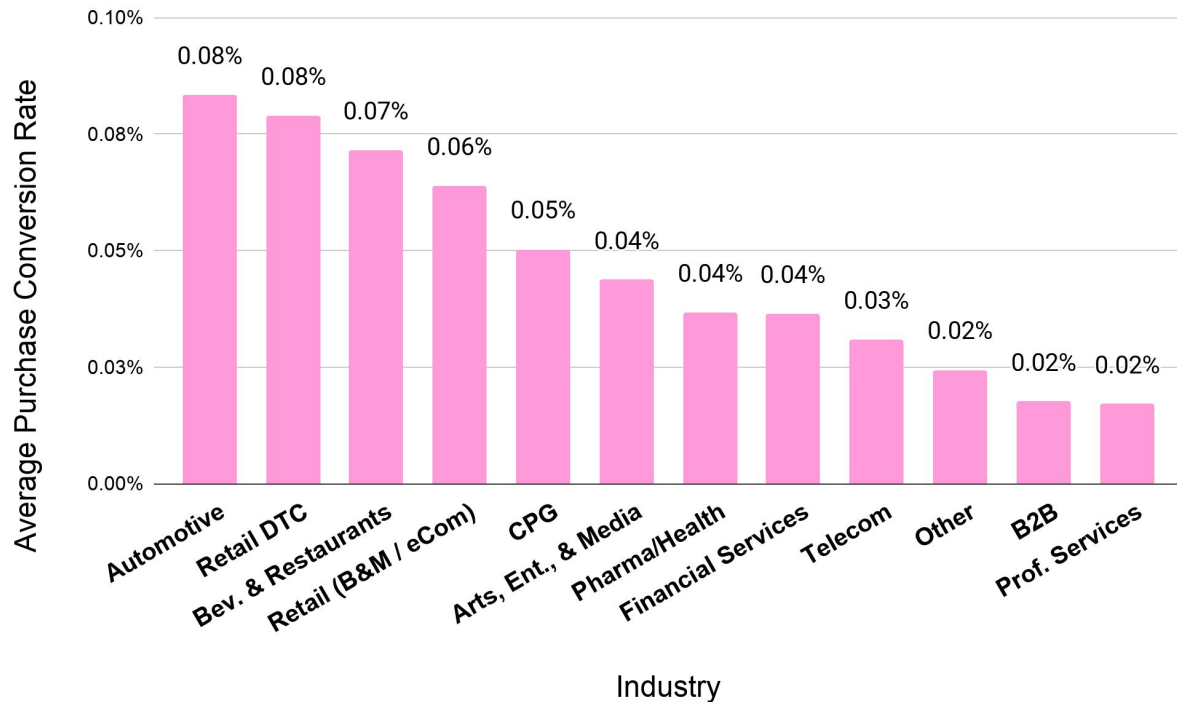
Average Visitor Conversion Rate by Industry



When breaking down the conversion rates by industry, **Automotive, Arts, Ent. and Media, and Telecom** had the highest site visit conversion rates from Q2 2020–Q1 2021.

The average conversion rate across industries was **1.73%**

Average Purchase Conversion Rate by Industry



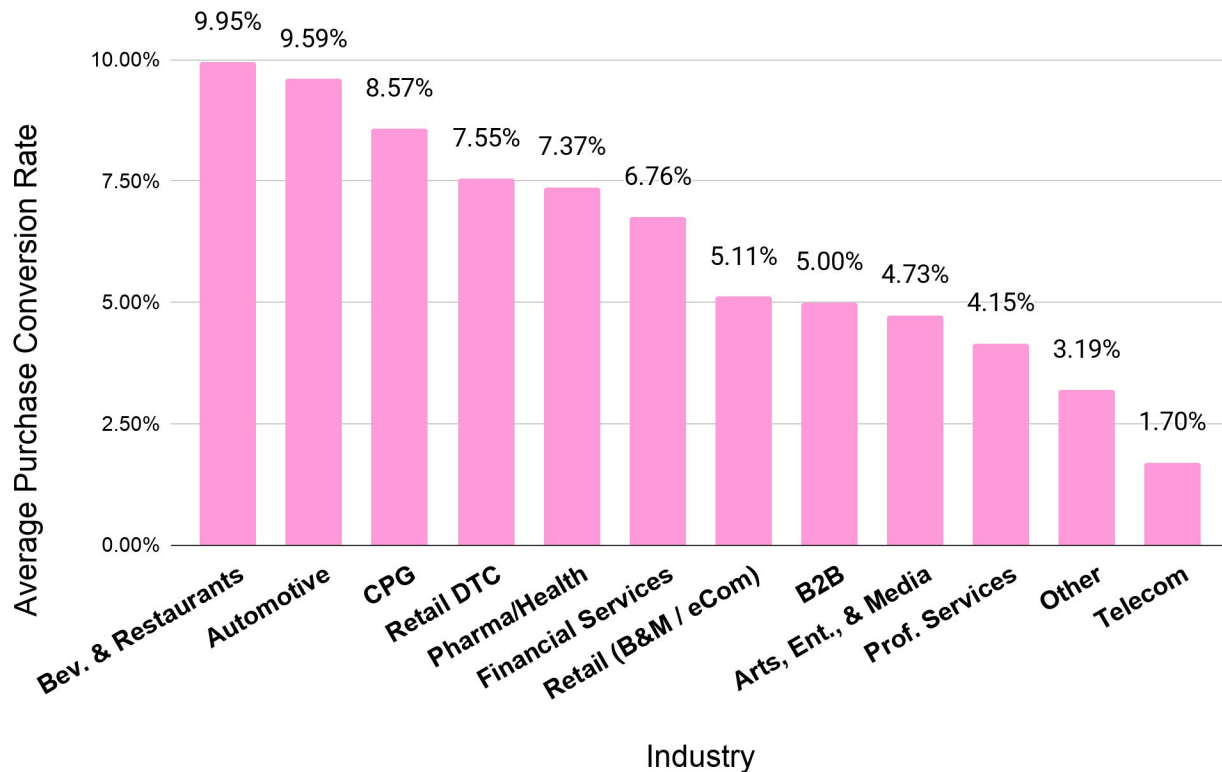
Automotive, Retail Direct-to-Consumer, and Bev. & Restaurants had the highest purchase conversion rates from Q2 2020–Q1 2021.

The average conversion rate across industries was 0.6%.

Purchase CR = Purchases ÷ Reach



Average Purchase Conversion Rate from Attributed Visitors by Industry



We also provide the conversion rate from attributed visitors.

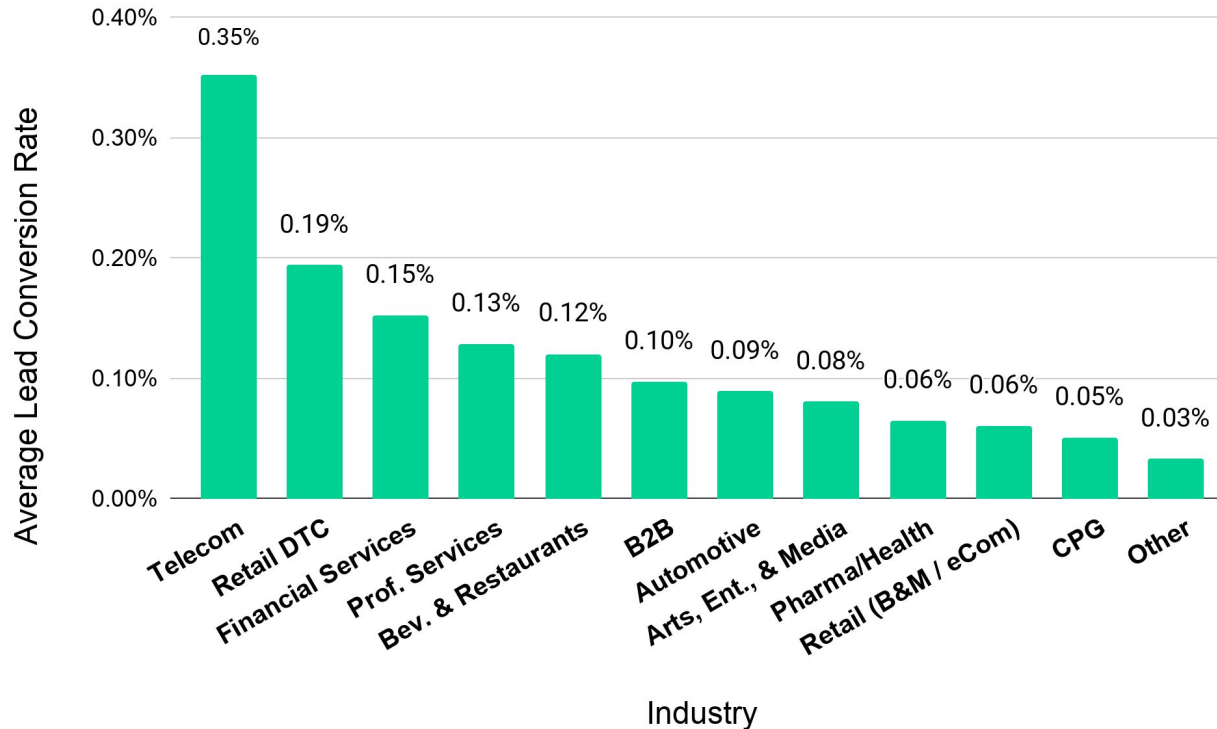
This metric describes the rate of purchase from households who are driven to the website as a result of the podcast ad and is calculated as:

Purchases ÷ Attributed Visitors

Beverages & Restaurants, Automotive, and CPG had the highest purchase conversion rates from attributed visitors for this period.

The average purchase conversion rate from attributed visitors across industries was **6.59%**.

Average Lead Conversion Rate by Industry

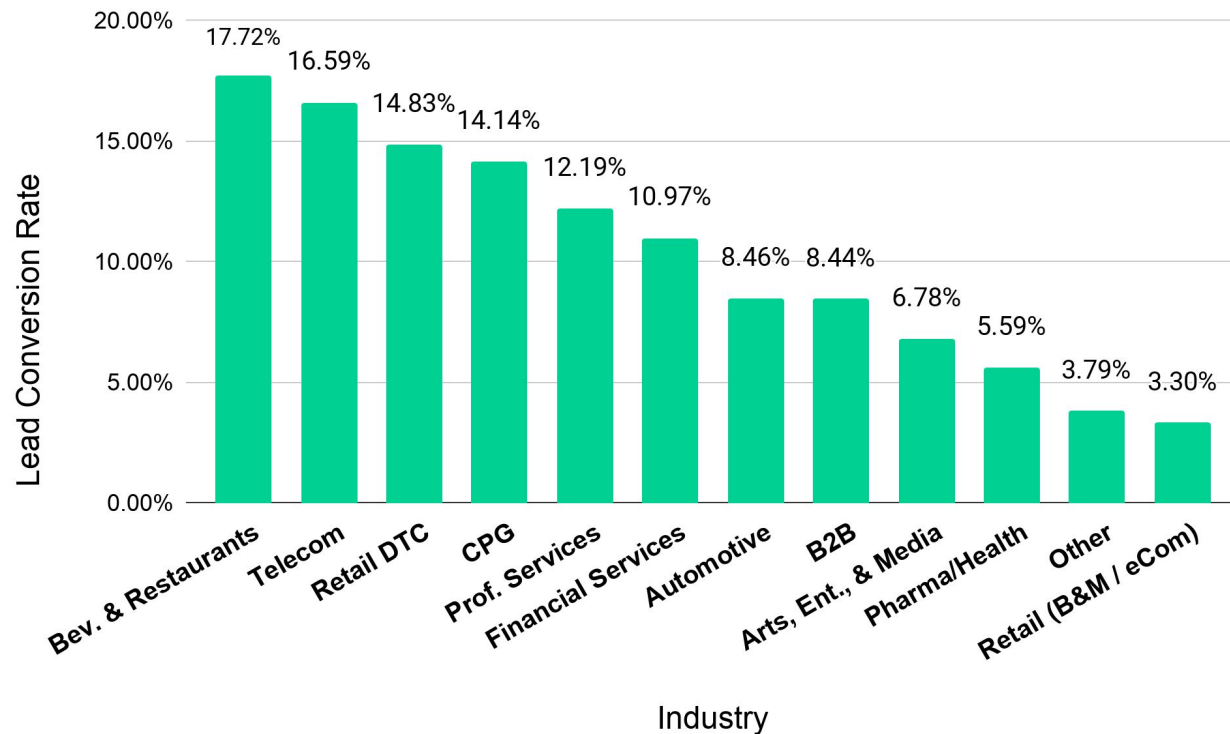


Telecom, Retail Direct-to-Consumer, and Financial Services have the highest lead conversion rates.

Lead CR = Leads ÷ Reach

The average lead conversion rate for this period was **0.13%**.

Average Lead Conversion Rate from Attributed Visitors by Industry



We also provide the conversion rate from attributed visitors.

This metric describes the rate of lead events from households who are driven to the website as a result of the podcast ad and is calculated as:

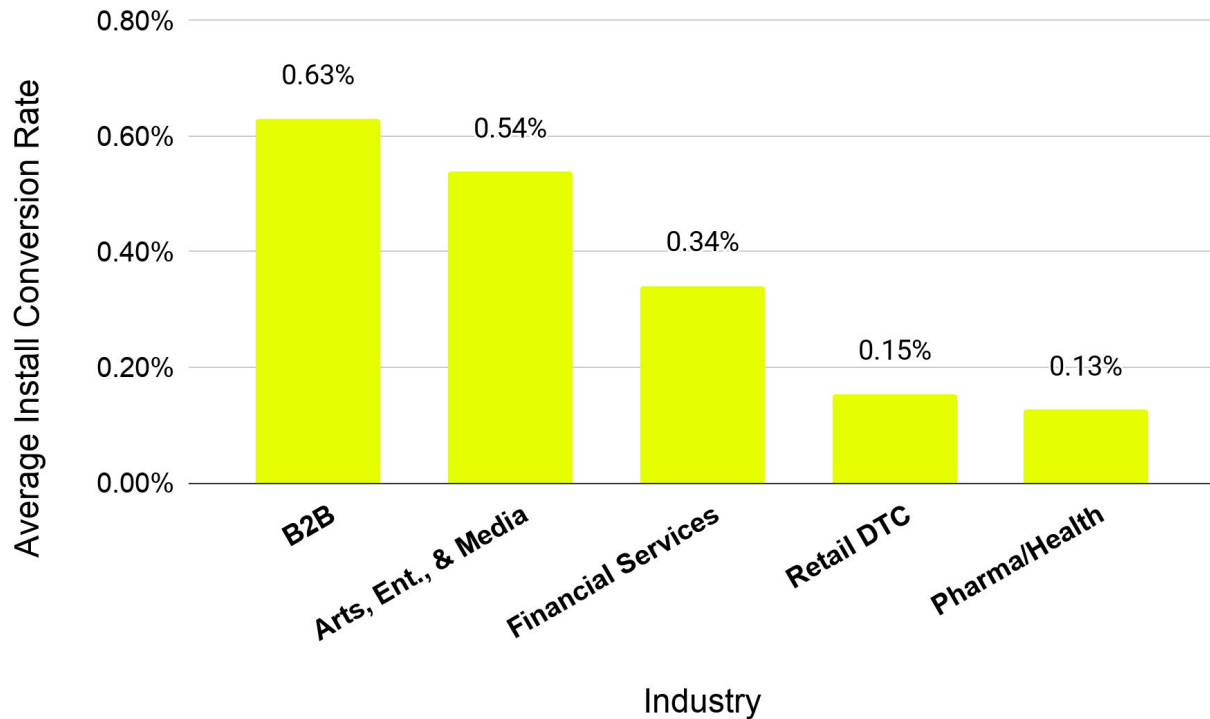
Leads ÷ Attributed Visitors

Beverages & Restaurants, Telecom, and Retail

Direct-to-Consumer had the highest lead conversion rates from attributed visitors for this period.

The average lead conversion rate from attributed visitors across industries was **10.3%**.

Install Conversion Rate by Industry



B2B brands had the highest app install conversion rate.

Install CR = Installs ÷ Reach



What's New with Podsights

We Announced \$4M in New Funding Our goal is to make Podcast Media more attainable for advertisers, and this funding is being used to do exactly that. [See our announcement to learn more.](#)

Audience Podsights has entered into agreements with two of the leading segment providers to bring audience insights to campaigns. This benchmark report gives a sneak preview of the audience data that will be available to our customers when our audience product is released. Coming in Q2 2021!

Context Using Natural Language Processing and Machine Learning, Podsights can add insights around the topics of conversation in the podcast episodes where ads are running. Coming soon!



Appendix



Appendix A: Campaigns per Industry

Industry Name (Shortened)	Industry Name (Long)	Count of Campaigns
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)	235
Automotive	Automotive & Automotive Services	46
B2B	B2B	243
Bev. & Restaurants	Beverage & Restaurants	55
CPG	Consumer Packaged Goods	92
Financial Services	Financial Services	222
Other	Other (primarily includes Non-Profit Organizations, Educational Institutions, and Government Entities)	77
Pharma/Health	Pharmaceuticals, Healthcare, Drugs and Remedies	235
Prof. Services	Professional Services	55
Retail (B&M / eCom)	Retail (Brick & Mortar / eCommerce)	167
Retail DTC	Retail Direct-to-Consumer (companies whose revenue is attained predominantly through E-commerce)	523
Telecom	Telecommunications (Telephony, Mobile Service Providers, Cable/Satellite TV services, ISPs, Wireless)	44
Travel and Tourism (Resorts/Hotels/Airlines)²	Travel and Tourism (Resorts/Hotels/Airlines)	3

Industry Categories align with the [US Podcast Advertising Revenue Study](#)

¹ Travel and Tourism were excluded from this analysis due to the low volume of data.



Questions? Reach out to Havilland Voss havilland@podsights.com