

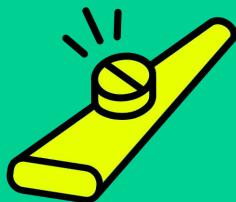
**pod insights**

# **Benchmark Report**

## **Q3 2021**



# Podcast advertising is measurable.



@podsights

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 mission to grow podcast advertising by helping advertisers truly understand and leverage the **power of the podcasting medium**.



# What you can expect to find in this report

## Audience Intel

Last quarter, Podsights introduced Demographic information from Experian to understand the audience makeup of Podcasts. This quarter, we are adding Nielsen segment data for additional audience insights including occupation data and purchase intent.

## Conversion Rate Benchmarks

Podsights crunched the numbers, and here are our updated the average conversion rates for website visits, purchases, leads, and app installs this quarter.

## Lift Benchmarks

We also updated our incremental lift benchmarks in this section.

Industry Categories have been changed from previous Benchmark reports to align with the [May 2021 US Podcast Advertising Revenue Study](#)<sup>1</sup>.

<sup>1</sup>Industry list found in Appendix B

# Key Takeaways

**97%**

Average Lift on Purchase Events

**1.58%**

Average Conversion Rate

**\$2.23**

Average Return on Ad Spend

Podsights average purchase conversion rate is

**3.5X**

higher than than the ecommerce conversion rate<sup>2</sup>

## Executive Summary

Podcast advertising conversion rates continue to be on par with or **outperform other digital channels**<sup>1</sup>. Podcasting is a slightly more expensive channel, but yields higher results and high return on ad spend (ROAS).

Website visitors that go on to make a purchase after being exposed to a podcast ad do so at a higher rate than the general website visitor.

Unless otherwise indicated, the data in this report is representative of campaigns that ran from July 2020–June 2021

<sup>1</sup>Source: [Adstage Q1 2020 Benchmark Report](#)

<sup>2</sup> Source: [IRP Ecommerce Market Data and Ecommerce Benchmarks](#)

Note: ecommerce conversion rate is measured by conversions ÷ sessions, rather than visitors



# Analysis Overview

Q3 2020 – Q2 2021

**4.5B**  
**Impressions**  
Up 375% YoY

**2.8K**  
**Campaigns**  
Up 526% YoY

**700**  
**Brands**  
Up 301% YoY

**\$154M**  
**Ad Spend**  
Up 552% YoY

According to the IAB's U.S. Podcast Advertising Revenue Study, the Podcast Advertising market is projected to be over **\$1 billion** by the end of 2021.

In the next two years, it is forecasted to reach **\$2 billion**.

Podsights' market share grows as the overall podcast market grows.



# Audience Intel

# Audience Intel with Experian and Nielsen



**Audience Intel** profiles podcast listeners using trusted data sources to better define their audiences for advertisers.

This quarter, Podsights is introducing [Experian Mosaic® Groups](#), which are demographic profiles describing groups of households with similar characteristics.

In addition, Podsights is introducing [Nielsen segment data \(eXelate\)](#) for additional audience insights including occupation data and purchase intent.

Publishers can toggle between Experian and Nielsen audience data from within the Podsights dashboard.



CURRENTLY AVAILABLE  
FOR PUBLISHERS

To access  
**Audience Intel**,  
publishers must opt-in.  
Please reach out to  
[sales@podsights.com](mailto:sales@podsights.com)

# Top Mosaic Groups listening to Podcasts



[Experian's Mosaic® USA](#) is a cross-channel classification which segments the U.S. population into 19 groups and 71 types/segments that help you to understand an individual's likely customer behavior.

Power Elite	The <b>wealthiest</b> households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer
Flourishing Families	Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, <b>active lifestyles</b> .
Booming w/ Confidence	Prosperous, established couples in their <b>peak earning years</b> living in suburban homes
Suburban Style	Middle-aged, ethnically-mixed <b>suburban families</b> and couples earning upscale incomes
Thriving Boomers	Upper-middle-class baby boomer-age couples living <b>comfortable lifestyles</b> settled in suburban homes



# Diving into Occupation and Purchase Intent data with eXelate



## What is eXelate?

The eXelate data marketplace, a highly curated mix of offline/online data spanning multiple behaviors and audiences, is the largest third-party cross-device data set in the world with over 9B unique users and devices. Podights specifically looks at their Occupation and Purchase Intent data in this benchmark report.

Podights also gathered podcast genre data from opted-in publishers<sup>1</sup> and matched up this data with eXelate to create the sample insights in the next 4 pages.

## How does eXelate determine Occupation?

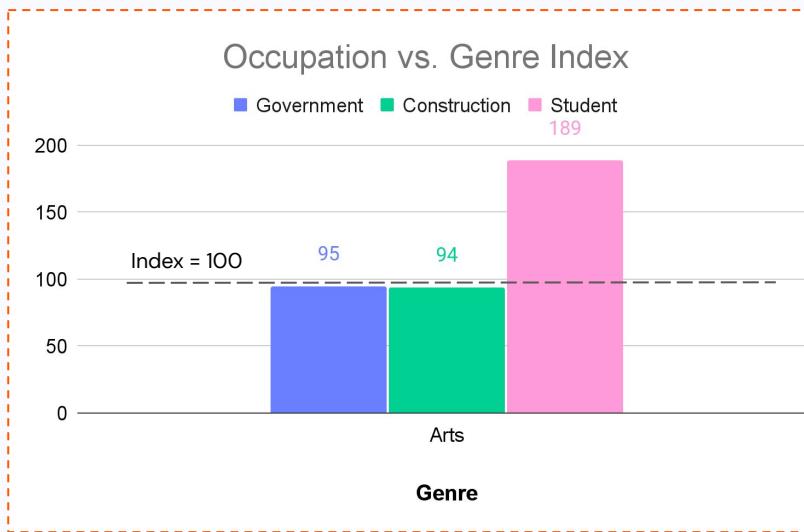
eXelate B2B: Sourced from websites and data providers that collect business directory information from users such as industry, role and seniority. Collecting users' IP address, comparing it to an IP address directory which then links that IP to a business.

## How does eXelate determine Purchase Intent?

eXelate Intent: In-Market consumers actively searching OR about to buy a product or service. Nielsen's intent data is derived from online browsing data signals and/or predictive models created from historical offline past purchase behavior.

<sup>1</sup> Data in this section represents over 200 podcasts across 10 different publishers

# Using eXelate segments to define which occupations listen to which podcast genres



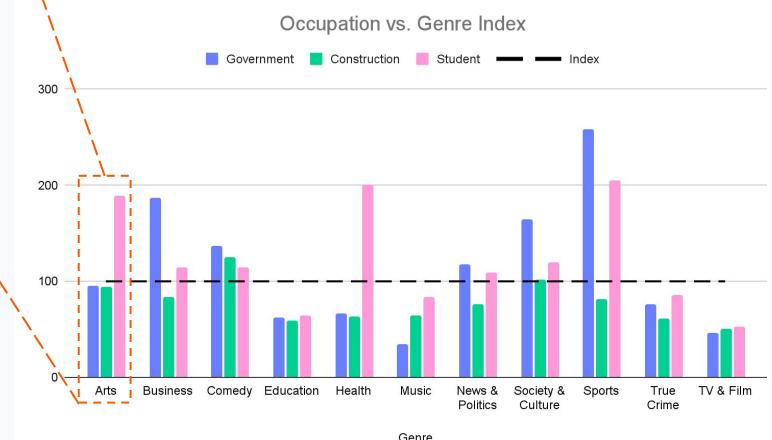
This graph shows that Students over-index on listening to podcasts in the Arts Genre, while people working in the government and construction industries listen to the Arts genre slightly less than average.

**This data highlights how audience intel informs understanding consumers of podcast media's occupations.**

Podsights' Audience Intel will provide you with **occupation insights** like the following to help advertisers better target their audience.

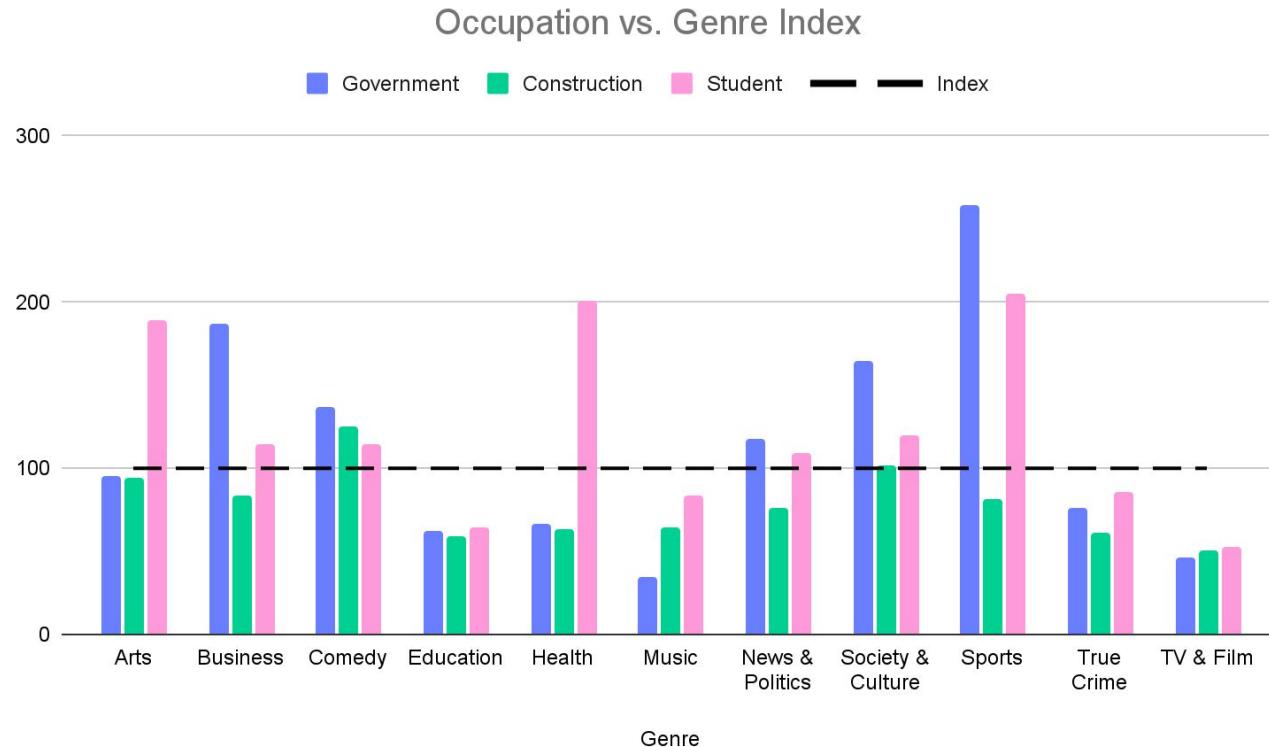
These graphs show which podcast genres over- or under-index for households that include a person with an occupation in government, construction, or as a student<sup>1</sup>.

**The next page shows all podcast genres for these sample occupations.**



<sup>1</sup>See Understanding Index Data in Appendix D

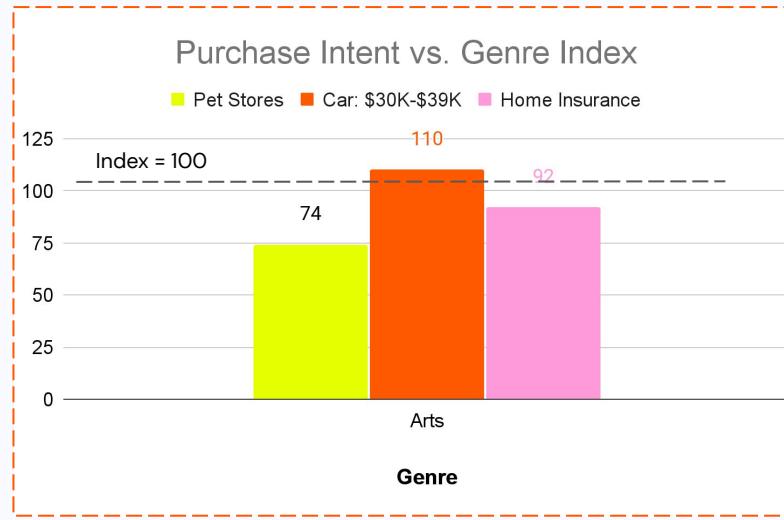
# Nielsen Occupation Data by Podcast Genre



According to Nielsen's data, students, government, and construction workers all over-index on **Comedy**.

Government and students over-index the most on **Sports**, while Construction over-indexes the most on **Comedy**. Government under-indexes the most on **Music**, while construction & students under-index on **TV & Film** podcasts.

# Using eXelate segments to define which households with purchase intent listen to which podcast genres



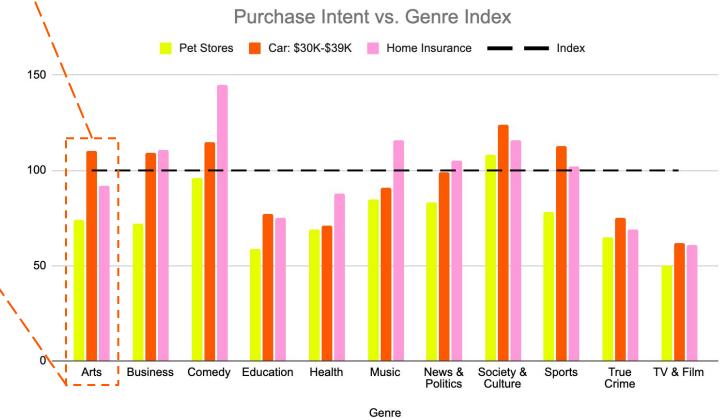
This graph shows that households who intend to shop at pet stores and buy home insurance under-index on podcasts in the Arts genre. However, people who intend to buy a car priced between \$30K-\$39K slightly over-index on podcasts in the Arts Genre.

**This data highlights how audience intel informs understanding consumers of podcast media's purchase intent**

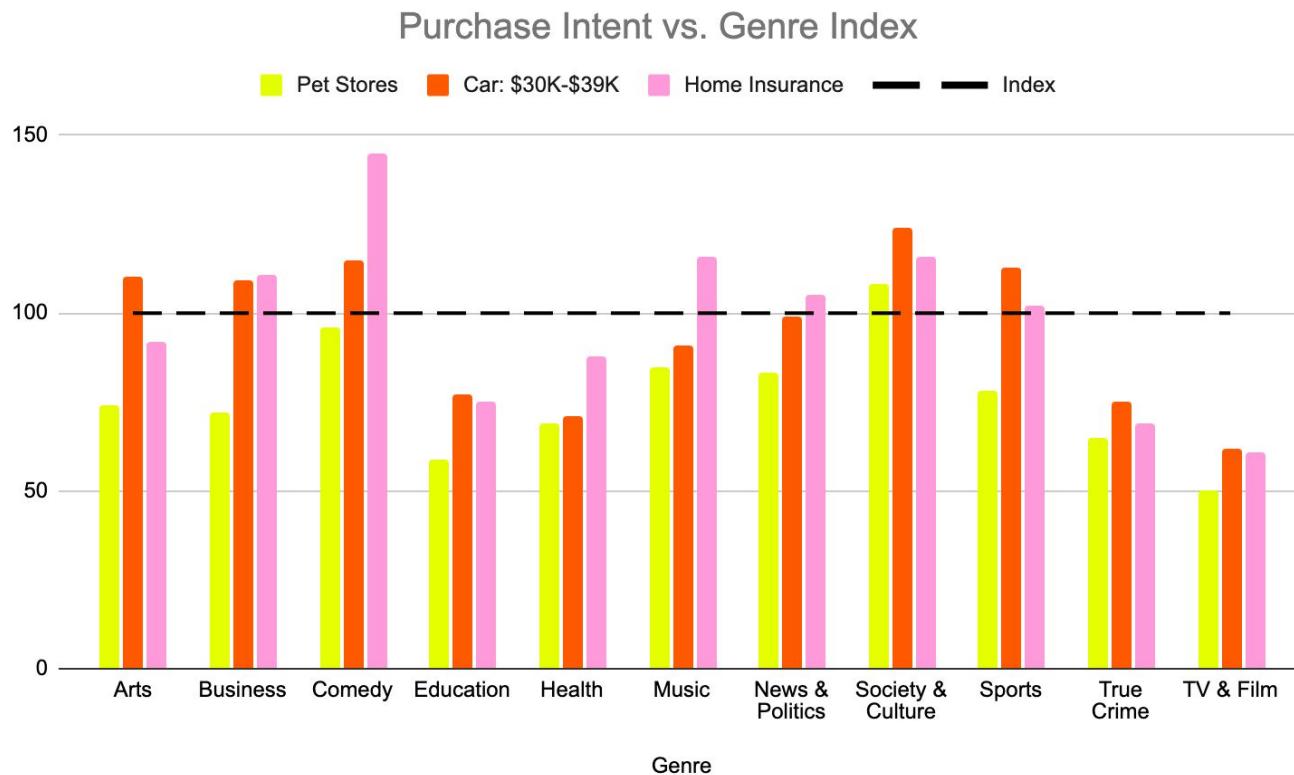
Nielsen segments include data on households who intend to purchase products, called **Purchase Intent**.

These graphs show which podcast genres over- or under-index for households that intend to purchase different products.

The next page shows all podcast genres for these sample purchase intent categories.



# Nielsen Purchase Intent Data by Podcast Genre



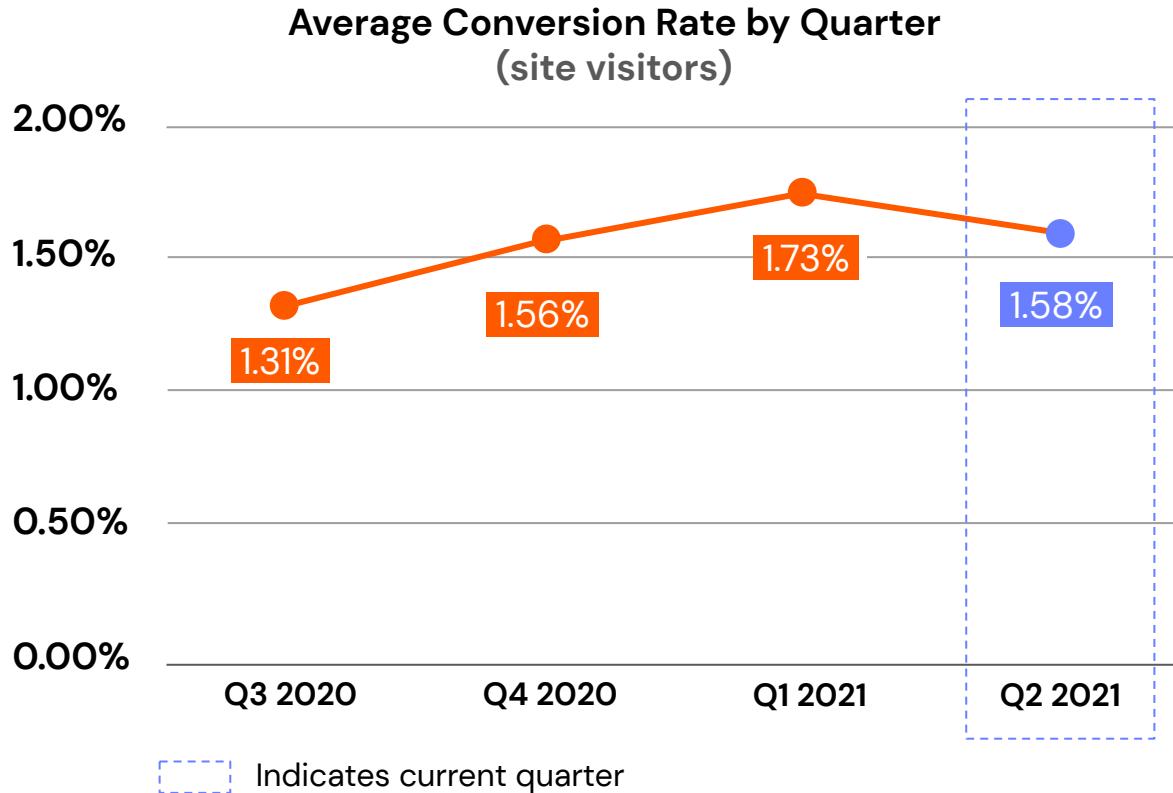
According to Nielsen's data, households who intend to buy home insurance over-index the most on **comedy**, while households who intend to buy a car between \$30K-\$39K and intend to shop at pet stores over-index on **Society & Culture**.

*Insights like these are just a sample of what Podights looks forward to providing in our Audience Intel tool.*



# Conversion Rate Benchmarks

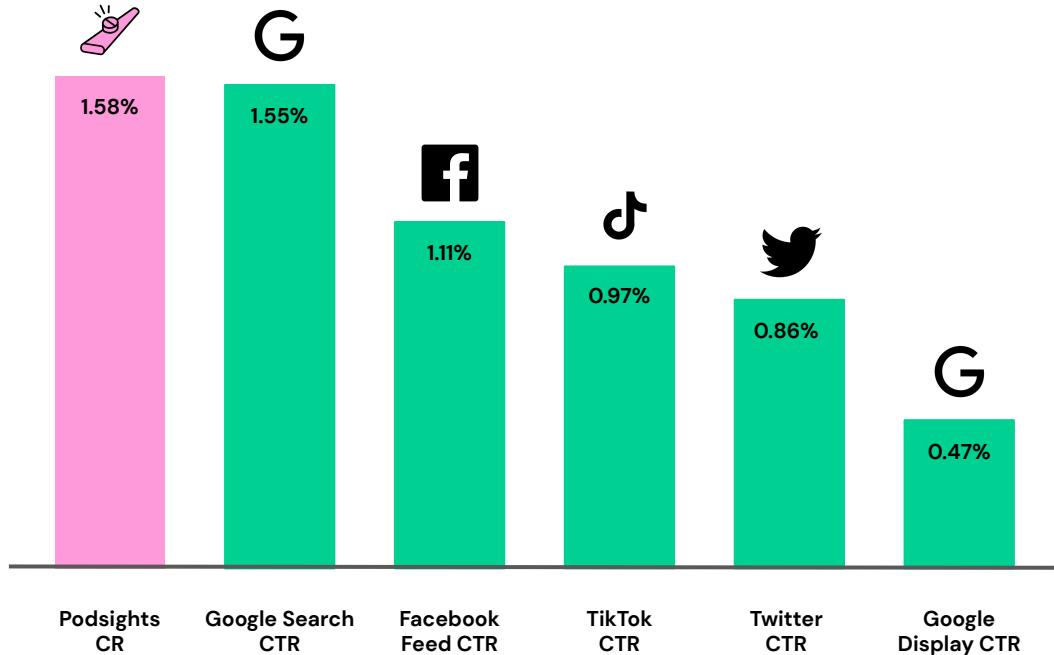
Although PodSights is seeing slightly a lower average conversion rate for this period, it has returned to Q4 2020 levels



Conversion rate represents site visit conversions.

The average conversion rate for site visitors is **1.58%** in Q2 2021.

# Podcast advertising is an effective digital channel, with a conversion rate higher than all other digital channels



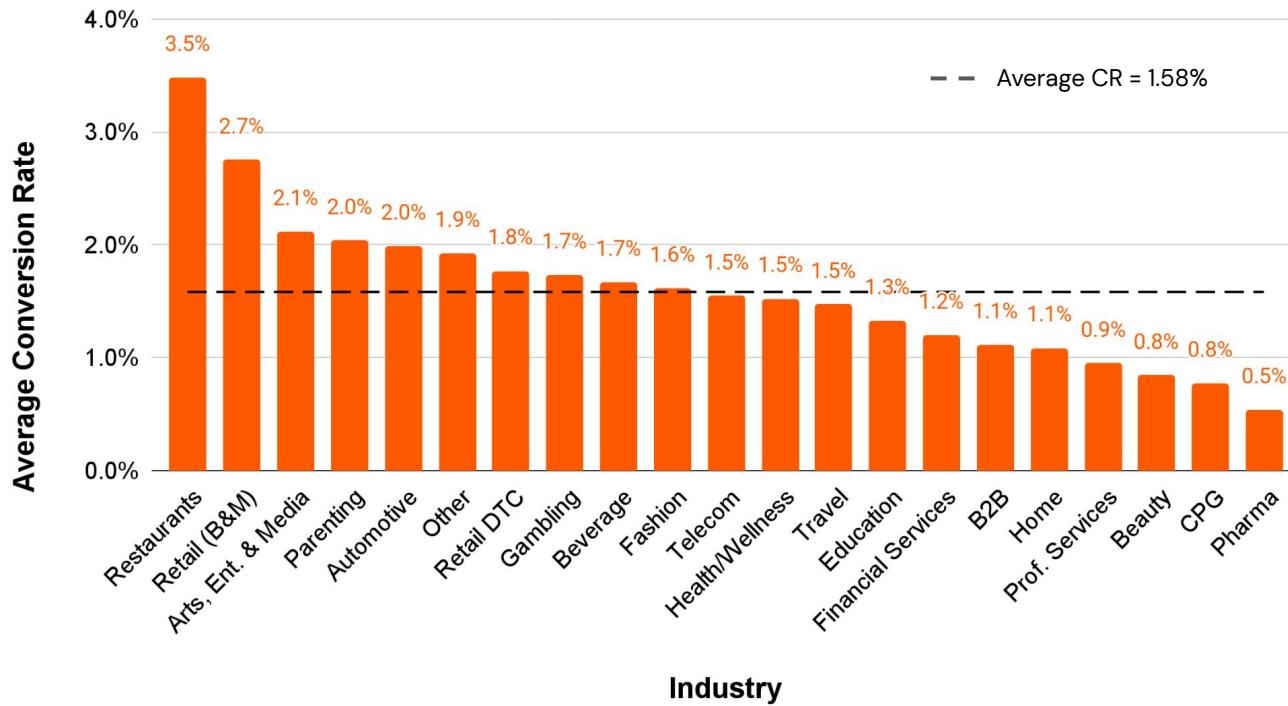
Podcast advertising conversion rates continue to be **on par or above** other digital channels (comparing to click through rates).

One key difference is while click through is a simple task, conversion rate requires listeners to type in the URL, which presumes there is **higher intent**.<sup>1</sup>

# As the U.S. opens up, people are most excited about dining, shopping and entertaining



## Average Visitor Conversion Rate by Industry



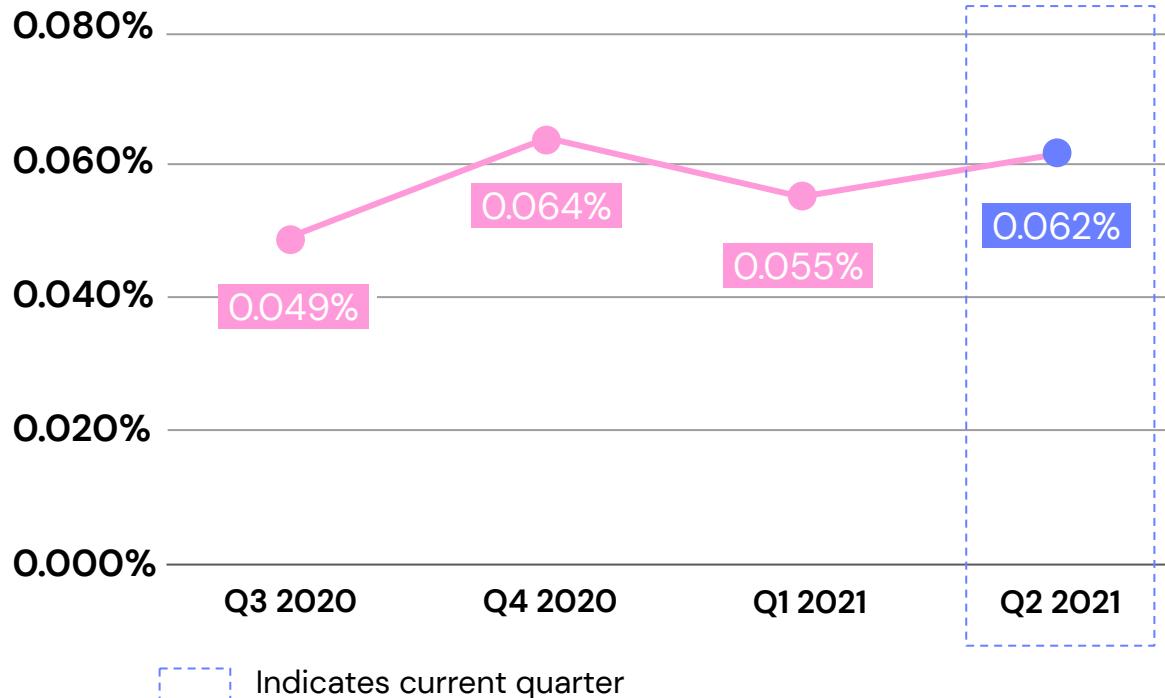
When breaking down the conversion rates by industry, **Restaurants, Retail (Brick & Mortar), and Arts, Entertainment, and Media** had the highest site visit conversion rates from Q2 2020–Q1 2021.

The average conversion rate across industries was **1.58%**.

# Podcast advertising is poised to continue capturing digital display budgets in 2021 and beyond.



## Average Purchase Conversion Rate by Quarter



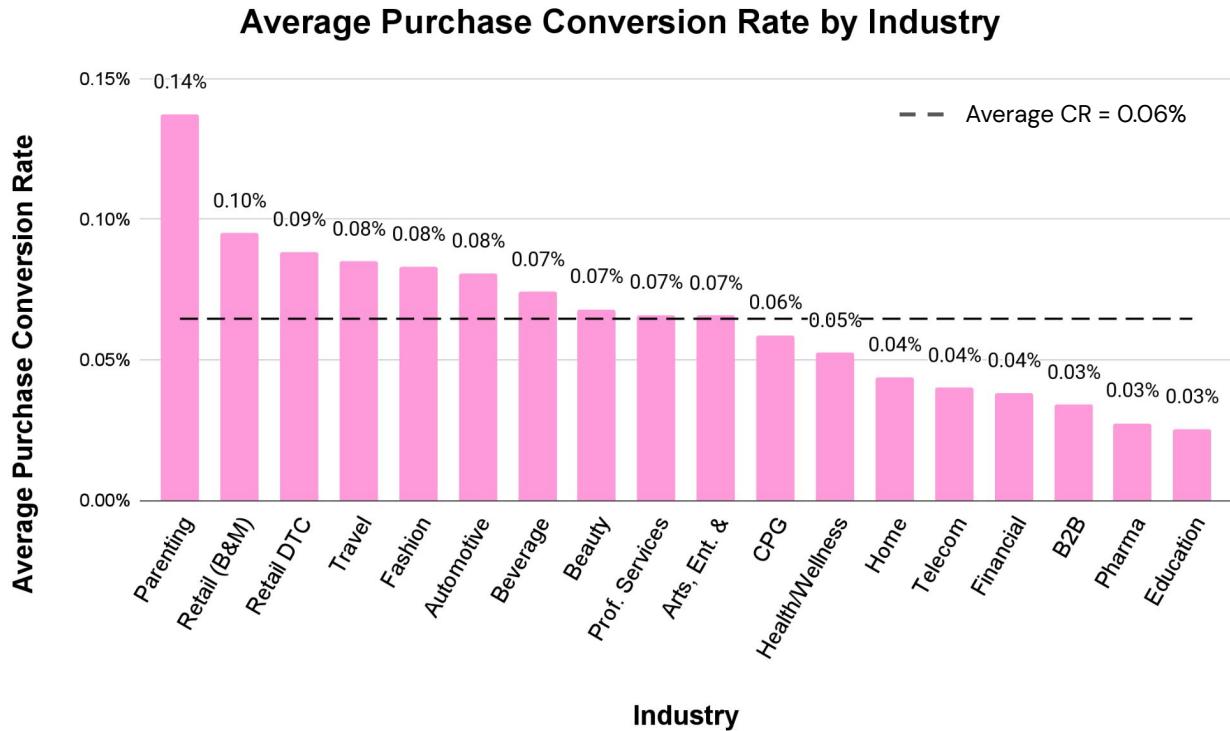
**Purchase CR = Purchases ÷ Reach**

People are ready to spend!

While we saw a slight dip in Q1 2021, the average purchase conversion rate bounced back to **0.062%** this period.

Visitors are now more likely to purchase this quarter, reaching holiday Q4 2020 levels.

# A COVID-baby boom drives a higher purchase conversion rate for the parenting industry



Parenting, Retail (Brick & Mortar), and Retail DTC had the highest purchase conversion rates from Q2 2020–Q1 2021.

According to research conducted by [University of Michigan](#), researchers predict a COVID baby boom in the summer and fall of 2021. This may explain the parenting surge in the purchase conversion rate<sup>1</sup>.

The average conversion rate across industries was **0.06%**.

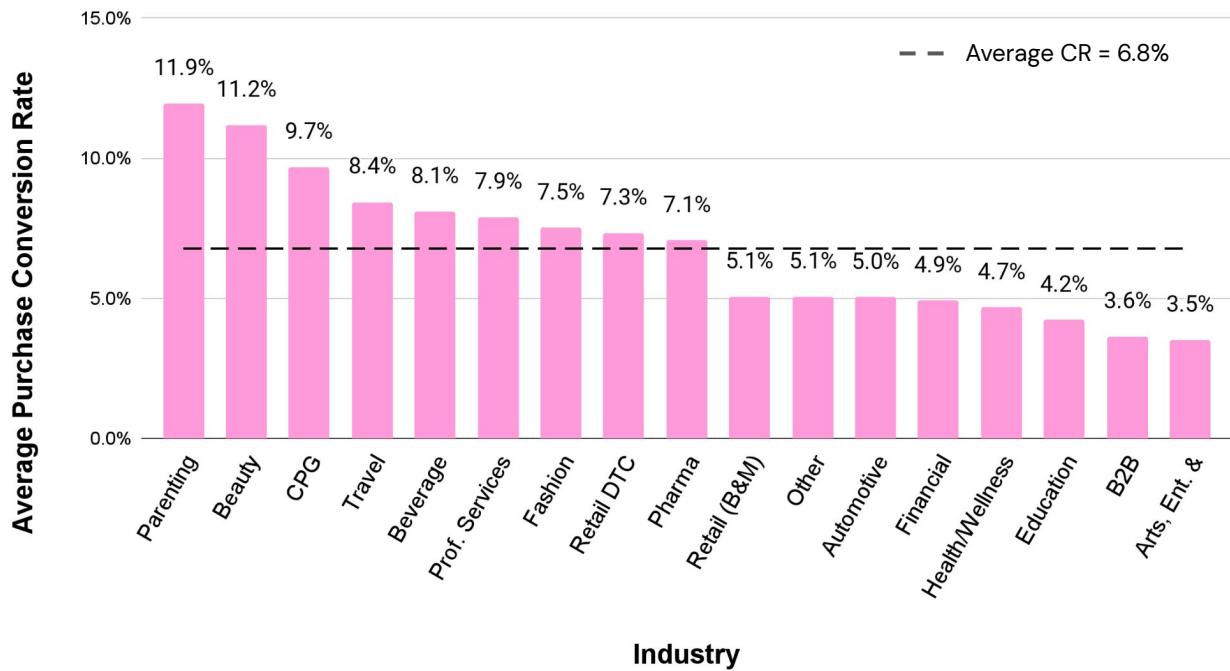
**Purchase CR = Purchases ÷ Reach**

<sup>1</sup>Source: [Researchers predict COVID baby boom](#)

Podsights' average conversion rate is over 3.5x higher than the average ecommerce conversion rate across all industries, devices and channels<sup>1</sup>



### 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**

**Parenting, Beauty, 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 **6.8%** while the average conversion rate across all industries, devices, and channels is **1.89%**<sup>1</sup>.

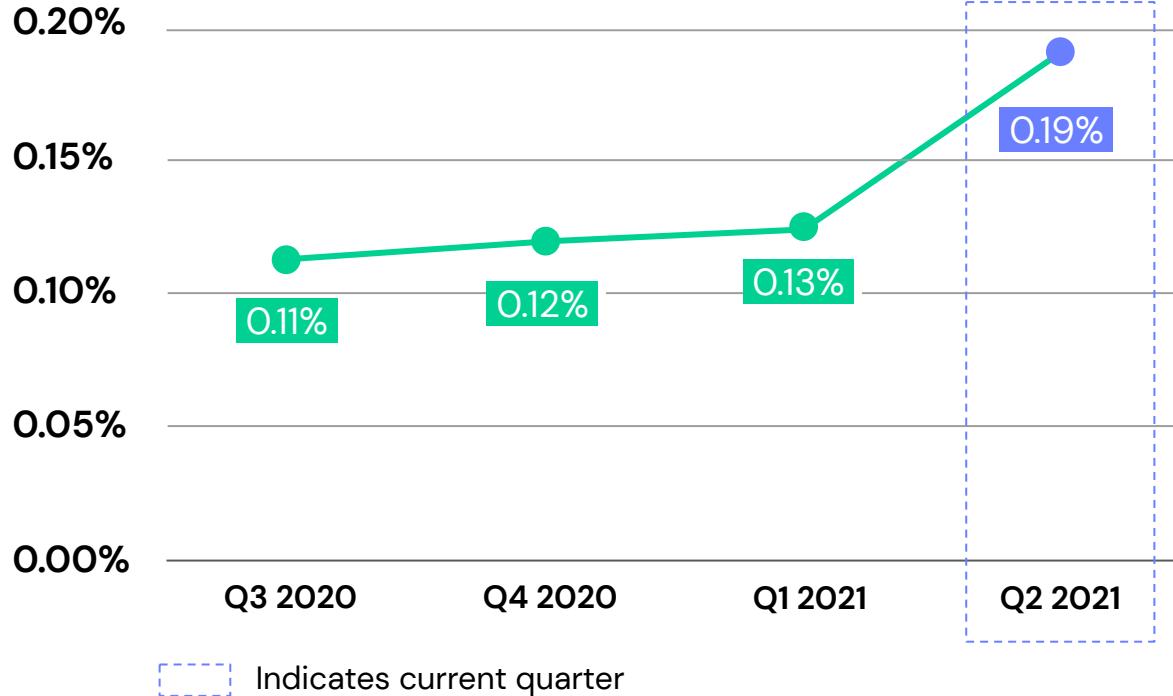
<sup>1</sup> Source: [IRP Ecommerce Market Data and Ecommerce Benchmarks](#)

Note: eCommerce conversion rate is measured by conversions ÷ sessions, rather than visitors

# Advertisers captured more leads in this quarter than in previous quarters



## Average Lead Conversion Rate by Quarter

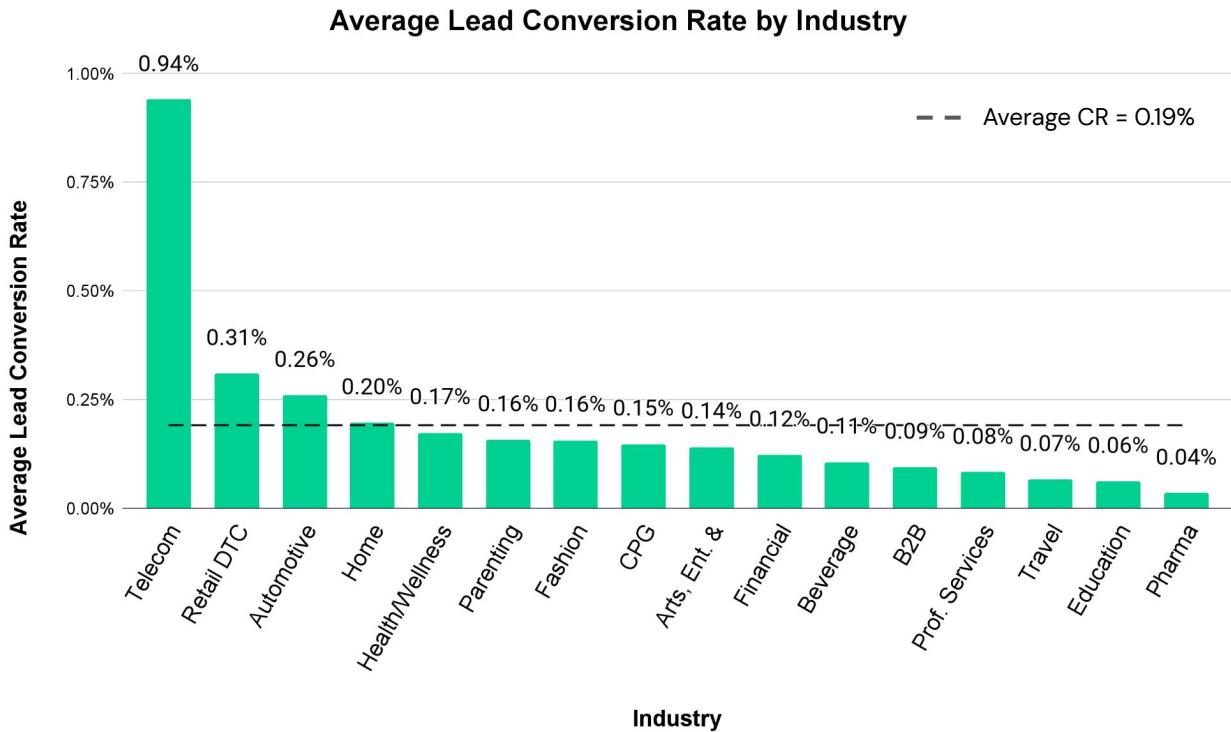


Lead events are a custom event such as a sign-up or email capture.

**Lead CR = Leads ÷ Reach**

The lead conversion rate has been rising steadily each quarter, and we saw a 1.5x increase to **0.19%** this quarter.

# The telecom and retail DTC industries continue to dominate lead conversions in podcast advertising this quarter



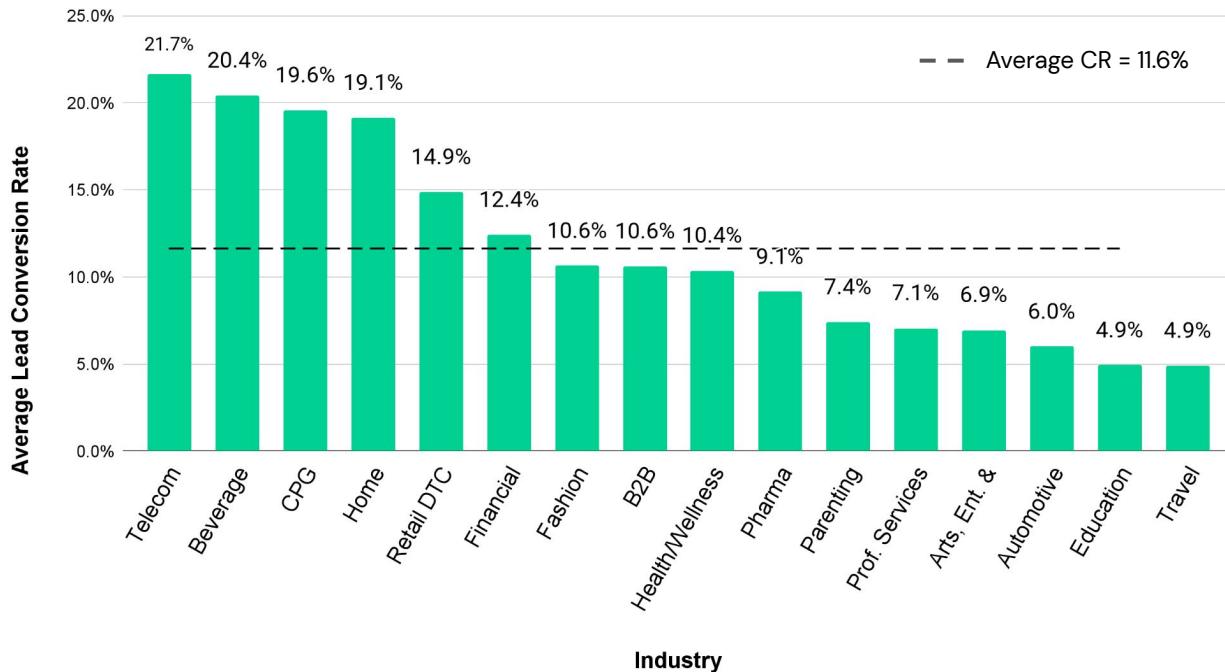
Telecom, Retail DTC, Automotive and Home have the highest lead conversion rates, all above our average lead conversion rate of **0.19%** this period.

Lead CR = Leads ÷ Reach

# The beverage and CPG industries have a higher propensity to purchase after visiting the advertiser's website



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**

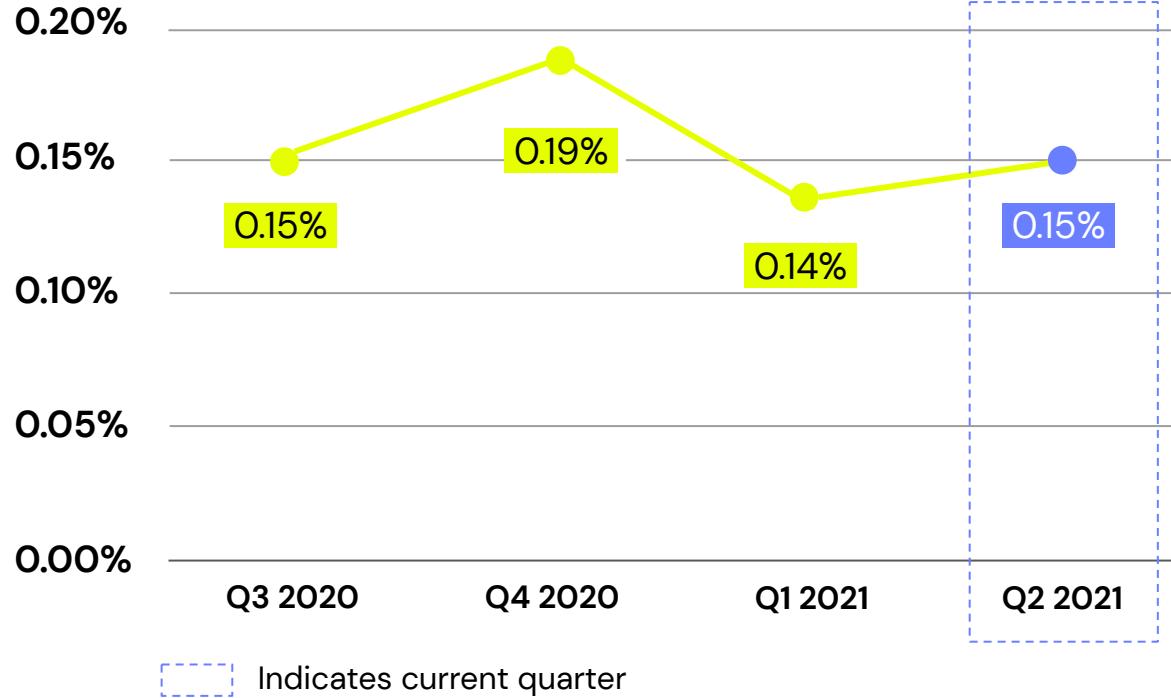
**Telecom, Beverage, and CPG** had the highest lead conversion rates from attributed visitors for this period.

The average lead conversion rate from attributed visitors across industries was **11.6%**.

# Install conversion rate remains consistent, with the exception of the holiday boost in Q4 2020.



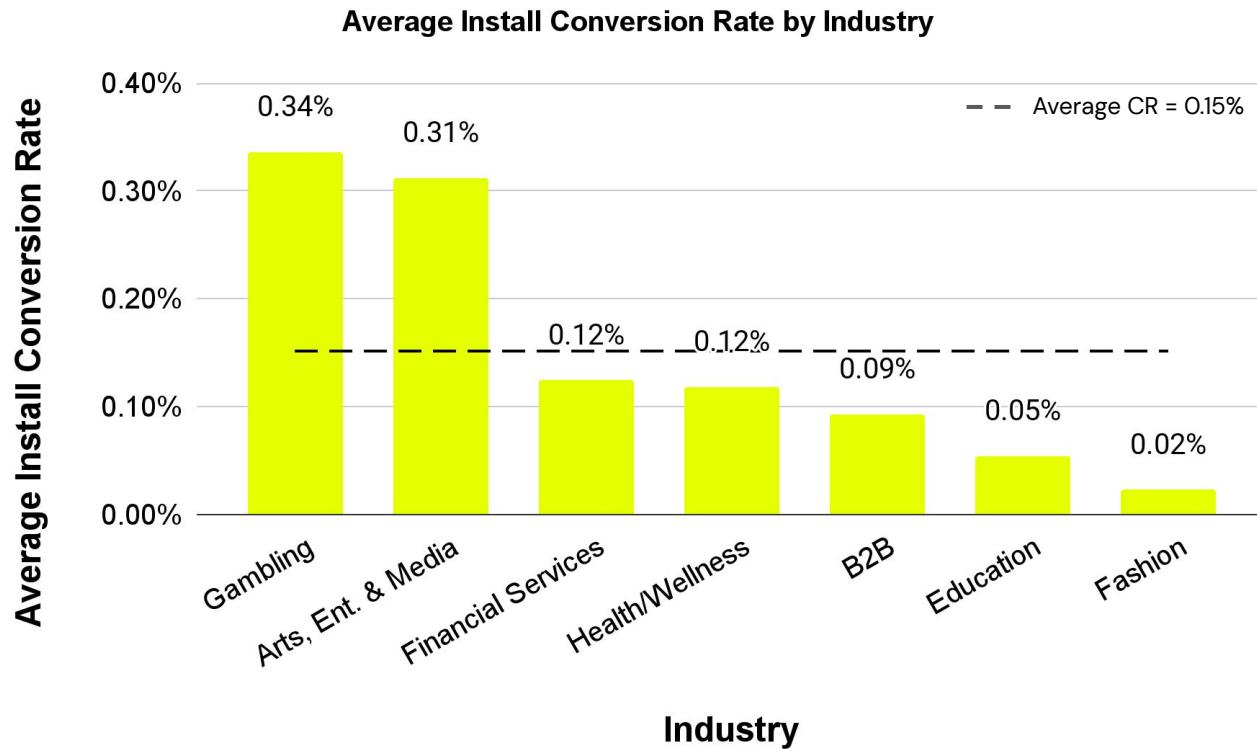
## Average Install Conversion Rate by Quarter



Install CR = Installs ÷ Reach

The install conversion rate rose slightly to **0.15%**.

# Podcast listeners are more likely to download sports betting and other gambling apps after being exposed to a podcast ad



Gambling and Arts, Entertainment, & Media brands had the highest app install conversion rate.

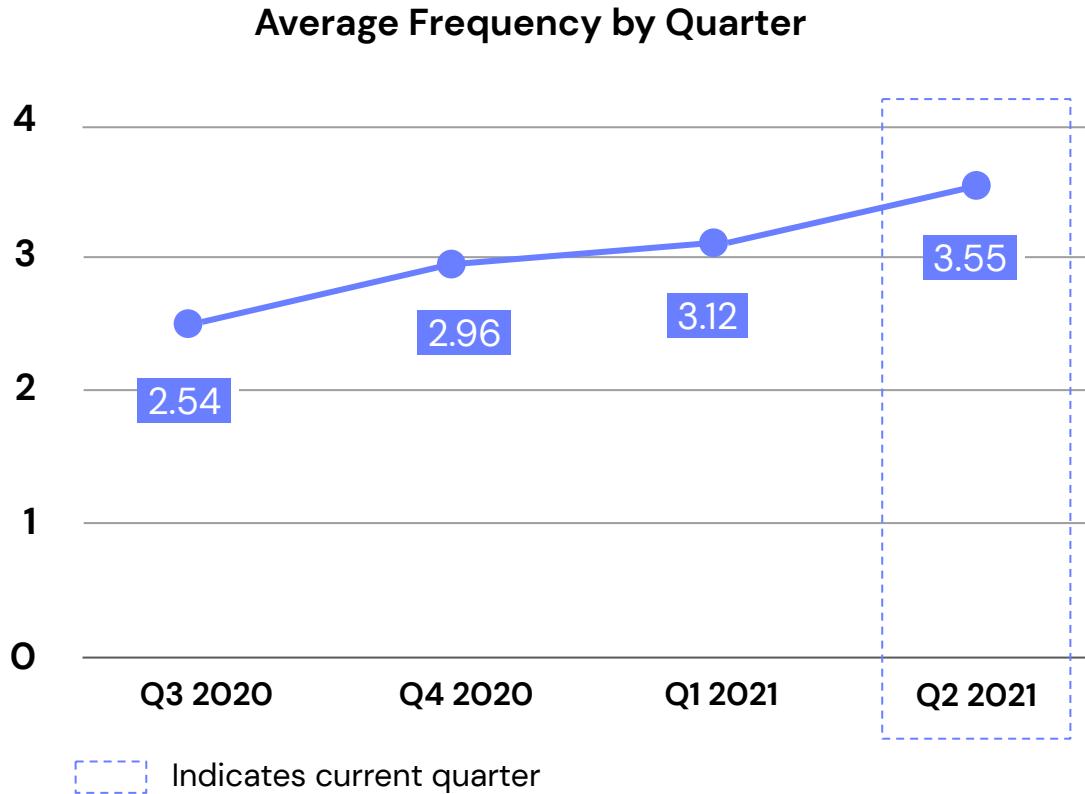
The average install conversion rate across all industries was **0.15%**.

**Install CR = Installs ÷ Reach**

Since the coronavirus lockdowns began, the number of first-time online poker players in the United States has increased by **255%**, according to research firm Global Poker<sup>1</sup>.

<sup>1</sup> Source: [Online Gambling Platforms Gained Larger User Base With Pandemic As A Driver Of The Global Online Gaming Market 2020](#)

# Rising frequency may indicate that advertisers are not diversifying their podcast buys



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

The average frequency rose to **3.55** this quarter.

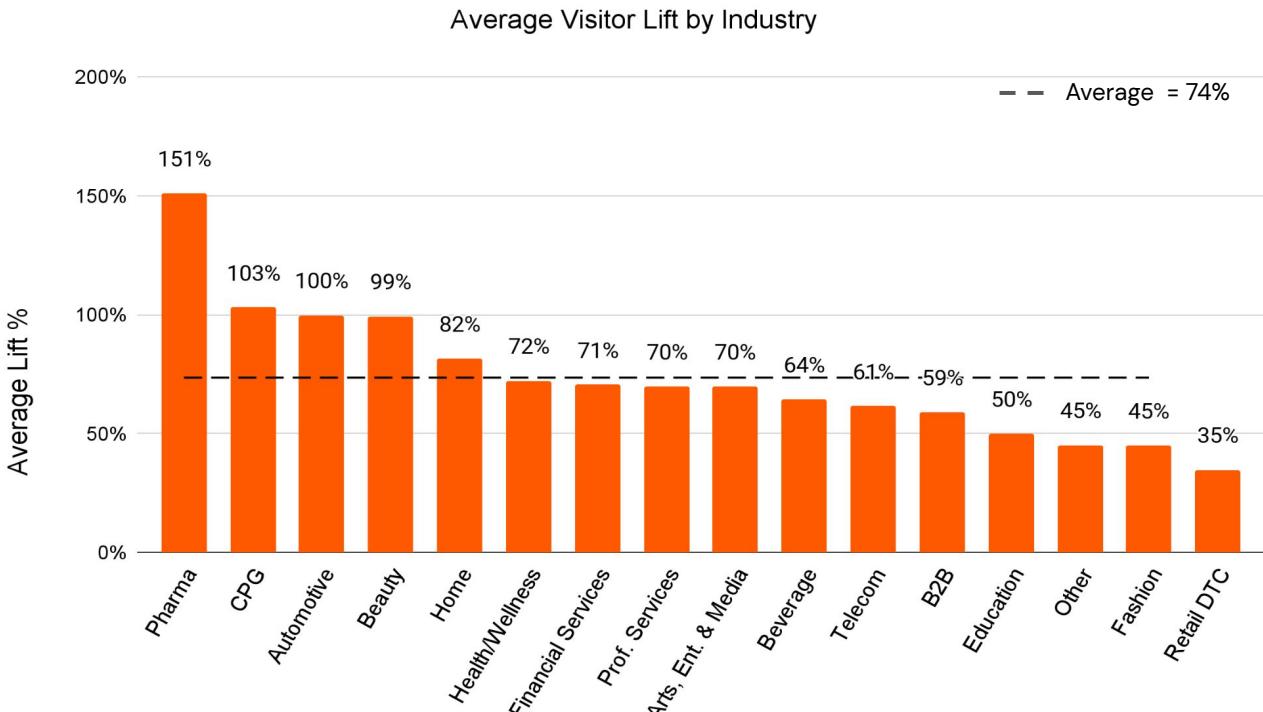
Advertisers may be over-targeting their audience and could look into expanding their audience to reduce frequency.

**Podsights Audience Intel** allow publishers to profile their listeners and provide insights to advertisers.



# Incremental Lift Benchmarks

# New consumer interests and habits brought about by the outbreak of COVID-19 in 2020 are here to stay



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

For site visitors (view events), **the average lift was 74% across industries.<sup>2</sup>**

Almost **70% of Americans** are prioritizing health and wellness more compared to before the pandemic. Households spent an additional **\$55** on health care products in 2020.<sup>3</sup>

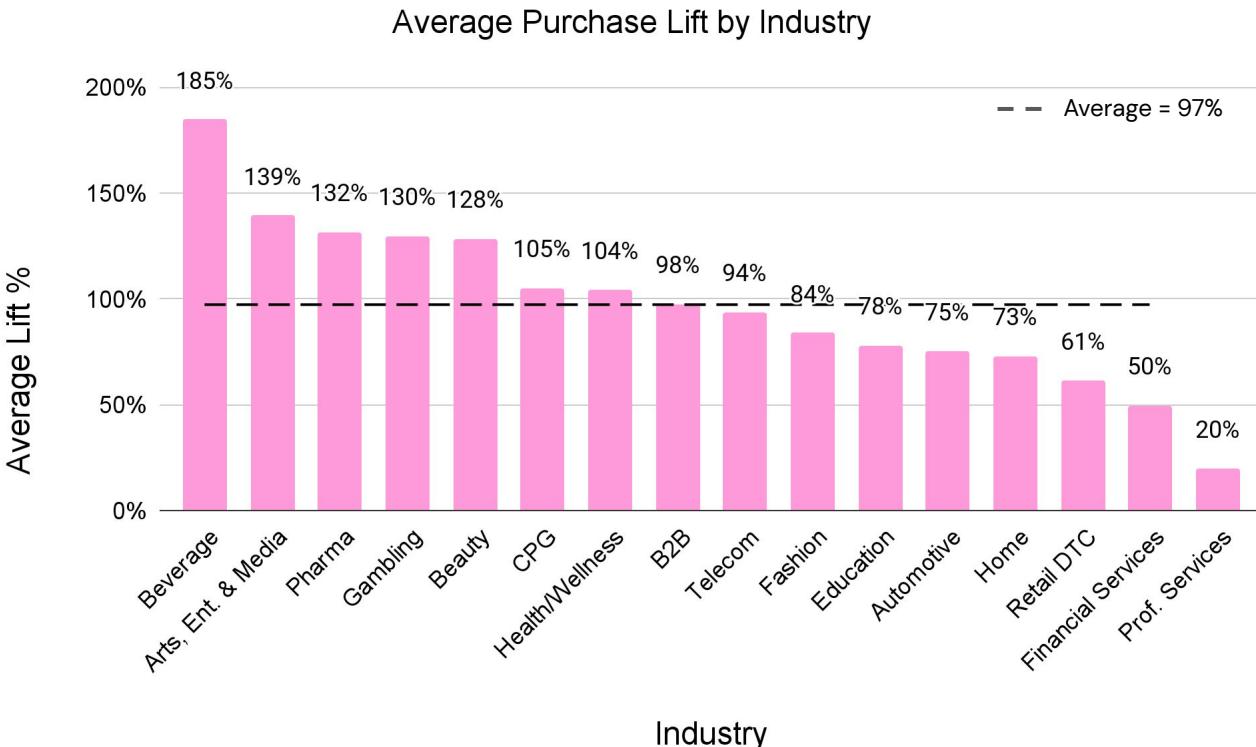
According to IRI, both the health and wellness (**16%**) and CPG categories (**12.2% consumable and 7.1% non consumable products**) experienced the most growth in the past year.<sup>3</sup>

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

<sup>2</sup> Down from 85% last quarter

<sup>3</sup> Source: [Point of View: Evolution of Self-Care Report, June 2021](#)

# Podcast advertising drives incremental purchases especially in the beverage, and arts, entertainment & media industries



For purchase events, the average lift was **97%** across industries, meaning **households who were exposed to a podcast ad are almost 2X as likely to make a purchase**<sup>1</sup>.

Beverage, Arts, Entertainment, and Media, and Pharma drove the highest lift for purchase events.

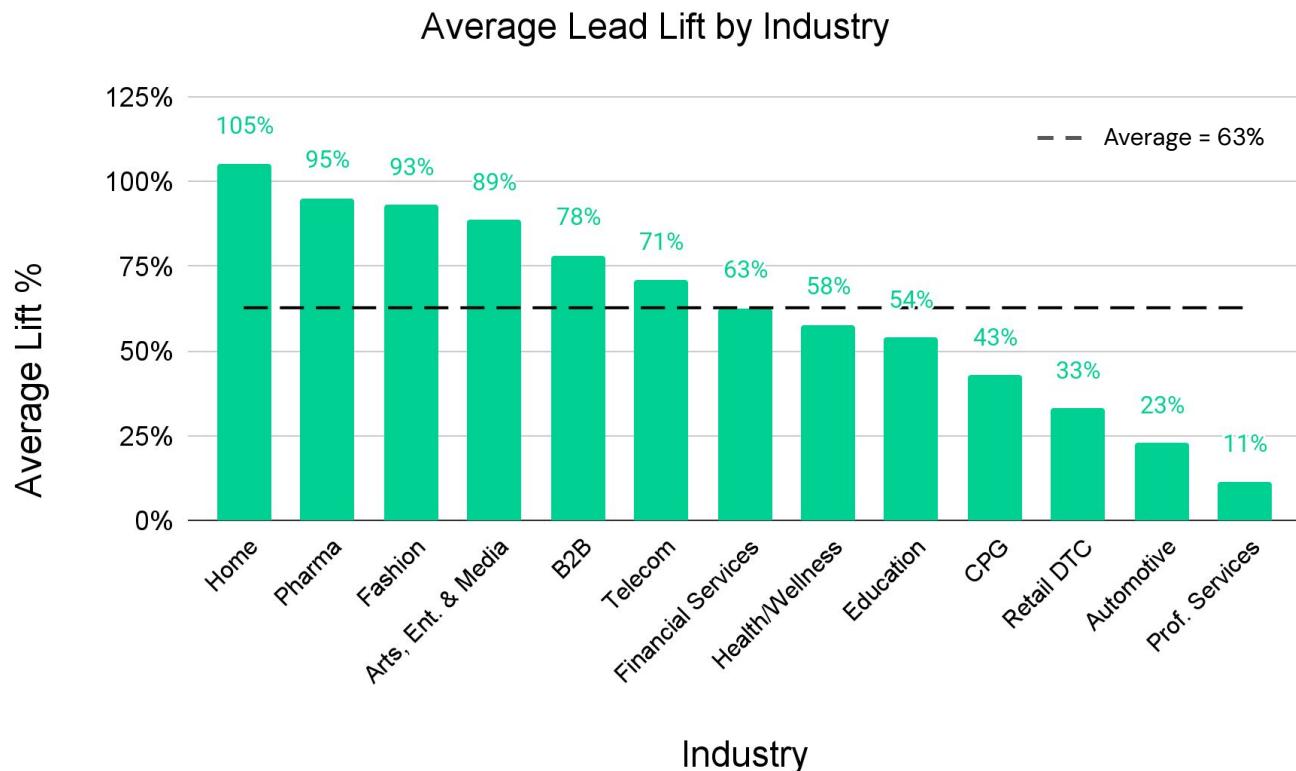
According to a recent eMarketer report, U.S. ecommerce sales are expected to increase by 13.7% this year, to \$908 billion<sup>2</sup>.

*Retain your newly acquired digital customers through podcasts to reach them in an omnichannel setting.*

<sup>1</sup>Up from 82% last quarter

<sup>2</sup>Source: [eMarketer Global Ecommerce Update 2021](#)

# Advertisers focus on brand awareness, sales lift, & engagement as the main goals for their campaigns more than lead generation<sup>2</sup>



Podcast listeners who hear home improvement ads are more likely to engage with advertisers

For lead events, **the average lift was 63% across industries.**<sup>1</sup>

**Home, Pharma, and Fashion** drove the highest lift for lead events.

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.

<sup>1</sup> Down from 92% last quarter

<sup>2</sup>Source: [HubSpot State of Marketing Report](#)

# Stand out numbers from this quarter



**1.58%**

Average Visitor  
Conversion Rate

**0.19%**

Average Lead  
Conversion Rate

**97%**

Average  
Purchase Lift

**3.5%**

Restaurants

**2.7%**

Retail (Brick  
& Mortar)

**2.1%**

Arts, Ent., &  
Media



1.5x increase  
from last quarter  
(0.13%)

**3.55**

Average  
Frequency

**GAMBLING**

emerges as the  
industry with the  
highest install  
conversion rate

\$

\$



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

To learn more about PodSights and our suite of products,  
reach out to our Partnerships Team ([sales@podsights.com](mailto:sales@podsights.com))

# Appendix



# 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](https://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



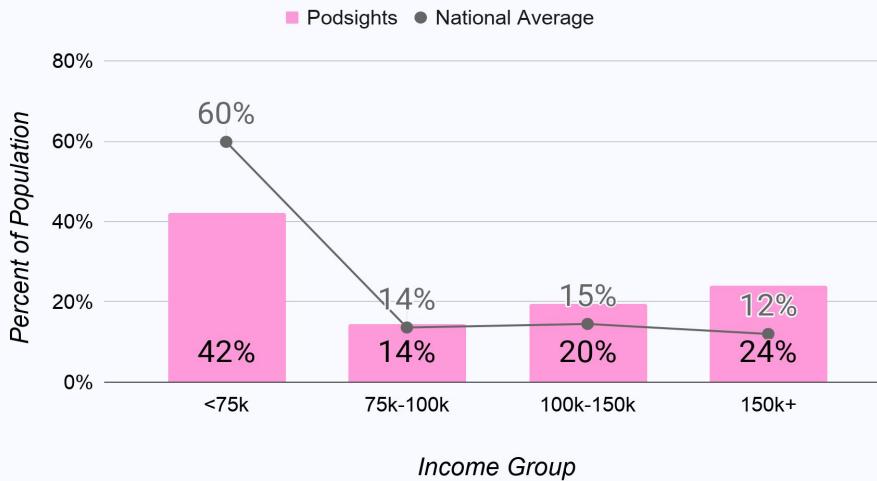
Industry Name (Shortened)	Industry Name (Long)	Count of Campaigns
<b>Fashion</b>	Apparel/Fashion Accessories (Men/Women)	262
<b>Arts, Ent. &amp; Media</b>	Arts, Entertainment & Media (Streaming Services, Movies, Dance, Theater, Concerts, Opera, Amusement Parks, Games, Books - Audio and Bound, Music, Magazines, Newspapers, Websites, Apps, DVDs, Radio and Television Networks/Stations/Programming)	253
<b>Automotive</b>	Automotive / Automotive Services	66
<b>Parenting</b>	Baby/Child/Parenting	11
<b>Beauty</b>	Beauty/Cosmetics	84
<b>Beverage</b>	Beverage (Alcohol / Beer / Wine)	24
<b>B2B</b>	Business-to-Business (Business conducted between one business and another such as a wholesaler and retailer)	351
<b>CPG</b>	Consumer Packaged Goods (CPG)	135
<b>Education</b>	Education	103
<b>Financial Services</b>	Financial Services (Banks, Insurance, Securities, Mortgages, Financial Services Software)	278
<b>Gambling</b>	Gambling/Sports Betting	6
<b>Health/Wellness</b>	Health/Wellness (including Fitness, Diet, Yoga, Meditation, etc.)	365
<b>Home</b>	Home Improvement/Furnishings	153
<b>Other</b>	Other ( <i>Primarily includes energy, government/non-profit, and advocacy</i> )	26
<b>Pharma</b>	Pharmaceuticals (OTC and DTC)	99
<b>Prof. Services</b>	Professional Services for non-Business Entities	48
<b>Restaurants</b>	Restaurants/bars	20
<b>Retail (B&amp;M)</b>	Retail (Brick & Mortar / eCommerce)	52
<b>Retail DTC</b>	Retail Direct-to-Consumer (companies whose revenue is attained predominantly through E-commerce)	377
<b>Telecom</b>	Telecommunications (Telephony, Mobile Service Providers, Cable/Satellite TV services, ISPs, Wireless)	55
<b>Travel</b>	Travel and Tourism (Resorts/Hotels/Airlines)	21

# Appendix C: Experian Demographics (1 of 2)



## Age & Income Demographics of Households

### Household Income Demographics vs. National Average



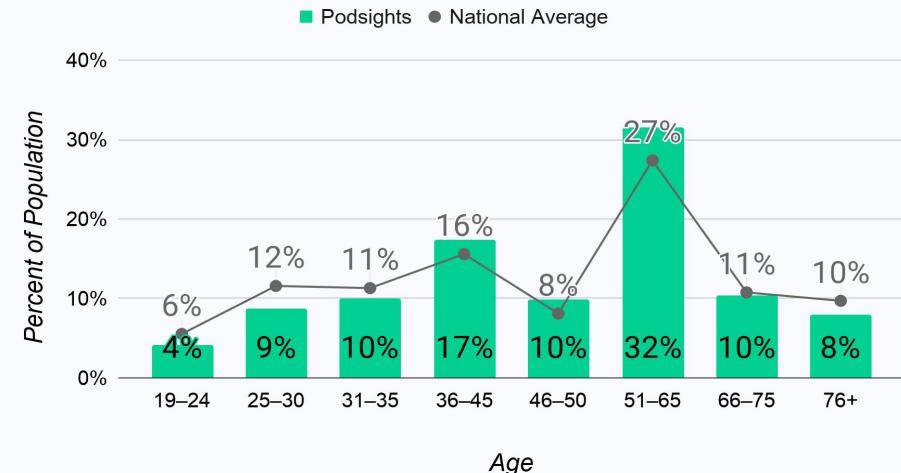
Podsights' households skew **wealthier** than the general population.

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

**Source:** Experian Mosaic® USA National Means and Segments

Households are comprised of opted in publishers' podcast download data from Q2 2020-Q1 2021

### Household Age Demographics vs. National Average



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

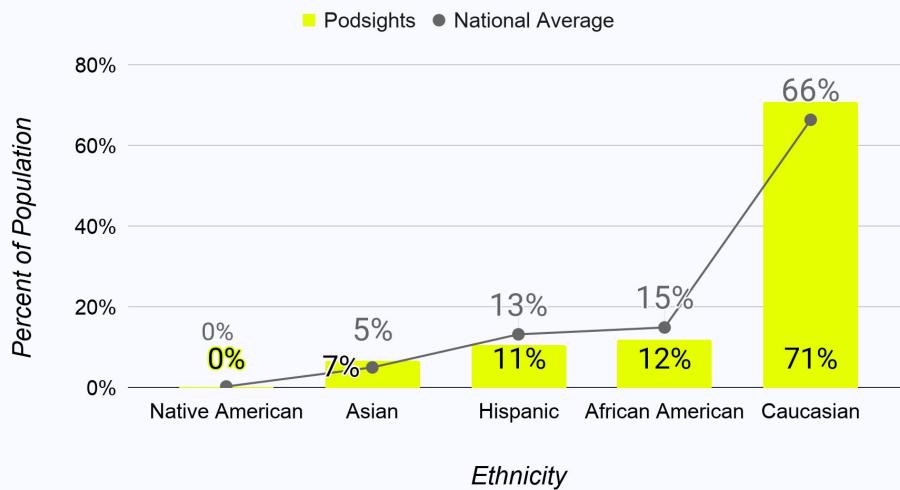
The average age range for Podsights households is 46-54 years old, while the average age of adults in the US is 45-53.

# Appendix C: Experian Demographics (2 of 2)



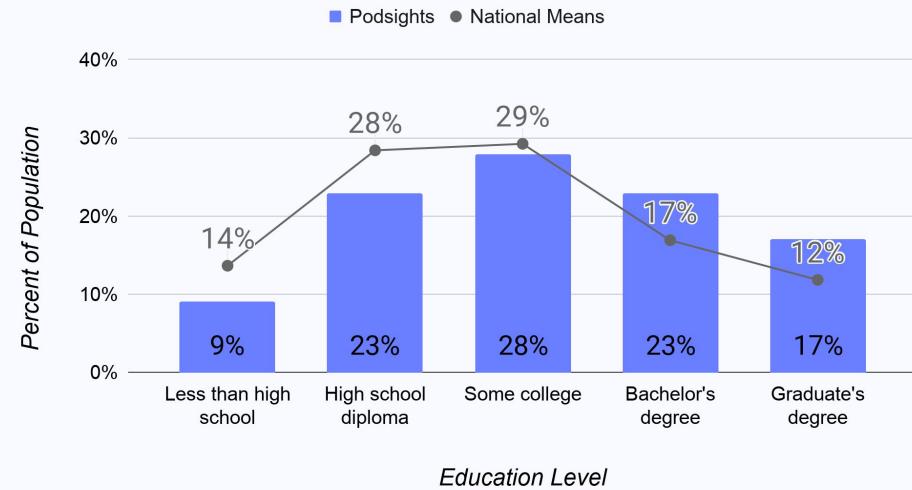
## Ethnicity & Education Demographics of PodSights' Households

Household Ethnicity Demographics vs. National Average



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

Household Education Demographics vs. National Average



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

Source: Experian Mosaic® USA National Means and Segments

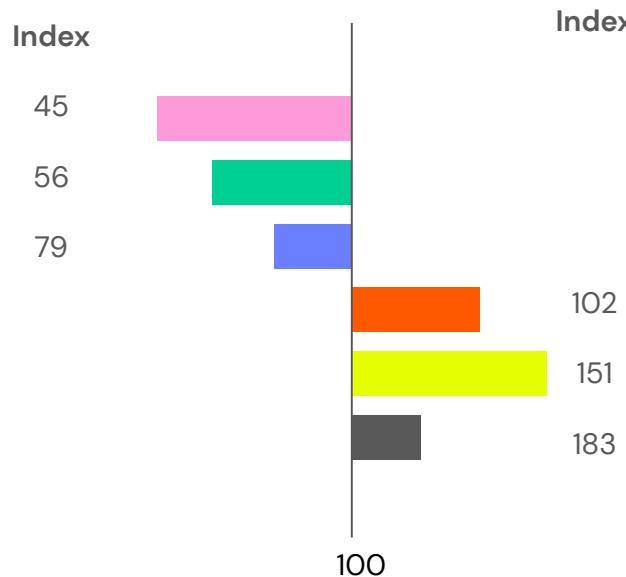
Households are comprised of opted in publishers' podcast download data from Q2 2020-Q1 2021

# Appendix D: Understanding Index Charts



The index charts express the difference between your podcast's audience and the US general population. An index of 100 indicates that the audience segment is in line with the US population.

Here's an example:



An index **less than 100** indicates that your podcast's audience is underrepresented compared to the US general population.

An index **greater than 100** indicates that the audience segment is overrepresented in your podcast compared to the US general population.