Conversion Benchmarks

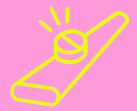
July 2020

podsights

Summary

The Podsights Advertising Benchmark report is meant to help brands and agencies understand podcast advertising performance by industry.

If you would like to measure attribution on your next campaign, you can talk to us at sales@podsights.com



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 brands or publishers.

Attribution Methodology

Podsights defines a conversion rate as the number of attributed users that visited the site divided by the unique users that downloaded an episode. An attributed user is someone from a household that downloaded a podcast and visited a brand's digital property.

Privacy Note

We utilize IP matching to identify distinct households and do not collect any demographic information from listeners other than their approximate location at the time of impression.

Analysis Overview

October 2018–July 2020

1.2B
Impressions

532
Campaigns

232
Brands

$28M
Spend

Conversion Rates

Conversion Rates

Conversion rate represents site visit conversions

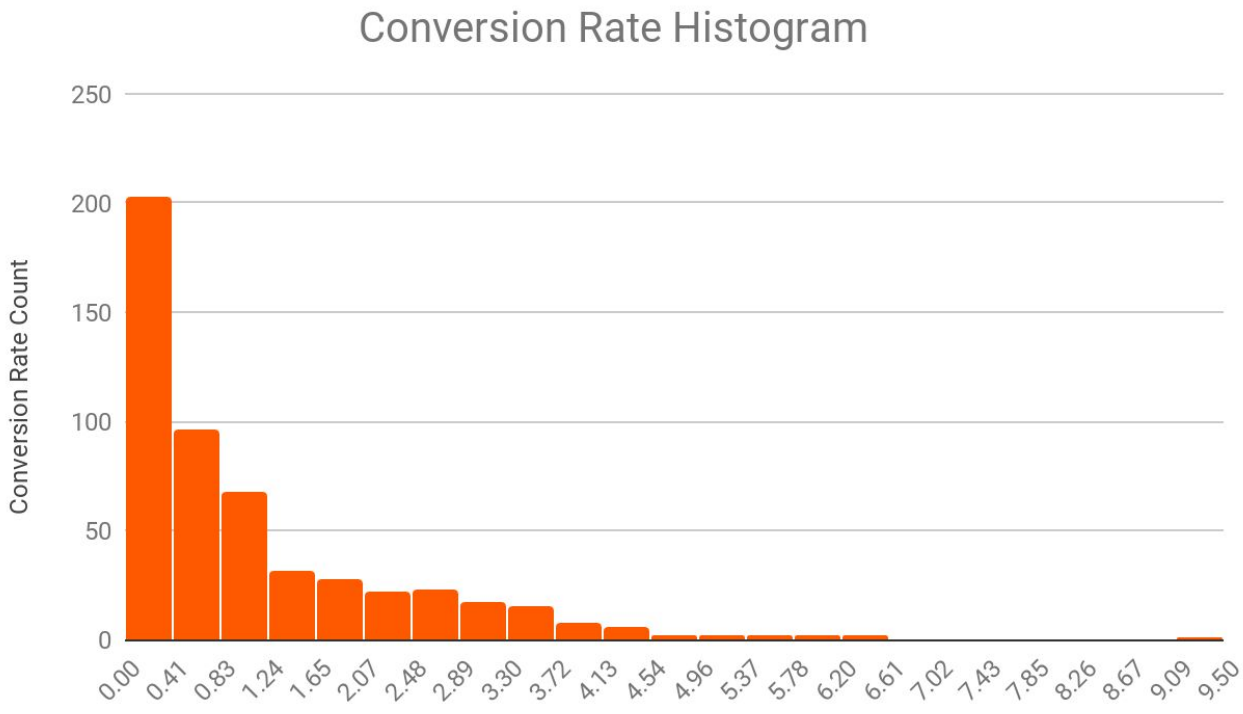
The average conversion rate across all campaigns & industries was **1.13%**

96% of campaigns have a conversion rate between 0-4%

38% of campaigns have a conversion rate above 1%

A 1% conversion rate is higher than the average CR on many social media platforms[1]

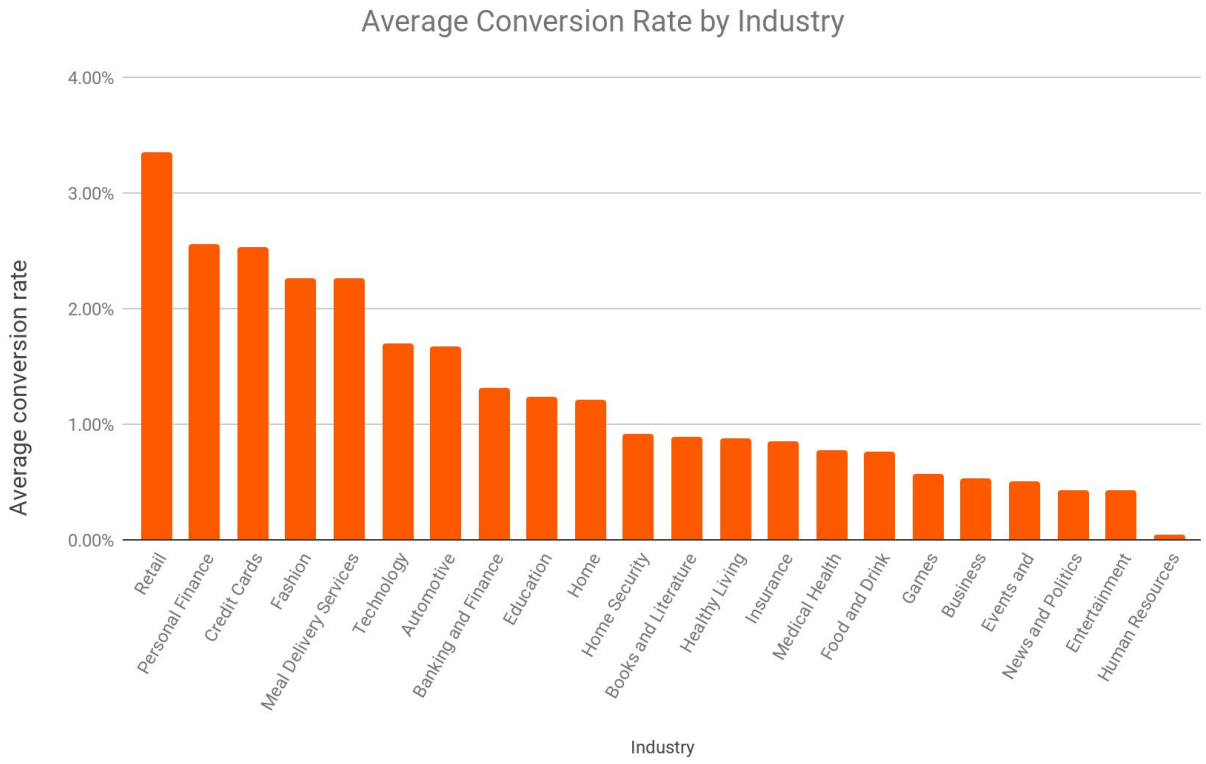
[1] Benchmarking Conversion Rates for Podcast Advertising



Average Conversion Rate by Industry

Retail, Personal Finance, and Credit Card brands have the highest conversion rates

On average, embedded ads had conversions rates 2.1X higher than dynamically inserted ads



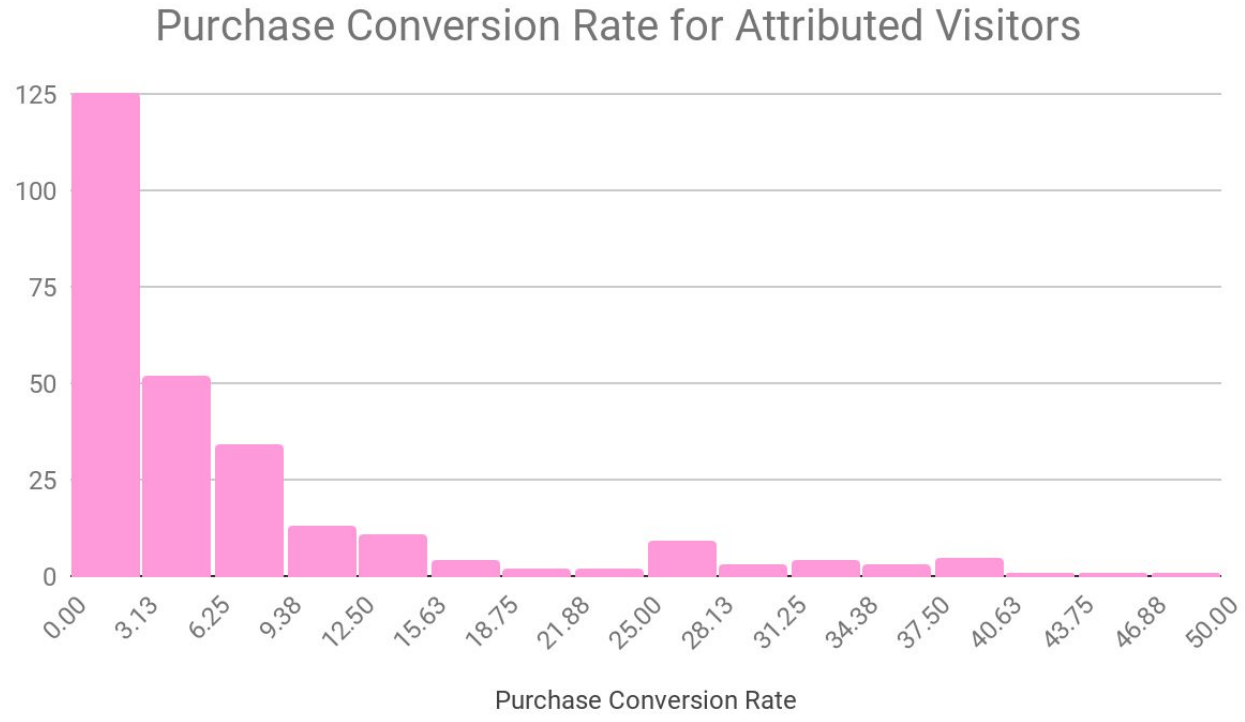
Purchase Conversions for Attributed Visitors

Half of Podsights campaigns included a purchase pixel

The average purchase conversion rate for people that were driven to the brand's site was **7.71%**

85% of those conversion rates were **above 1%**

Podsights campaigns have driven over **$34.3M** in revenue with an average of **$2.42 Return on Ad Spend (ROAS)**

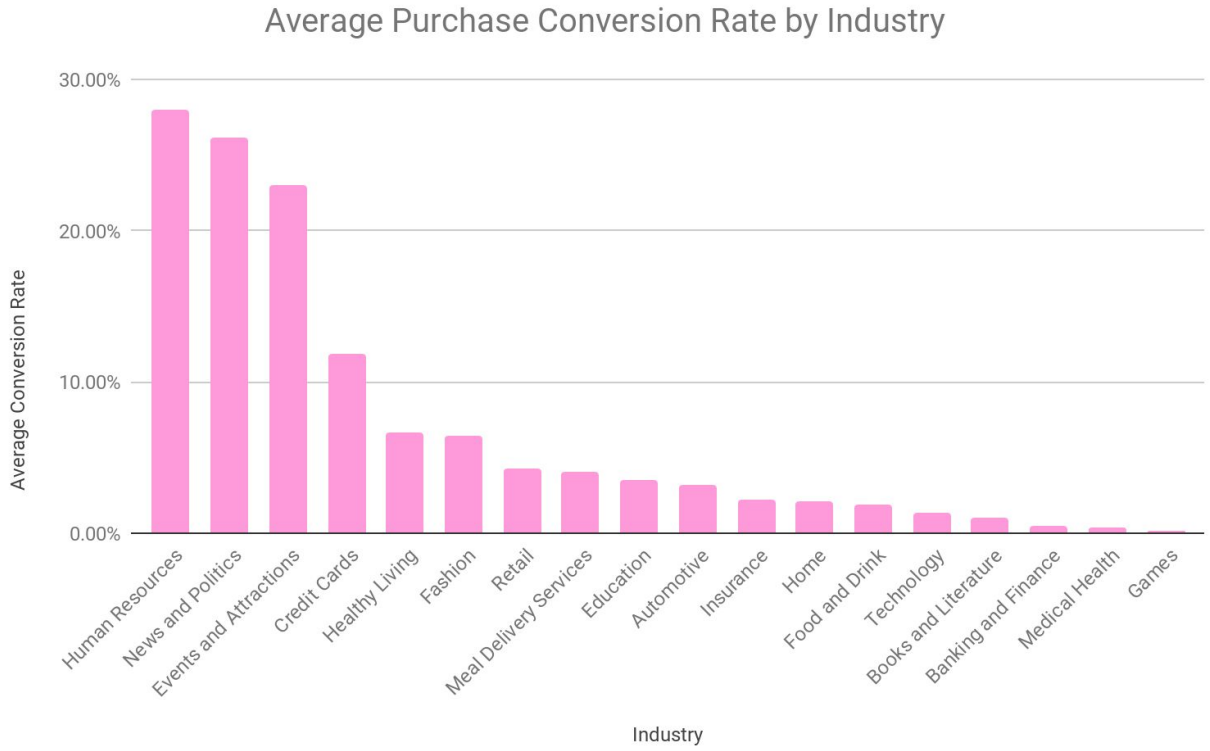


Average Purchase Conversion Rate by Industry

The average conversion rate for purchases across industries was **3.12%**

Human Resources includes recruiting tools & HR software, while News and Politics includes News Publications & Subscriptions

These low price point brands tend to have higher conversion rates

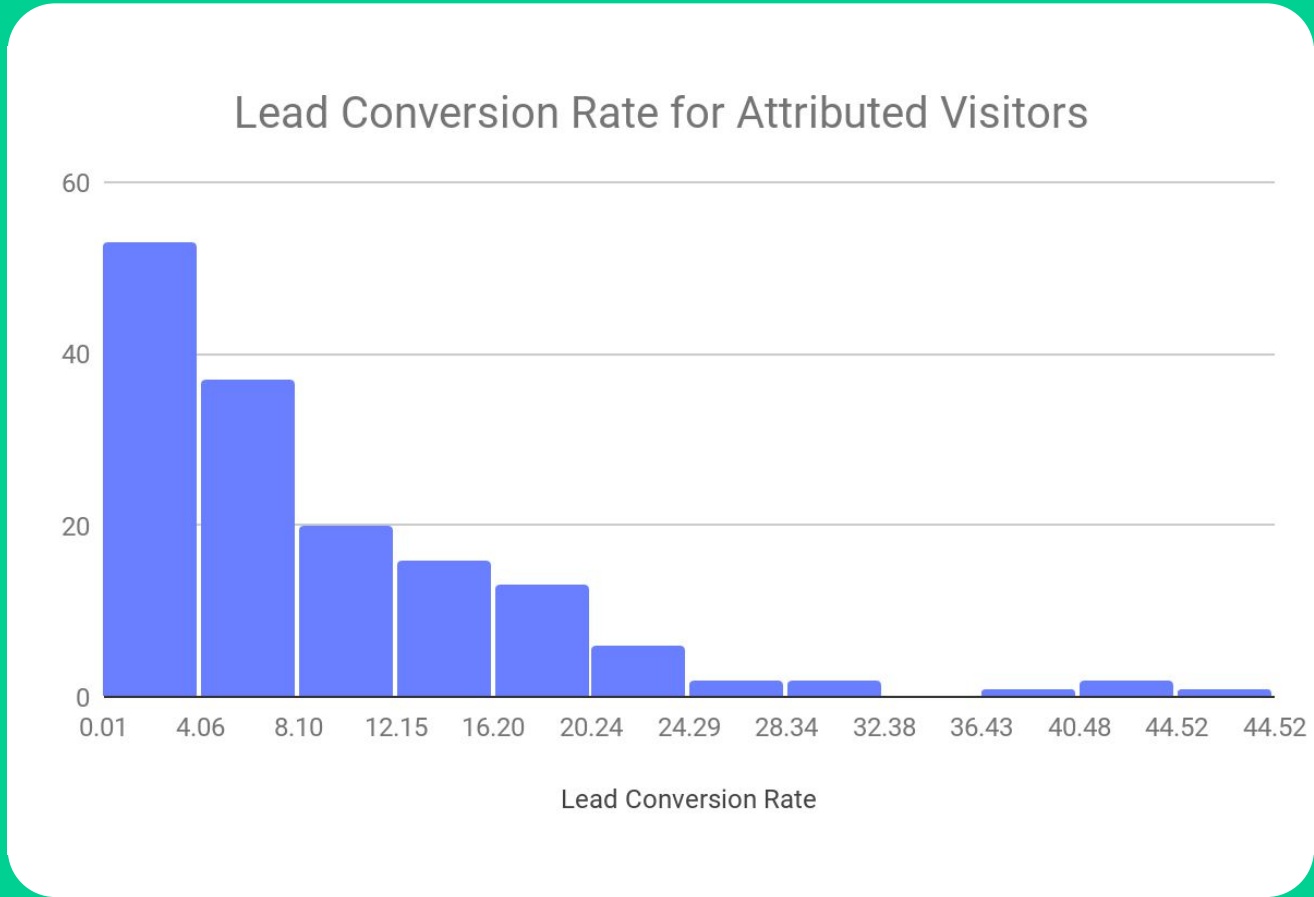


Lead Conversions for Attributed Visitors

One-third of Podsights campaigns included a lead pixel

The average lead conversion rate for people that were driven to the brand's site was **9.25%**

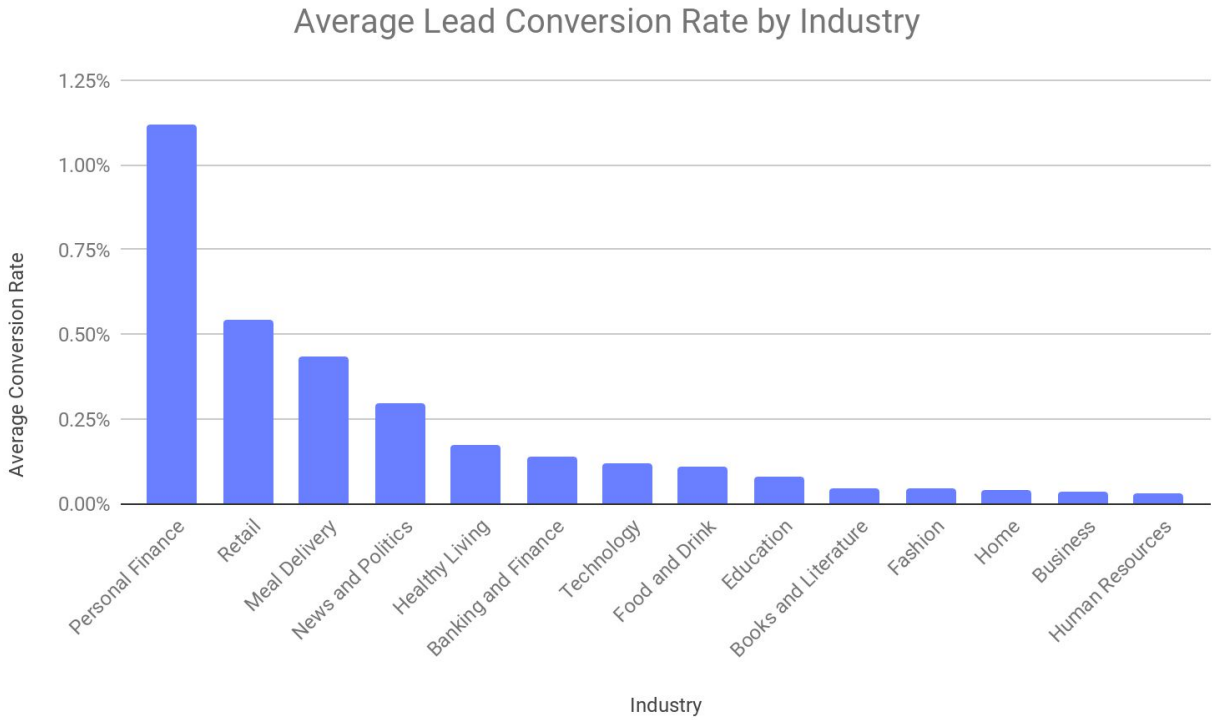
77% of those conversion rates were **above 1%**



Average Lead Conversion Rate by Industry

Personal Finance had the highest lead conversion rate

The Personal Finance industry saw an uptick in consumer interest during the height of COVID-19

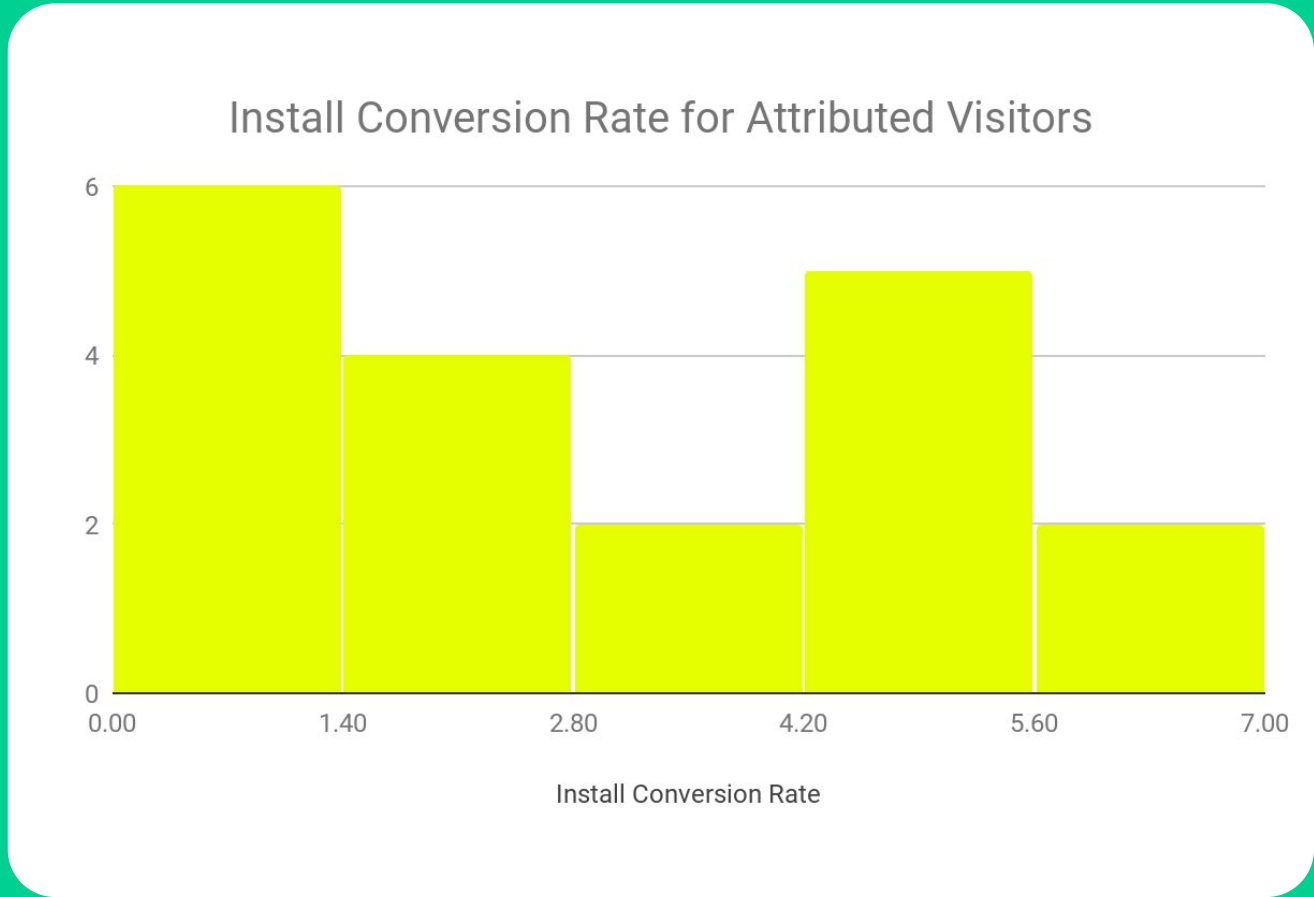


Install Conversions for Attributed Visitors

6% of Podsights campaigns included a mobile app install pixel

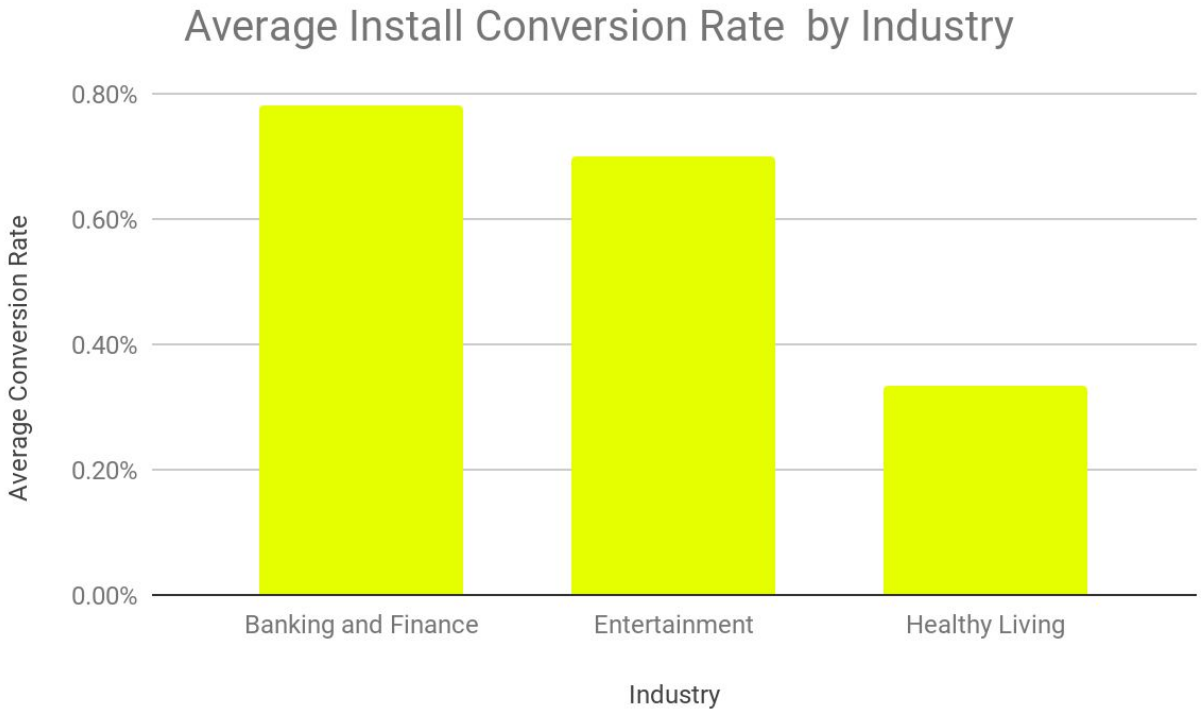
The average install conversion rate for attributed visitors was **3.24%**

61% of those conversion rates were **above 0.5%**



Average Install Conversion Rate by Industry

Install conversion rates tend to be relatively low similar to Purchase conversion rates



Frequency Benchmarks

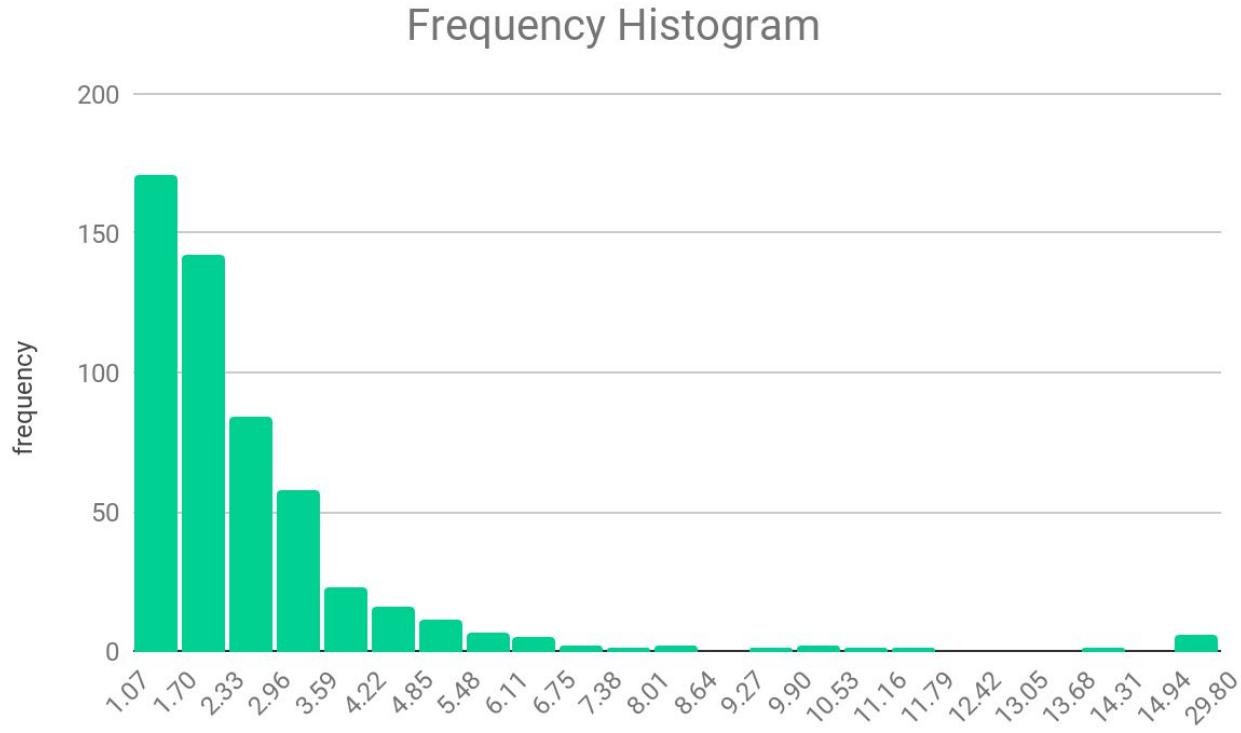
What is Frequency?

- Frequency measures how many times you are exposing the same user to the same ad or brand
- We look at the overlap of audiences between episodes, podcast and determine an exact frequency number
- Paired with our onsite pixel, Podsights can determine the number of downloads before a visit and then purchase.

Average Frequency Across Campaigns

The average frequency across campaigns was 2.68

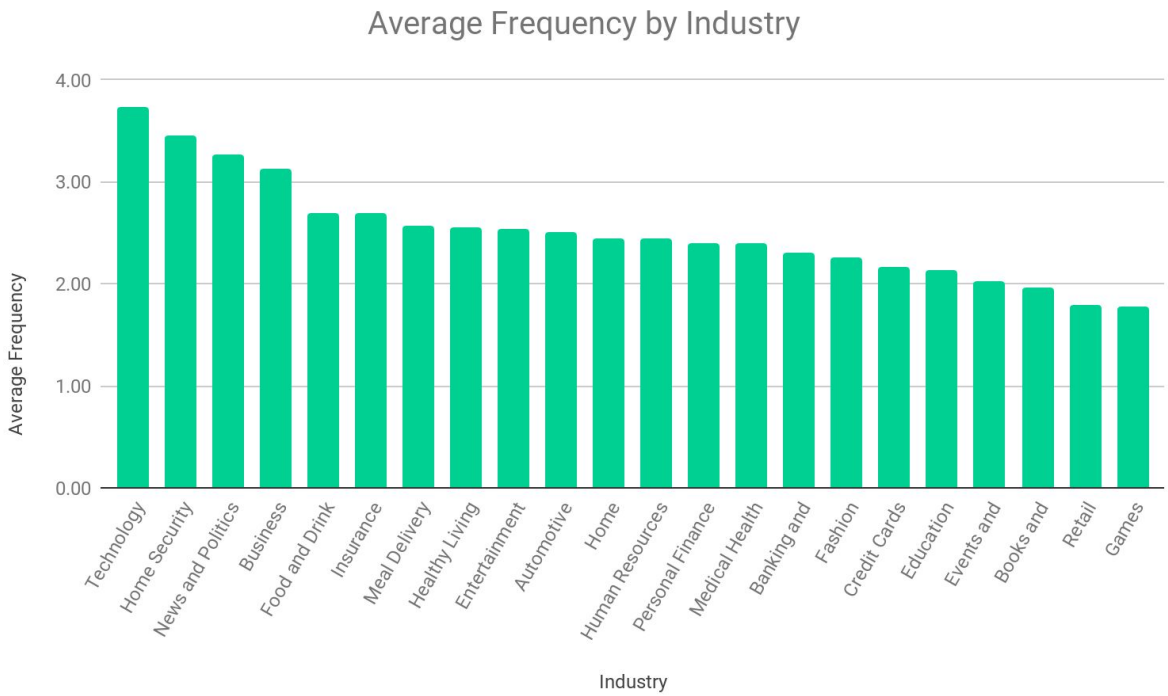
93% of campaigns have an average household frequency between 1-5



Average Frequency by Industry

The Technology & Home Security sectors have the highest average frequency

Higher priced products require a longer conversion customer journey and thus we see higher frequencies with these types of products



Appendix

Campaigns per Industry

Industry	Count
Technology	103
Home	64
Education	53
Fashion	50
Banking and Finance	49
Healthy Living	45
Business	27
Food and Drink	20
Insurance	17
Meal Delivery Services	14
Retail	14

Industry	Count
Human Resources	12
Automotive	10
Books and Literature	9
Medical Health	9
News and Politics	9
Personal Finance	7
Entertainment	5
Games	5
Credit Cards	4
Home Security	4
Events and Attractions	3

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