



 podscribe

Quarterly Industry Report

Q1 2026 Podscribe Performance Benchmark Report

The latest data, insights, and performance from the audio advertising industry.

www.podscribe.com



About Podscribe & This Report



Who We Are

Podscribe is the leading independent **omni-channel advertising measurement platform**, helping brands, agencies, and publishers track, attribute, and improve audio, streaming and video ad performance.

With best-in-class transcription, verification, attribution, and analytics, **Podscribe turns data into clear, actionable insights that drive real results.**



About This Report

The **Podscribe Performance Benchmark (PPB)** report dives into proprietary data to uncover trends, benchmarks, and best practices shaping the audio advertising industry.

Use this report for context and clarity on how to make smarter investment decisions, understand industry shifts, and optimize your campaign strategies.



Key Highlights From Report

- ✓ **Streaming audio drives real results on a per dollar basis, although typically less on a per impression basis.**

01

- ✓ **The greater a YouTube channel's audience is in the US, the stronger the performance.**

02

- ✓ **A fraction of publishers have opted into Spotify Video, creating an attribution void for baked-in ads. As a stopgap, Podscribe can import play counts to model on.**

03

- ✓ **You can now surface insights from all past PPB findings with Podscribe's new AI chatbot.**

04



Timeframe: JAN '25 - DEC '25

Fast Figures

Total Campaigns 97K+ ↑23% vs. prev Q.	Advertisers 700+ ↑17% vs. prev Q.	Total Impressions 30B+ ↑50% vs. prev Q.
--	--	--

Streaming Audio	Install Rate	Visitor Rate	Conversion Rate	Attr. Conv. Rate	Cost Per Visitor	Cost Per Acq.
	0.09%	0.11%	0.007%	4.4%	\$4.10	\$87

Podcast Perf. for Streaming Audio Advertisers	Install Rate	Visitor Rate	Conversion Rate	Attr. Conv. Rate	Cost Per Visitor	Cost Per Acq.
	0.14%	0.36%	0.029%	4.4%	\$4.30	\$91

Podcast	Install Rate	Visitor Rate	Conversion Rate	Attr. Conv. Rate	Cost Per Visitor	Cost Per Acq.
	0.16%	0.25%	0.015%	5.1%	\$8.00	\$145
			SmartPromo Conv. Device Rate 0.57%	SmartPromo New Converted Device Rate 0.48%		



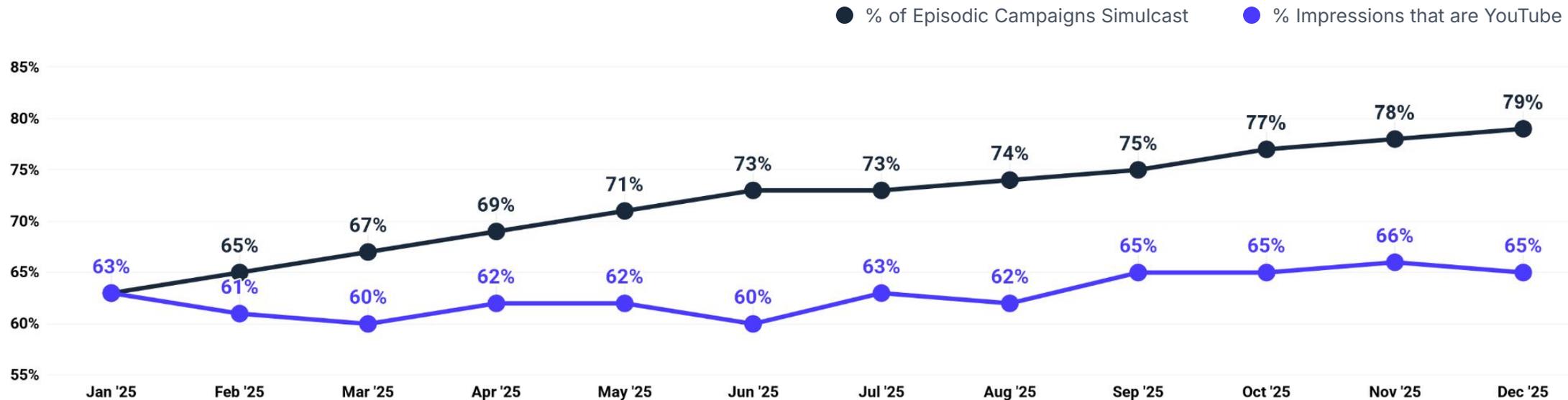
Video Adoption Trends

Across YouTube & Spotify Video





Simulcast Growth per Month



Key Insight: Video Diversification

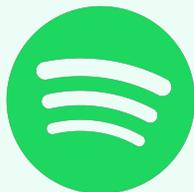
Advertisers are increasingly diversifying their audio buys to include a video component (simulcast), which now makes up 79% of all episodic campaigns measured through Podscribe. YouTube represents nearly two-thirds of all simulcast impressions.



Spotify

Spotify Video Adoption

13%



of the top 100 shows
are opted into **Spotify Video**

16%



of the top 500 shows
are opted into **Spotify Video**

When a show opts into Spotify Video, user-level attribution by IP on Spotify plays (either audio or video) is **not possible for baked-in ads**. Select Megaphone publishers **may currently be able to pixel DAI Spotify impressions now** (may be more widely available in ~April).

Non-Spotify listens (e.g. on Apple Podcasts) for shows opted into Spotify Video can still be pixelated like usual.

An opted-in podcast can **integrate with Podscribe**, so that Podscribe can count the number of plays/streams on Spotify for Podscribe Ranker & campaign reporting.

Apple Podcasts supports video differently, via HLS, which means that its ads can likely be pixelated & attributed in all the usual ways.

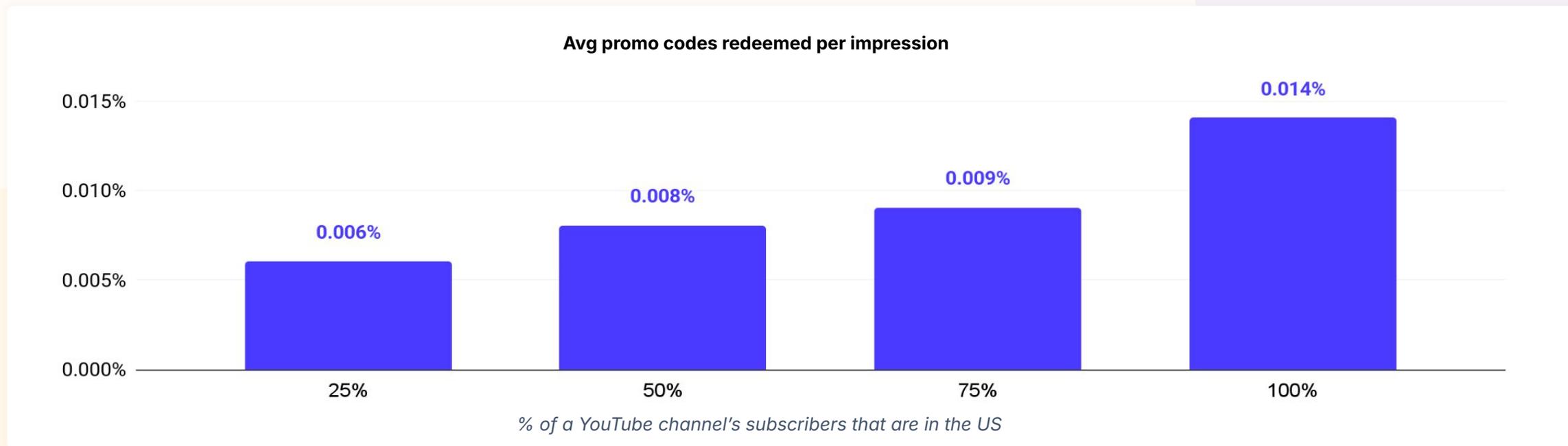


Performance by YouTube Subscribers





Performance by Geo of YouTube subscribers



💡 This suggests that buyers and sellers should use the US percentage of a channel's audience as a pricing factor, and in attribution.

Podscribe has incorporated this as a main factor in our new YouTube Smart Modeling, modeling higher results for simulcasts on channels that have higher shares of their audience in the US. [SmartModeling](#) also takes ad placement, length, and soon, type (e.g. host read, etc) into account. [Read more about SmartModeling here →](#)

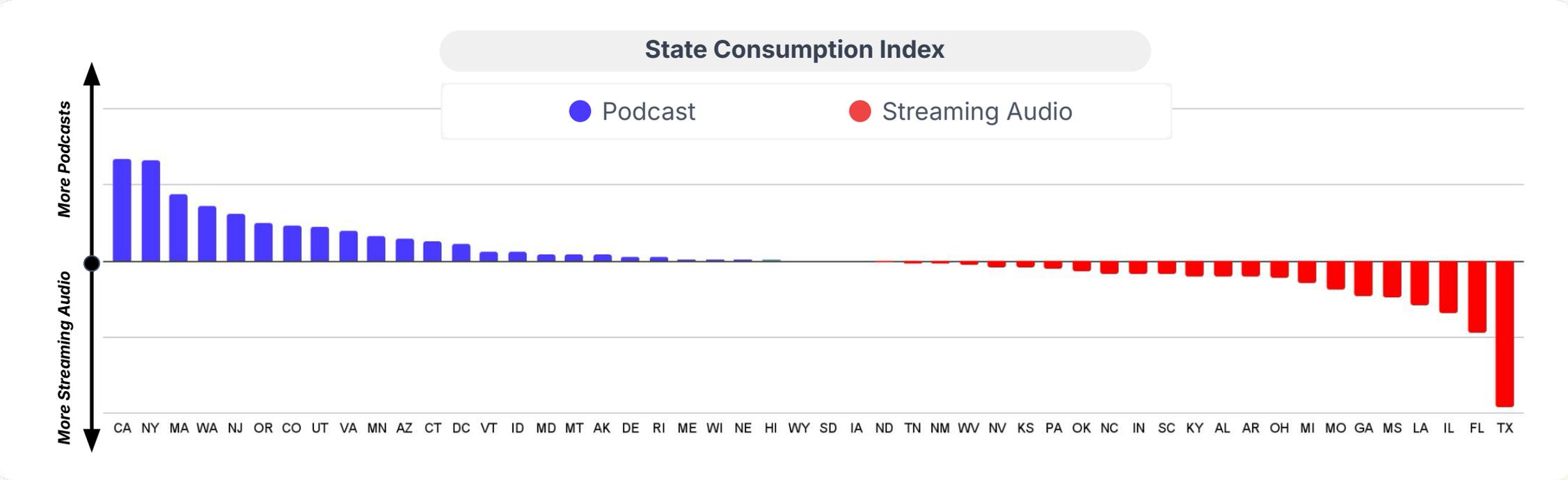
Additionally, you can see a show's audience by country on the [Show > Audience](#) page, and soon we'll have a filter too on [Discover Shows](#).



Audience Composition: Podcast vs Streaming



National advertisers should use both podcasts and streaming audio to maximize efficient reach across all US states



- **Coastal regions** such as Massachusetts, California, New York, and Oregon show high podcast preference.
- **Middle-America and Southern regions** such as Texas, Florida, Illinois, and Louisiana over-index on ad-supported streaming audio vs podcasts.

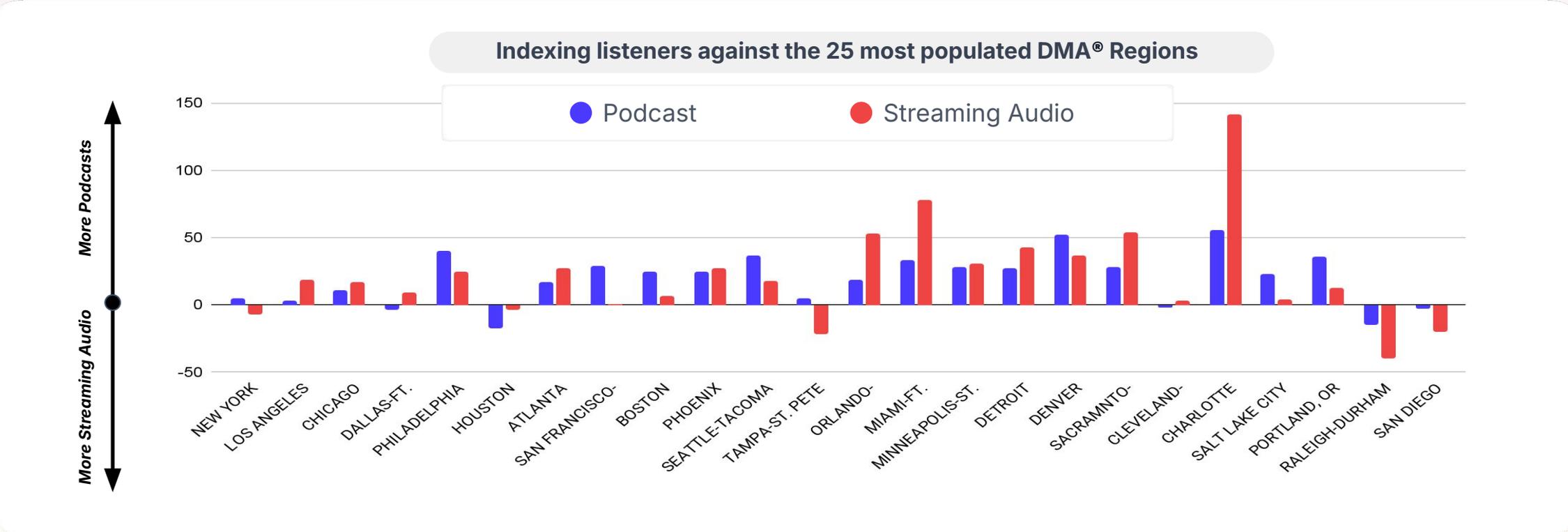
Key Planning Implications: Budget allocation/Channel weighting index by geography, Incremental Reach Strategy, Optimizing Frequency Caps, Market Specific Creative, Market Entry Guidance, Demand Modeling + CPM Efficiencies, and more.



Podcast Streaming

Audience Composition: DMA®

Digital audio reaches the most populated places in the U.S. efficiently as it over-indexes in most of the top 25.



Both **Streaming** and **Podcasts** negatively index in 150 out of 210 DMAs®, representing ~1/3 of the US population. **Podcasts** over-index in 44 out of 210 DMAs®, representing just over 1/2 of the US population. **Streaming** over-indexes in 52 of 210 DMAs®, also representing just over 1/2 of the US population (but not the same half as podcasts).



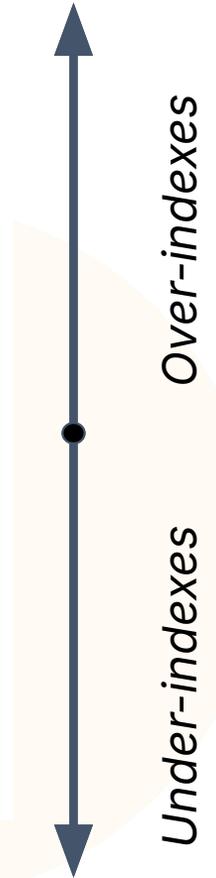
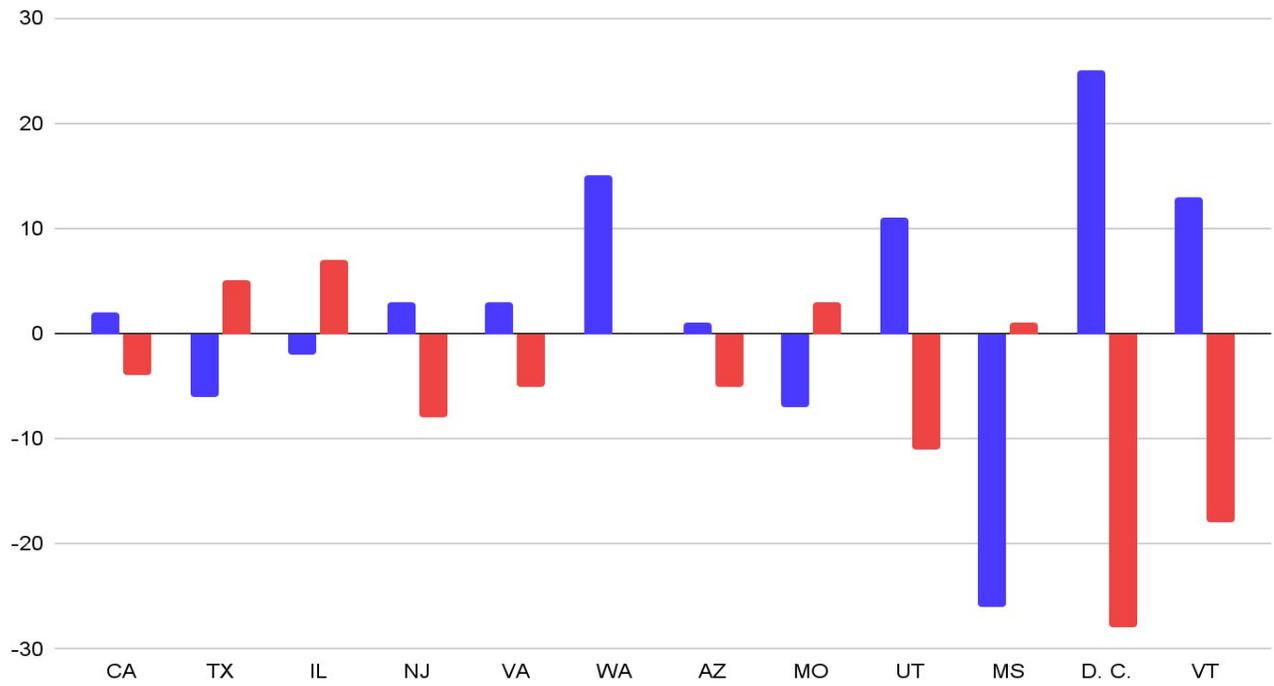
Fun Fact: The Podcast Presidency as described by audio audiences

Key Insight

The "Opposite Indexes" Effect

States where streaming and podcasts index on opposite sides of the average. One state stands out...

Washington DC shows the largest disparity, heavily favoring podcasts compared to ad-supported streaming audio. This highlights unique listening habits in political hubs.

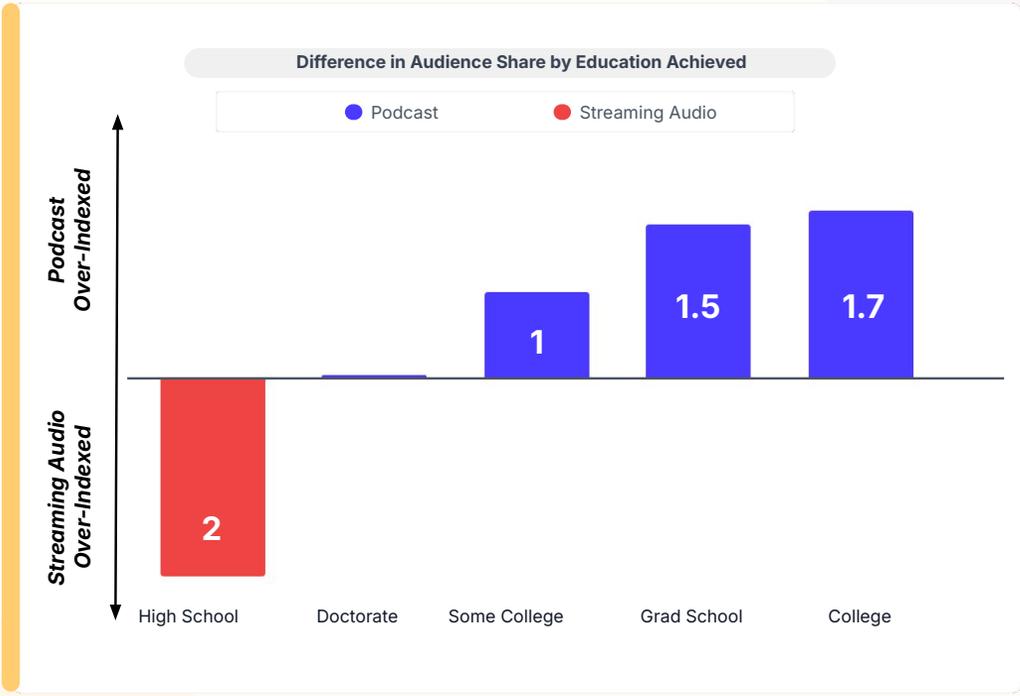
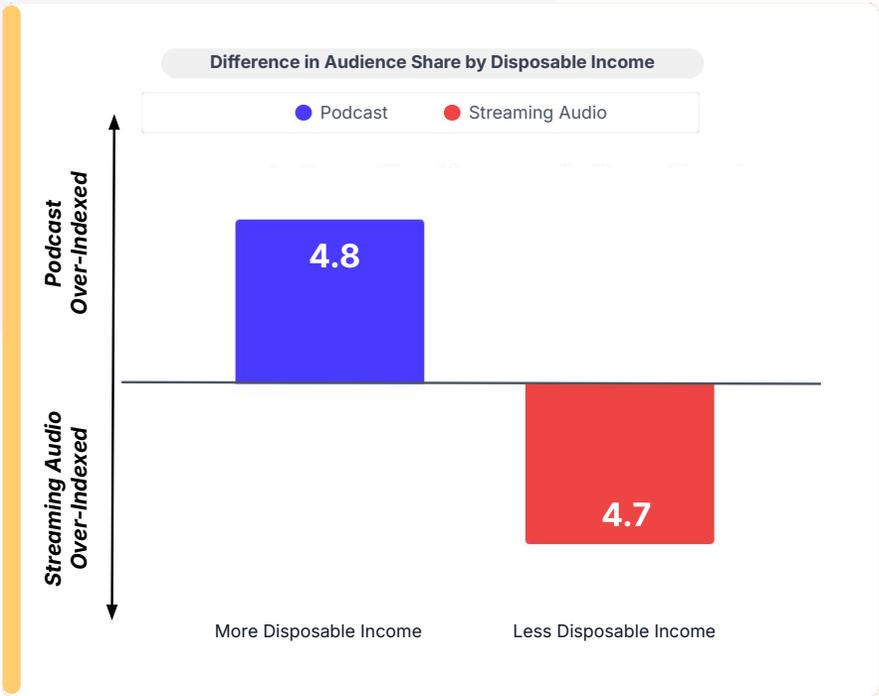


Methodology

Share of podcast and streaming audio audiences that indexed against each state's share of the US population. Above zero means the channel over-indexes compared to US pop, and below zero means the channel under-indexes compared to US pop



Podcast listeners are more likely to have higher disposable income and higher education.



The "Premium" Gap

Listeners with **more disposable income** are harder to reach via streaming audio and other ad-supported mediums because they often subscribe to premium, ad-free plans.

Podcasts offer a unique opportunity to reach these high-value consumers who have opted out of other ad-supported audio environments.

Methodology: Data shows the difference between the percentage of the share of podcast and streaming audio audiences overlaid on TransUnion Audience Data's Buying Power Score attribution. As part of the Buying Power Score, audiences are segmented groups A to D, with A representing households most able to pay within their resource class, and D indicating households with more difficulty. A and B are considered 'More Disposable Income', and C and D are considered Less Disposable Income.



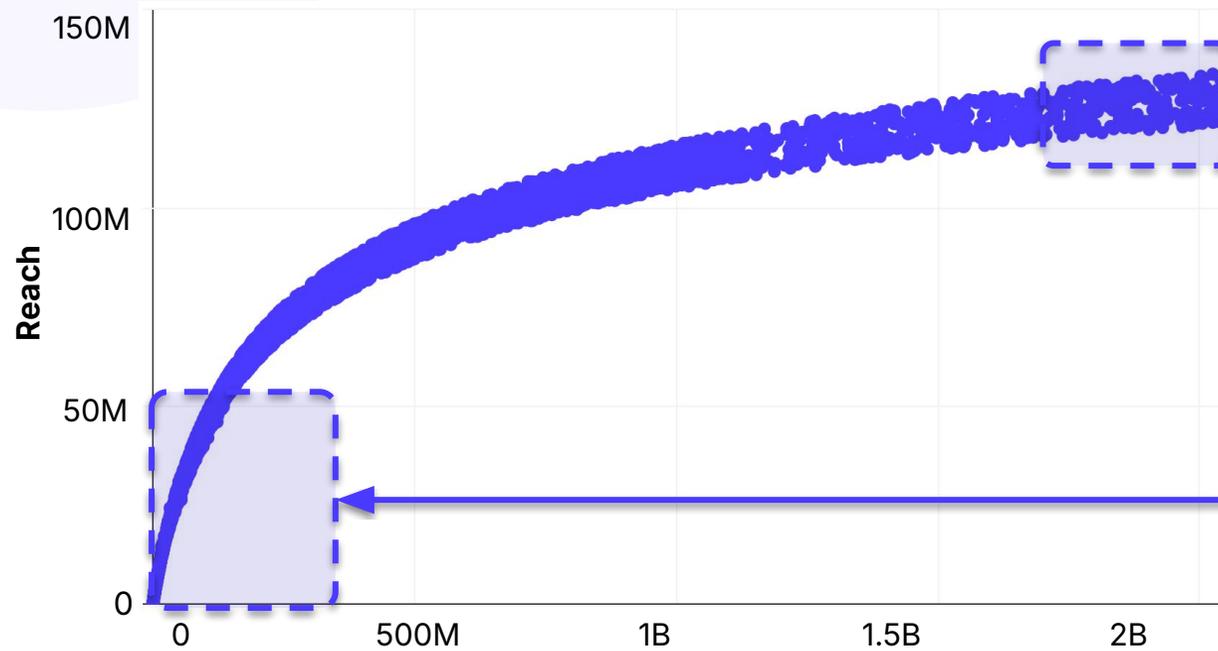
Reach Curve

Podcast & Streaming



Podcast

Most advertisers in Podcasts are reaching *at most* 1/3 of the podcast audience



Reaching all podcast listeners requires upwards of 2B+ impressions per month

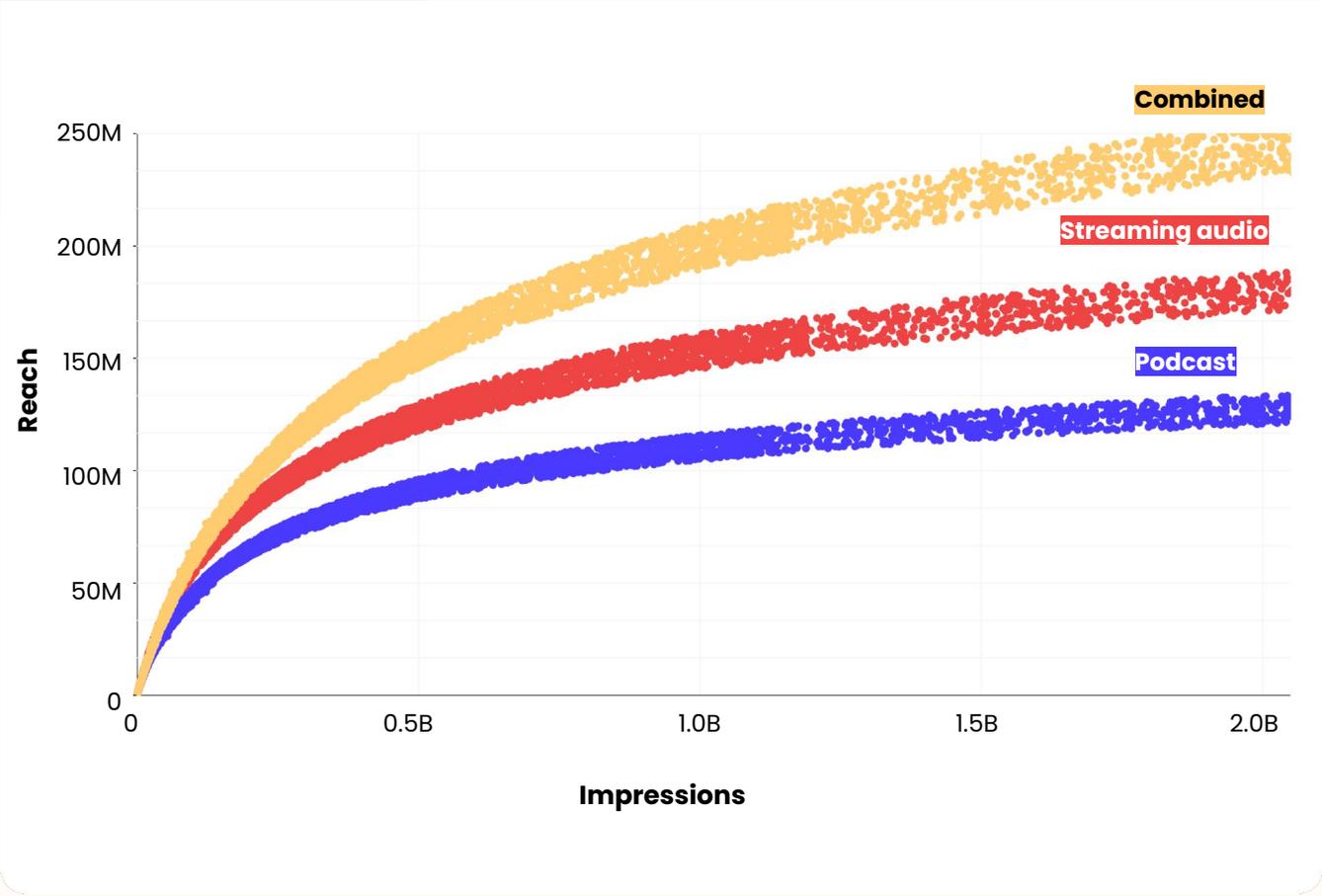
99% of podcast advertisers today

Get in touch!
To explore integrating this data into your planning tools, contact us at reach@podscribe.com



Podcast Streaming

When used together Podcast + Streaming Audio can reach up to 85% of the US adult population



Most advertisers see about an **80%+ uniqueness** between podcasting and streaming audio audiences.

Get in touch!
To explore integrating this data into your planning tools, contact us at reach@podscribe.com



Purchase Incrementality

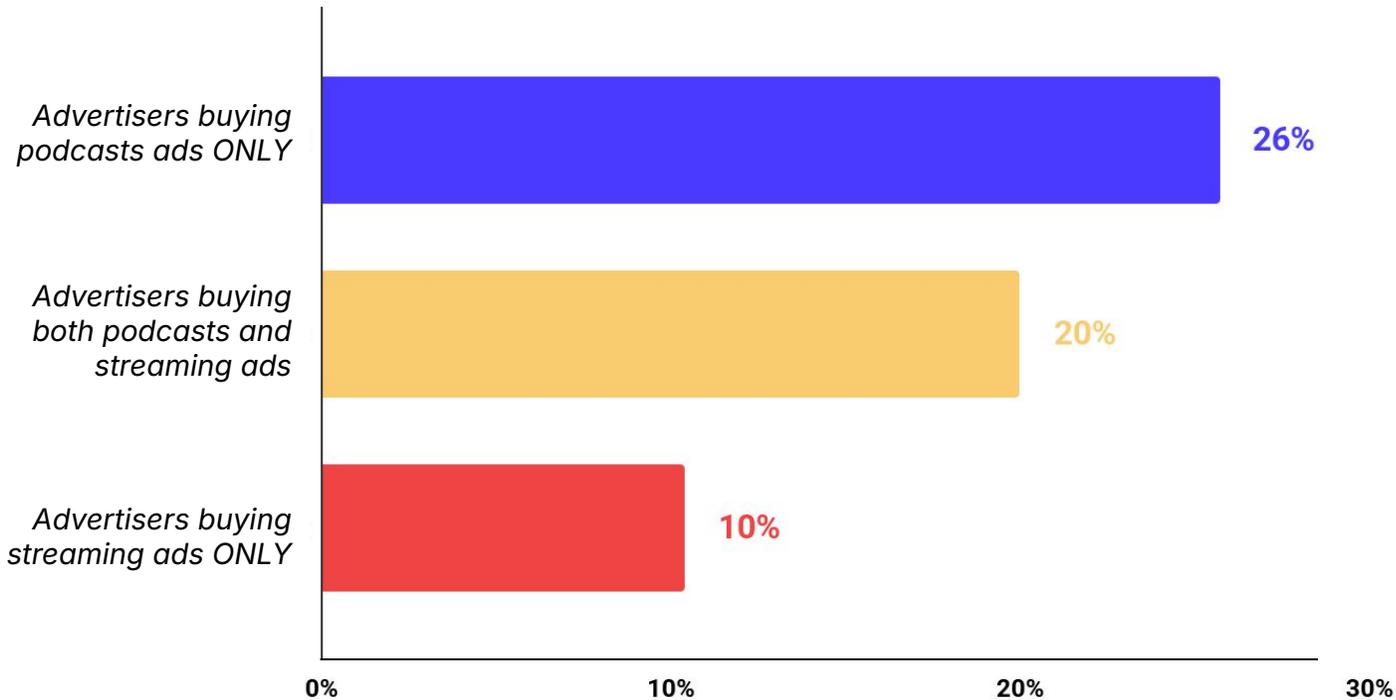
Measuring the true impact of your advertising campaigns on consumer behavior beyond the last click.





Incrementality: Podcasts vs Streaming by Channel

Median Incrementality % by Channel



Podcast Leads

Podcast ads deliver significantly higher purchase incrementality. Listeners are harder to reach elsewhere, making each ad exposure more valuable and unique.



Streaming Overlap

Streaming audiences are easier to reach across different digital channels, which often reduces the measured unique impact (incrementality) of streaming audio ads compared to podcasts.



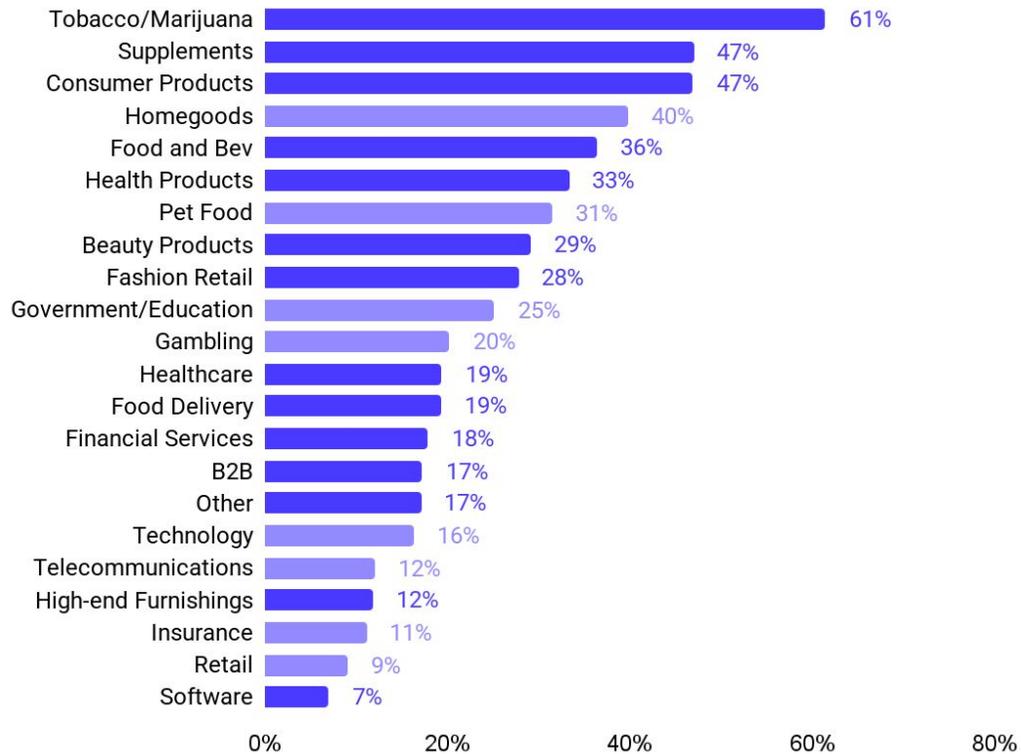
Podcast

Streaming

Incrementality: Podcasts vs Streaming by Advertiser Industry

Podcast

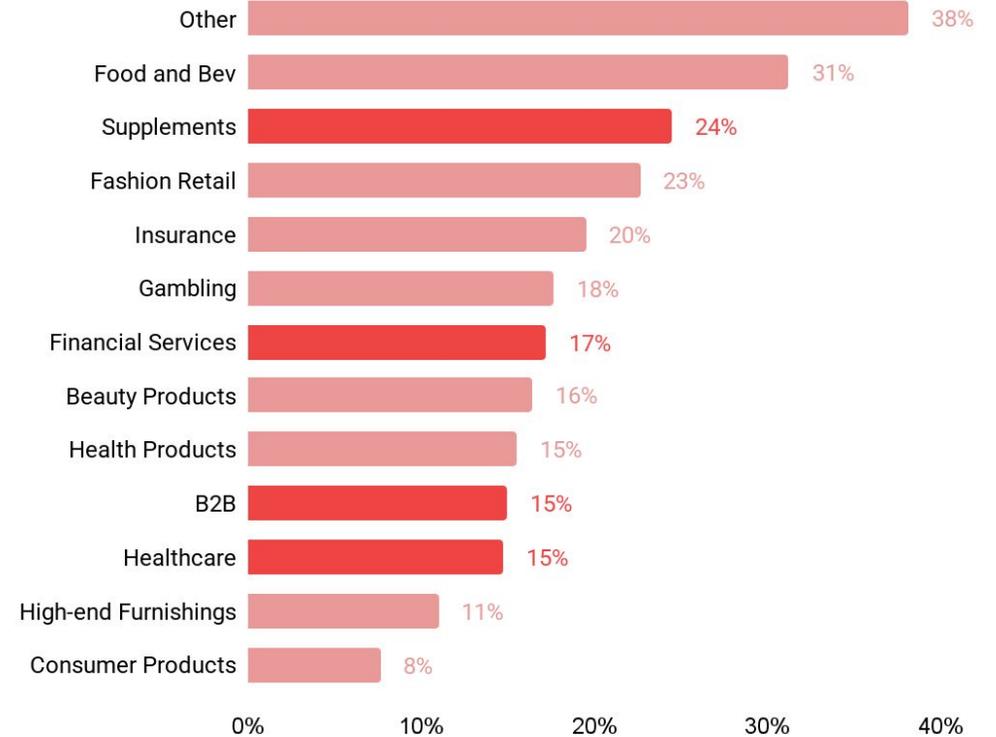
Median Incremental Lift %



Higher Confidence Lower Confidence

Streaming Audio

Median Incremental Lift %



Higher Confidence Lower Confidence



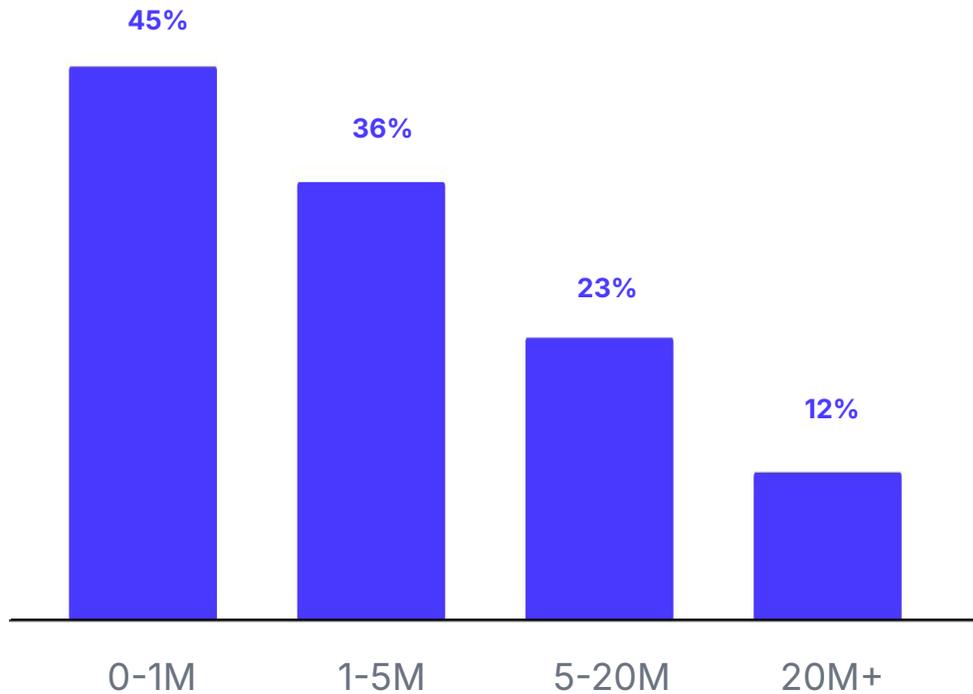
Podcast Streaming

Incrementality: Podcasts vs Streaming by Advertiser Size

Podcast

Median Incremental Lift %

Segmented by Brand's Unique Site Visitors Per Month

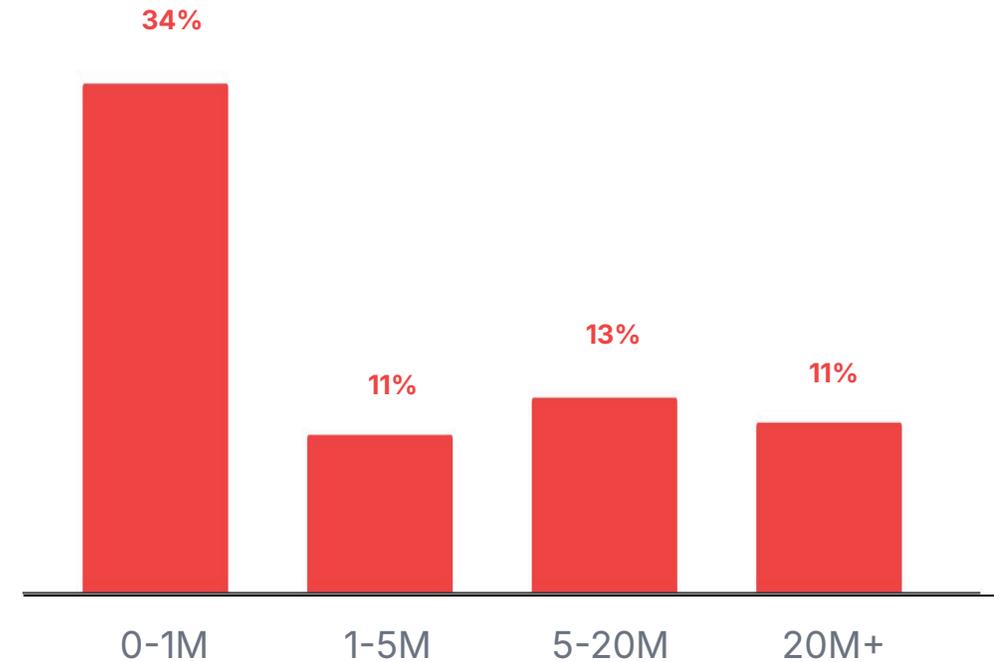


Smaller brands (0-1M visitors) see significantly higher incremental lift (45.2%) compared to larger established brands, likely due to tapping into completely new audiences with less market saturation.

Streaming Audio

Median Incremental Lift %

Segmented by Brand's Unique Site Visitors Per Month



Smaller brands (0-1M visitors) also see higher incremental lift (33.8%) when advertising on streaming audio as well.



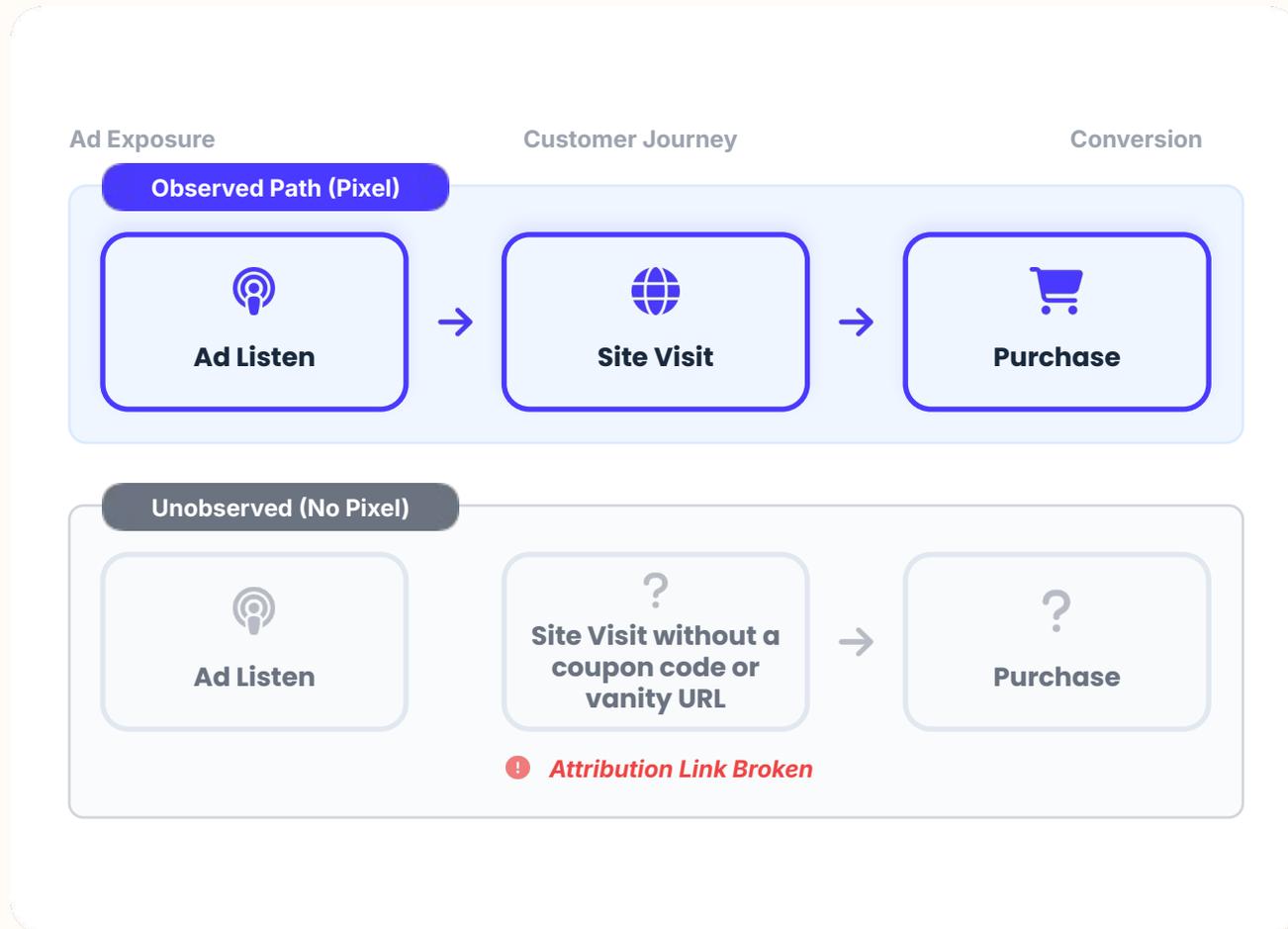
Pixel vs Promo vs Survey

Comparing attribution methodologies to understand the full impact of your podcast advertising





The Attribution Gap Explained



Why Conventional Tracking Fails

- **Cross-Device Behavior**

Listeners often hear an ad on mobile but convert later on desktop. Without pixel-based graphing, this connection is lost.

- **Reliance on Memory**

Audio drives delayed response. Direct visits days later are often misattributed to "Direct" or "Organic" traffic.

- **Delayed Action**

Audiences more often than not forget coupon codes and vanity URLs.

 **~80%**

of actual engagement can be missed without pixel-based attribution and incrementality modeling.

- ✓ **Action: Use pixels for full-funnel clarity**



Attribution Methods Compared



Pixel-Based Attribution

Directly tracks user actions via code placed on advertiser site.



~6.0x

More than surveys

~4.7x

More than Promo/URLs



Traditional Methods



Promo Codes & URLs

~21% Capture Rate

Relies on manual user input; misses majority of organic traffic.

Post-Purchase Surveys

~33% Response Rate

Subject to recall bias and low completion rates.

Conversions Captured Multiplier

● Pixel-Based ● Traditional





Adv. Industry Benchmarks

Deep dive into Visitor Rate, Purchase Rate, CPA, and CPV performance across key market verticals





Industry Highlights



Retail Still On Top

Retail stay within the top 4 for visitor rate (#4, 0.40%), purchase rate (#2, 0.047%), and lowest CPV (#1, \$3.48) and CPA (#3, \$57). Most efficient and effective audio advertising industry.



Media & Entertainment Drives Awareness & Conversions

Media & Entertainment leads the pack in visitor rate (0.52%) and CPA (\$52), with a standout performance at #4 in purchase rate (0.028%) and CPV (\$6.68), showing strong efficiency across campaigns.



Software Drives Visitors But Difficult to Convert

Software is a top performer when it comes to visitor rate (#2, 0.45%) but much lower in purchase rate (#16, 0.012%) compared to other industries.

“



Honorable Mention

Gambling

#1 in Purchase Rate & #2 in Lowest CPA

Drives low engagement, but when users engage, they do so at a relatively higher rate

”



B2B Enterprise vs. B2B Mid-Market vs. B2C Performance



B2B Enterprise

Companies that primarily sell **high-cost, complex solutions** to large organizations. Typical contracts are often \$100,000+ annually, with long sales cycles and procurement involvement.

Median Visitor Rate
0.06%

Median CPV
\$65.26

Purchase Rate and **Median CPA** data are not available for **B2B Enterprise** advertisers as most Purchase for enterprise B2B deals happen with signed contracts and handshakes.



B2B Mid-Market

Companies that sell to businesses, but typically **SMBs, startups, or mid-sized firms**. Average contract values can range in value, but can start as low as \$1,000 annually.

Median Visitor Rate
0.27%

Median CPV
\$7.83

Median Purchase Rate
0.015%

Median CPA
\$270.00



B2C Advertisers

Companies that primarily sell directly to **individual consumers**.

Median Visitor Rate
0.23%

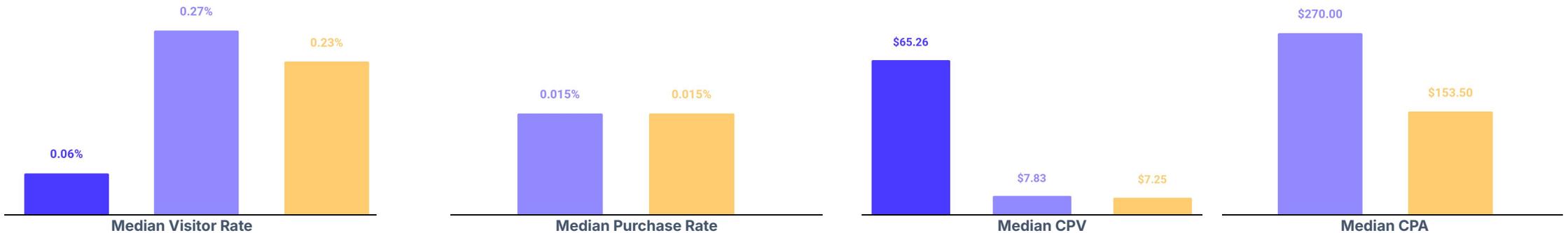
Median CPV
\$7.25

Median Purchase Rate
0.015%

Median CPA
\$153.50

Relative Performance Comparison

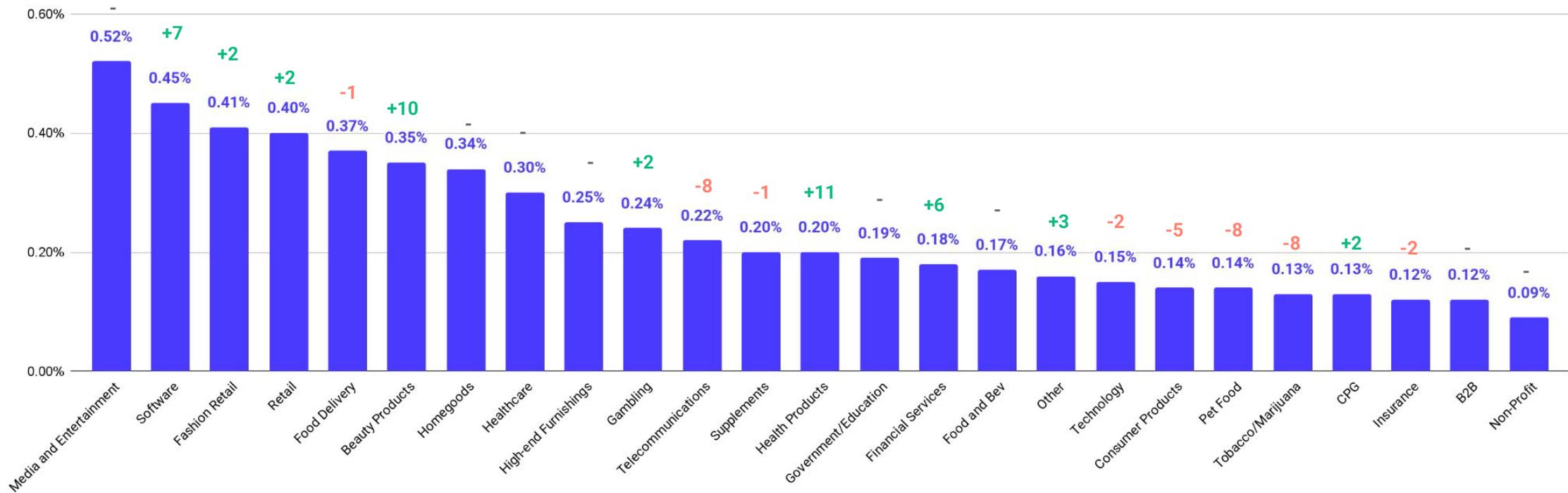
● B2B Enterprise ● B2B Mid-Market ● B2C





Visitor Rate by Advertiser Industry

Median Visitor Rate (%)



Key Insights

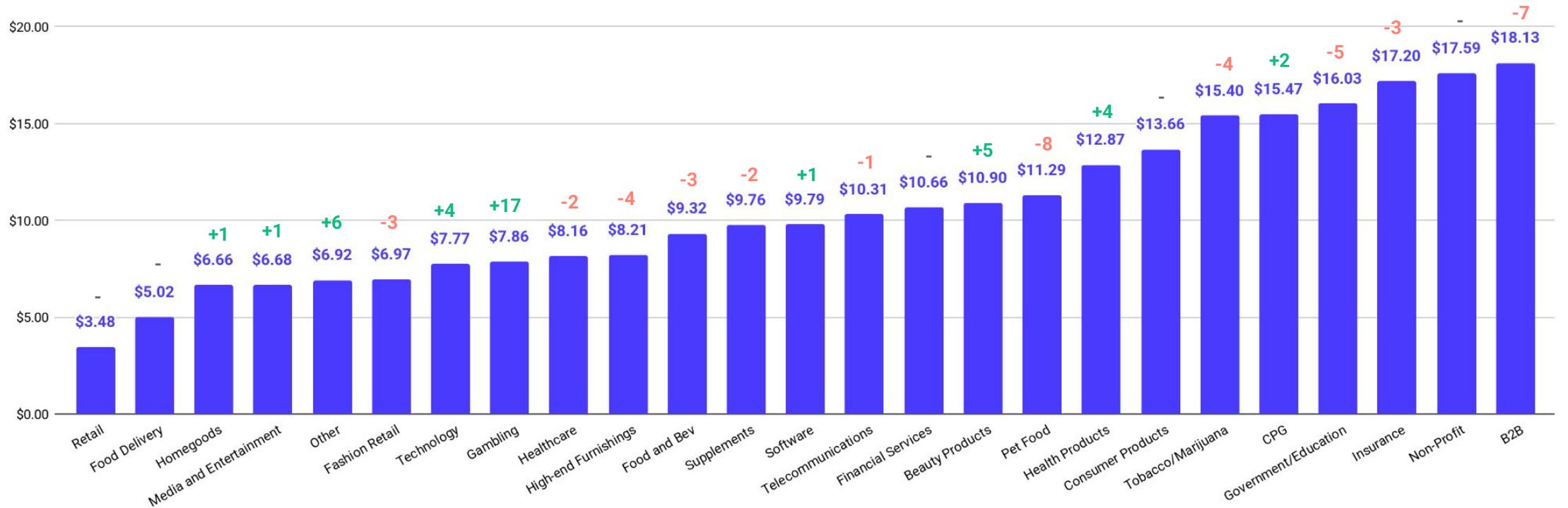
Media & Entertainment leads with the highest visitor rate (0.52%), keeping its top spot. **Software** propelled up 7 places into #2 at 0.45% visitor rate. **Beauty Products** and **Health Products** both saw large performance jumps, at 0.35%, +10 and 0.20%, +11 respectively. **B2B** and **Non-Profit** keeps their places at the bottom of the chart.



Podcast

CPV by Advertiser Industry

Median CPV (\$)



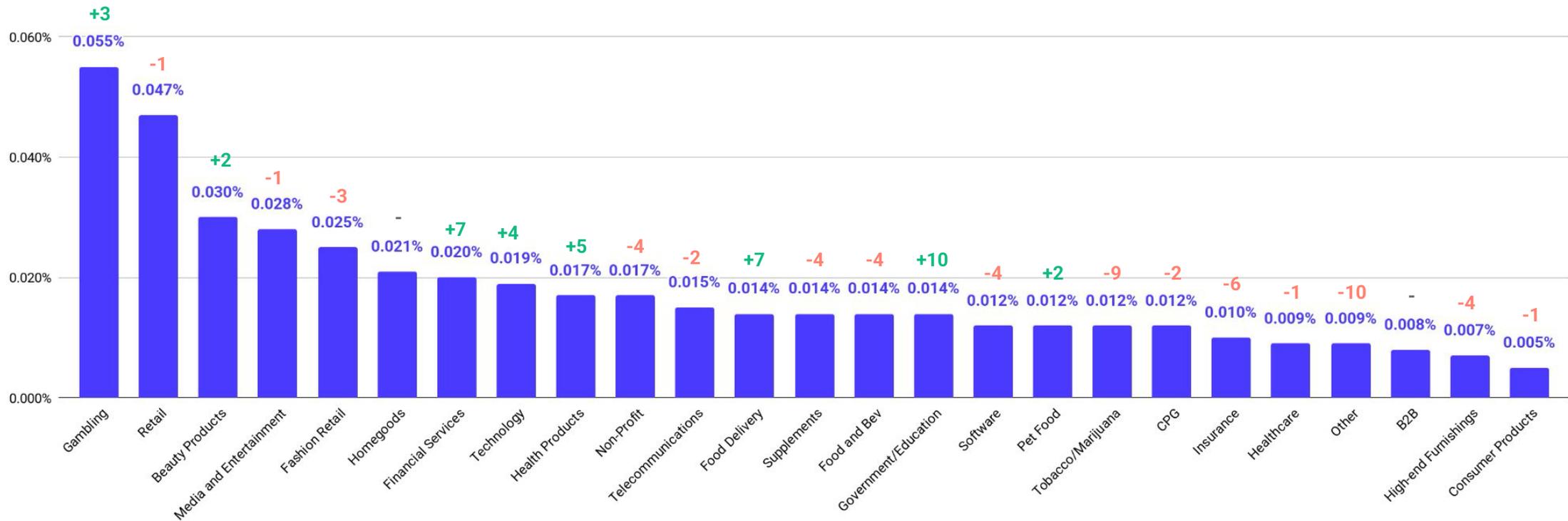
Key Insight

Retail (#1, \$3.48) and **Food Delivery** (#2, \$5.02) remain at the top with the lowest CPV. We saw major gain for **Gambling** this quarter when it comes to CPV efficiency—the industry moved up 17 places into #8 at \$7.86.



Purchase Rate by Advertiser Industry

Median Purchase Rate (%)



Key Insight

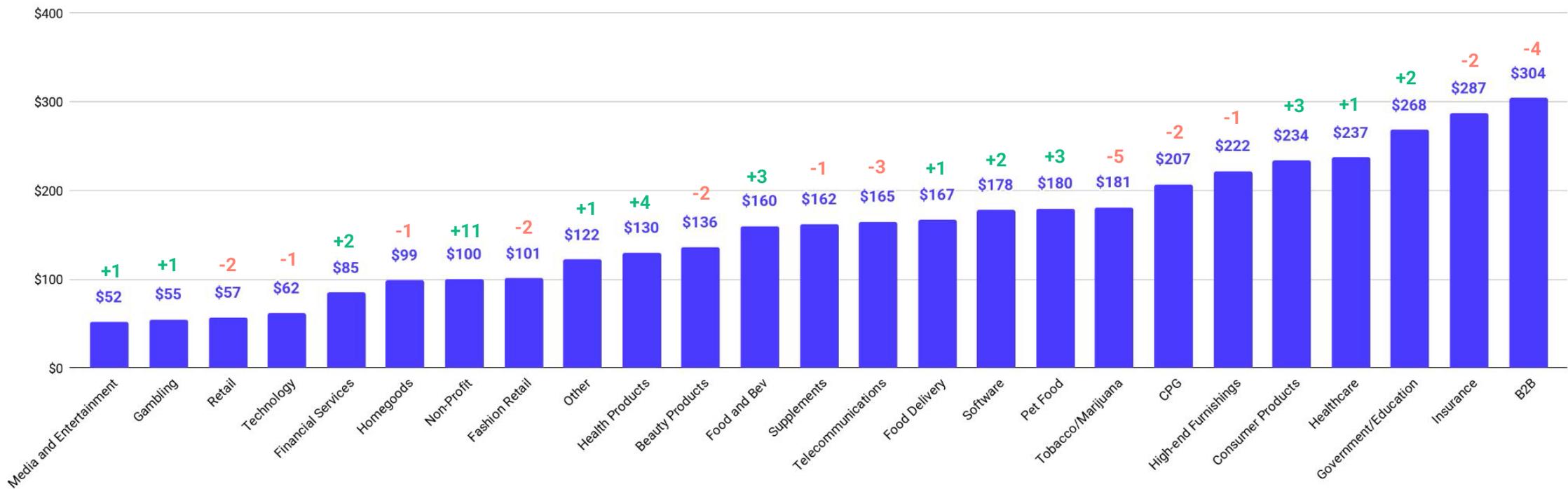
Gambling moves up 3 places into #1 at 0.055% in purchase conversion rate, taking over **Retail** (0.047%). **Financial Services** (0.020%, +7), **Food Delivery** (0.014%, +7) and **Government/Education** (0.014%, +10) saw large performance jumps.



Podcast

CPA by Advertiser Industry

Median CPA (\$)



Key Insight

On a per dollar basis, **Media & Entertainment**, **Gambling** and **Retail** drive the most efficient purchase performance. **Non-Profit** rose 11 places into #7 at \$100 CPA.



Show Genre Benchmarks

Explore performance trends across key content categories and genres





Podcast

Show Genre Highlights



Business – Overall Top Performer

Business leads the pack in overall efficiency, securing the #1 spot in visitor rate (0.51%) and #2 in purchase rate (0.039%), making it a reliable staple.



Health & Fitness – Consistent Performer

Health & Fitness perform consistently across all benchmark metrics, sitting comfortably in the top half for engagement and conversion.



Leisure – Cost Efficient

Despite a lower visitor rate, Leisure stands out as a top performer across purchase rate at #3 (0.038%), #3 in CPV (\$1.99), and #3 in CPA (\$66).



#1

Business

#1 in Visitor Rate & #2 in Purchase Rate

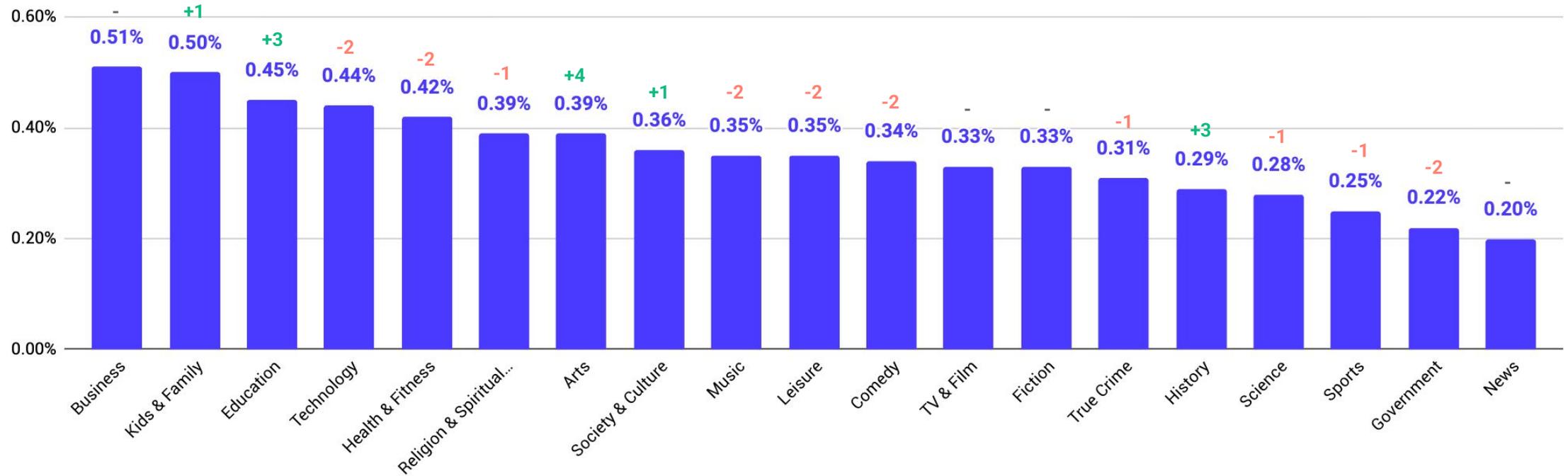
Business dominates visitor & purchase rates, while also being relatively cost-efficient





Visitor Rate by Show Genre

Median Visitor Rate (%)



Key Insight

Education, Business, and Kids & Family podcast drive the most efficient visitation response.



CPV by Show Genre

Median CPV (\$)

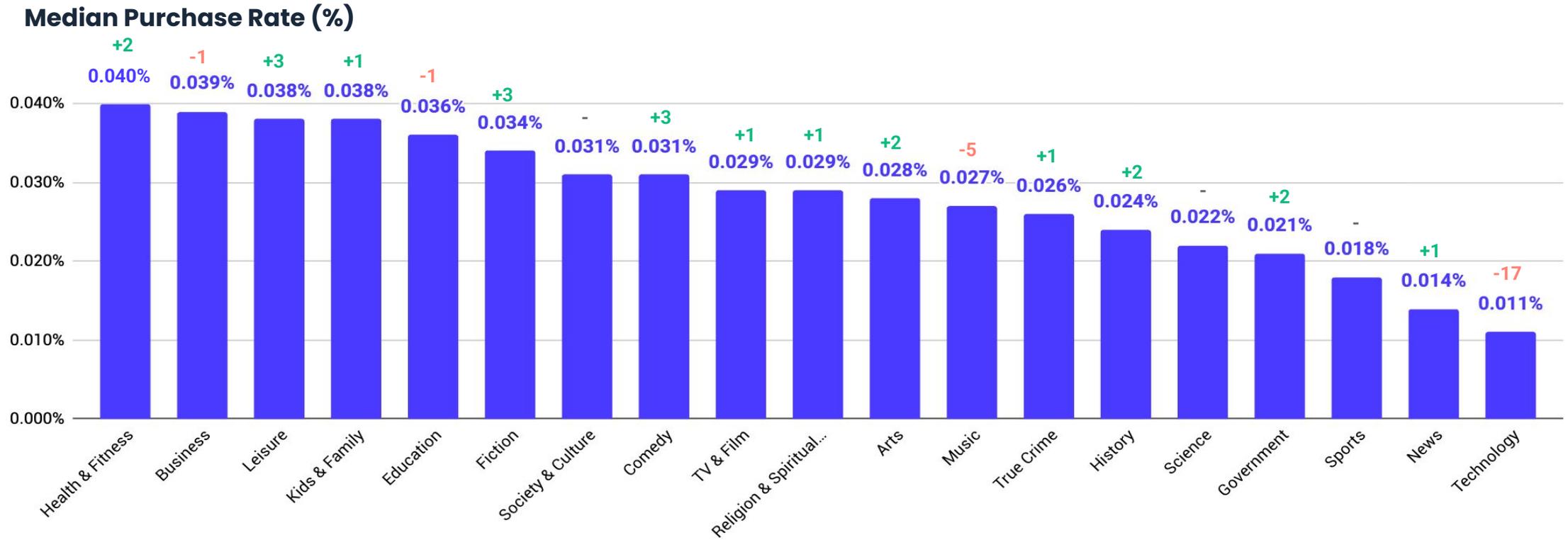


Key Insight

Government, Business, and Leisure shows drive the lowest cost per visitor.



Purchase Rate by Show Genre



Key Insight

Business, Leisure, and Health & Fitness shows deliver the most efficient purchase conversion rates.



CPA by Show Genre

Median CPA (\$)



Key Insight

On a per-dollar basis, **Fiction**, **Leisure**, and **Kids & Family** shows are the most efficient in driving new customers.



Advertiser Industry x Genre

Visitor rate, purchase rate, CPV, and CPA matrices by advertiser industry and podcast genre.





Podcast

How to Read the Benchmark Matrices

💡 Use this to spot "hidden gems"—genres you might not have considered that perform well for your specific industry.

Concept

The Benchmark Matrix is a heat-map style visualization designed to help you quickly identify high-performing combinations of **Show Genres** and **Advertiser Industries**.

Performance Key

- Top Performance**
Above benchmark, high confidence
- Good Performance**
Above benchmark, lower confidence
- Baseline**
At or below benchmark

Structure

Rows: Your Advertiser Industry
Columns: Potential Show Genres to buy

Sample Matrix View

Mini Example



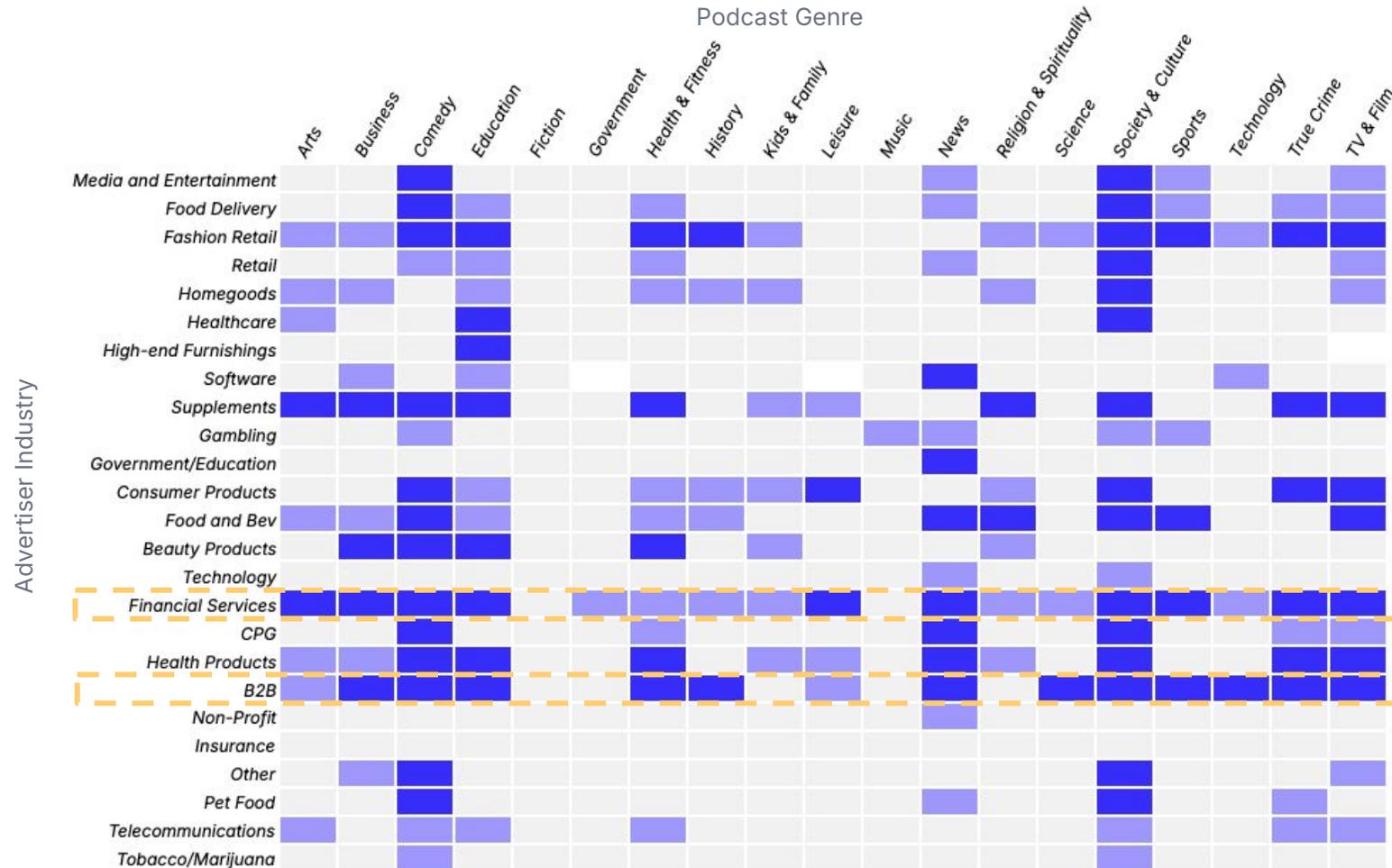
Watch how Matt Drengler (Head of Partnerships) explain it in our webinar here →



Podcast

Visitor Rate – Industry x Genre

Use this matrix to match your industry with high-performing genres.



Performance Key

Top Performance

Above benchmark, high confidence

Good Performance

Above benchmark, lower confidence

Baseline

At or below benchmark

Analysis

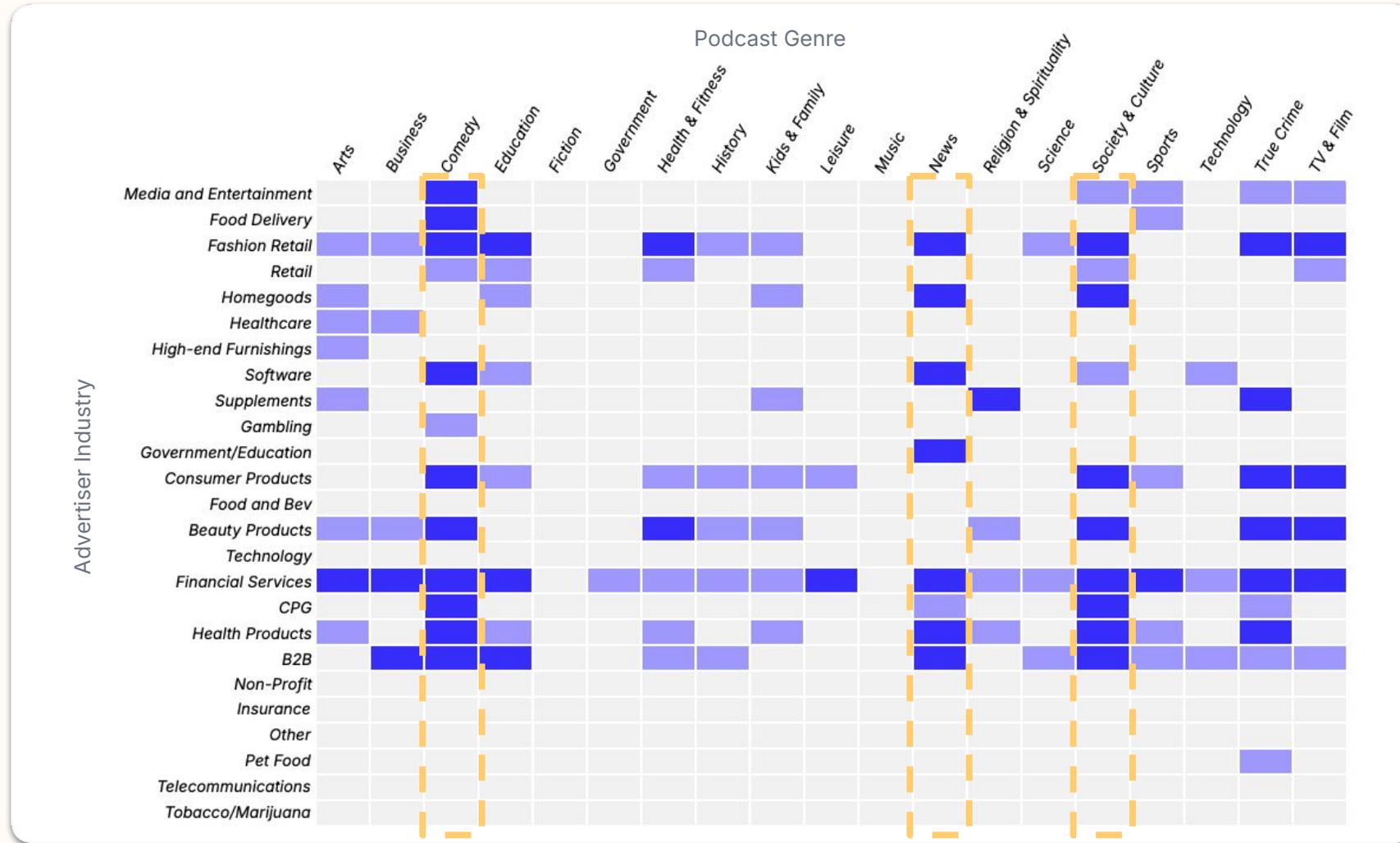
B2B and Financial Services advertisers see above-benchmark visitation rates across many different genres, allowing them to drive brand engagement more easily



Podcast

CPV – Industry x Genre

Use this matrix to find cost-efficient placements.



Performance Key

- Top Performance**
Above benchmark, high confidence
- Good Performance**
Above benchmark, lower confidence
- Baseline**
At or below benchmark

Analysis

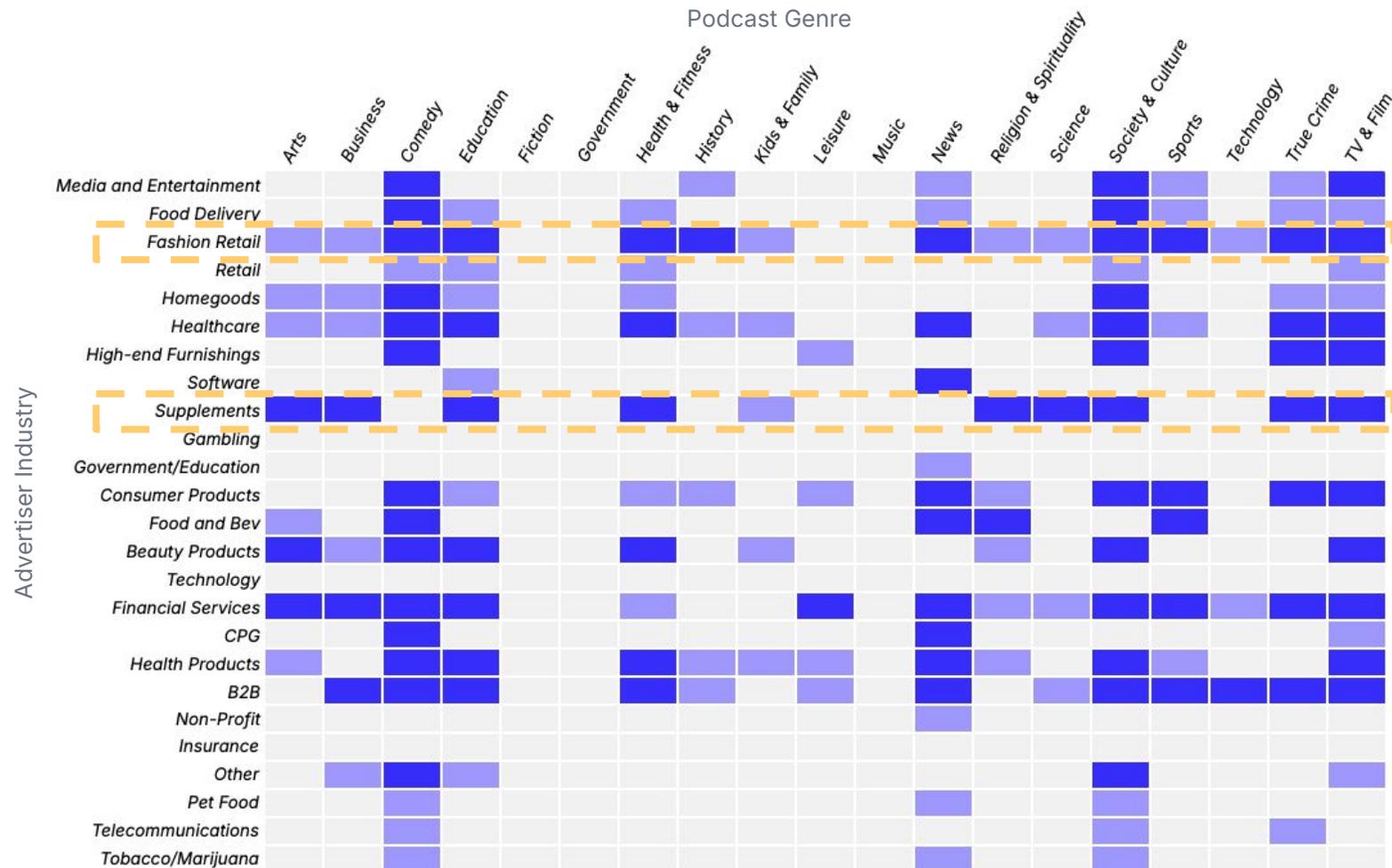
Comedy, Society & Culture, and News drive better-than-benchmark brand engagement on a per dollar basis across many advertiser industries, making them staples for most media plans



Podcast

Purchase Rate – Industry x Genre

Identify high-converting genre matches.



Performance Key

Top Performance

Above benchmark, high confidence

Good Performance

Above benchmark, lower confidence

Baseline

At or below benchmark

Analysis

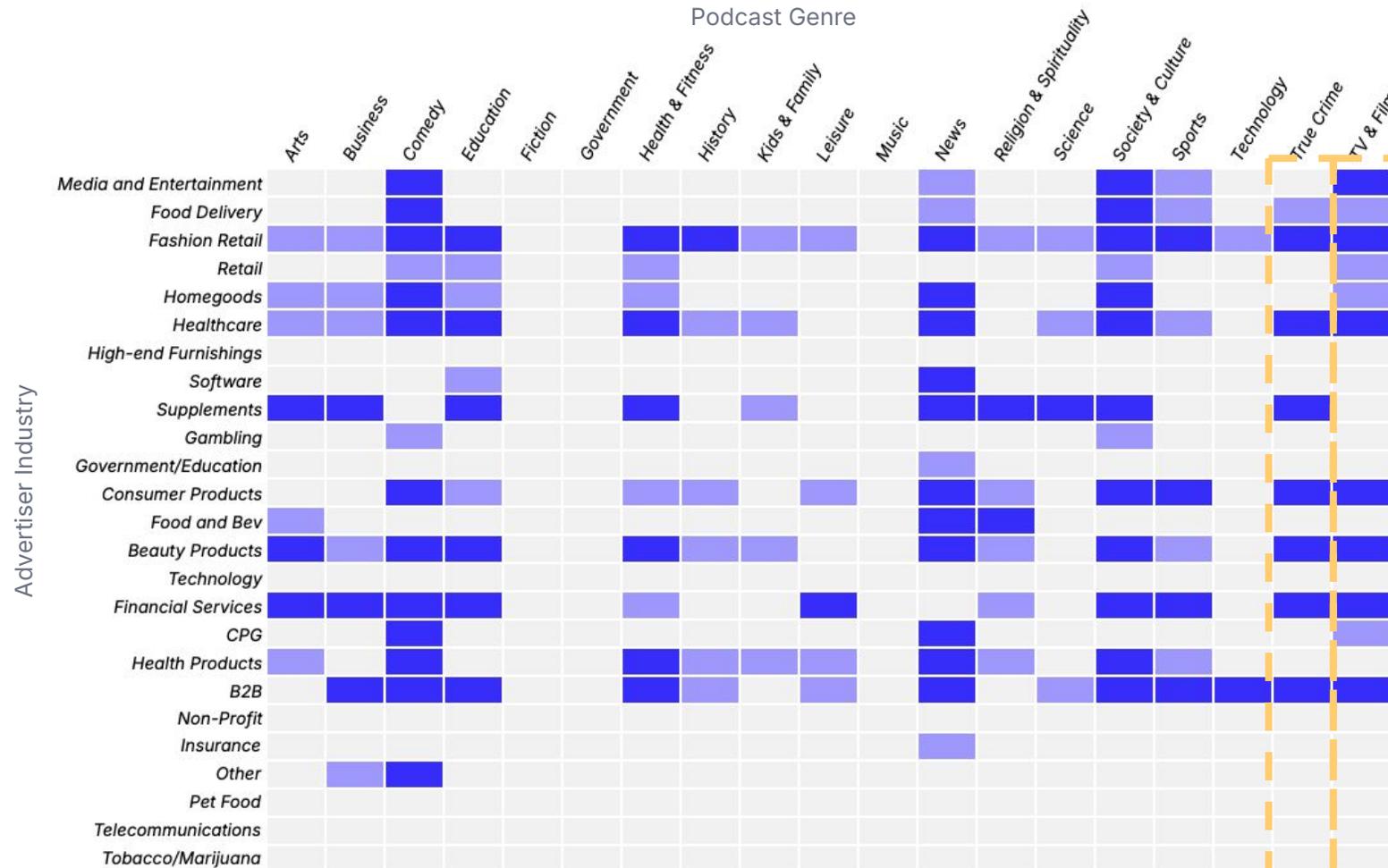
Fashion Retail and **Supplements** see efficient purchase rates across many genres, however they should avoid Music, Fiction, and Government podcasts as they don't produce worthwhile conversion rates.



Podcast

CPA – Industry x Genre

Identify the most efficient genres for your industry.



Performance Key

- Top Performance**
Above benchmark, high confidence
- Good Performance**
Above benchmark, lower confidence
- Baseline**
At or below benchmark

Analysis

True Crime and **TV & Film** stand out as genres that drive efficient conversions on a per-dollar basis, including Healthcare, Consumer Products, and B2B



Ad Load



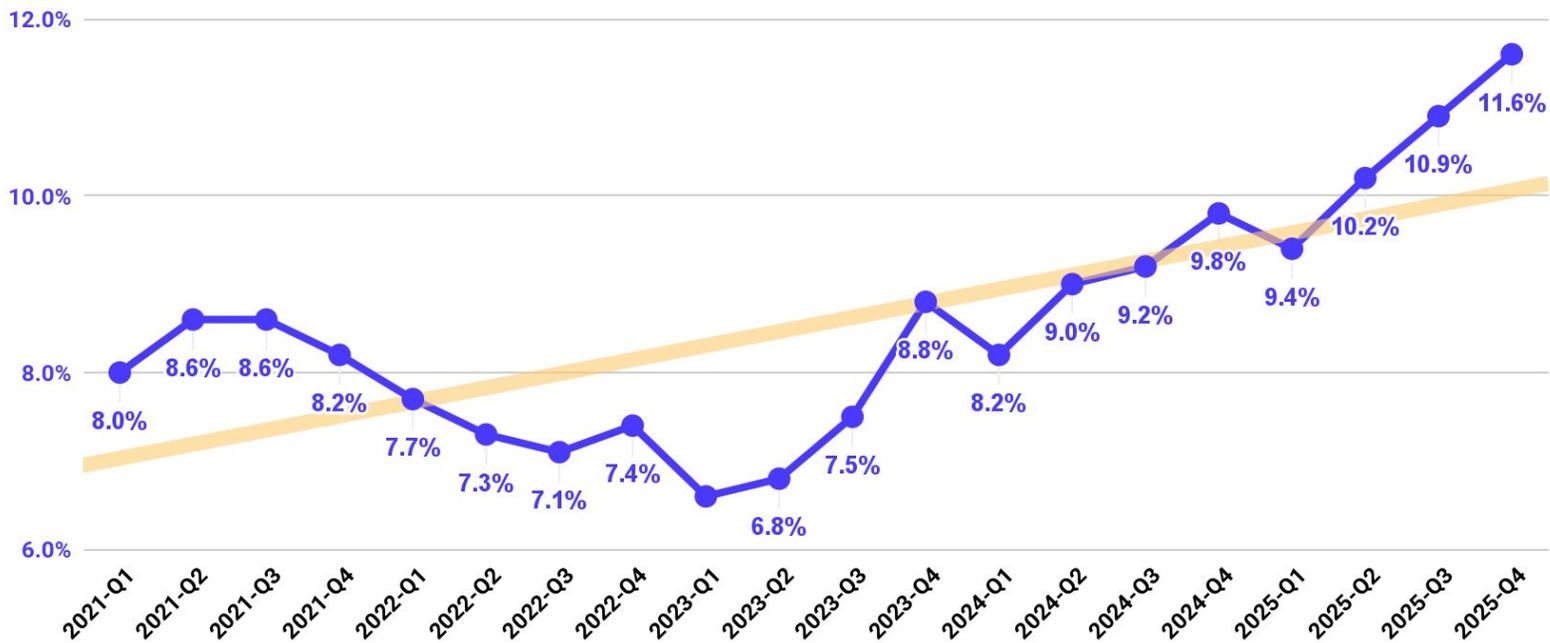


Podcast

Ad Load by Quarter (Q1 2021 – Q4 2025)

Average Ad Load Percentage

Trend Line Quarterly Average



Most Recent Completed Quarter: Q4 2025

11.6% ↑ 6.4%

Ad load rises again this past quarter, after last quarter's all time high.

Trend Analysis

The chart shows a gradual increase in average ad load over time, rising from about **8.0% in Q1 2021** to roughly **9–11% by 2024–2025**.

Although there are periodic fluctuations from quarter to quarter, the overall pattern points to a **clear upward trend in ad density** across the period.

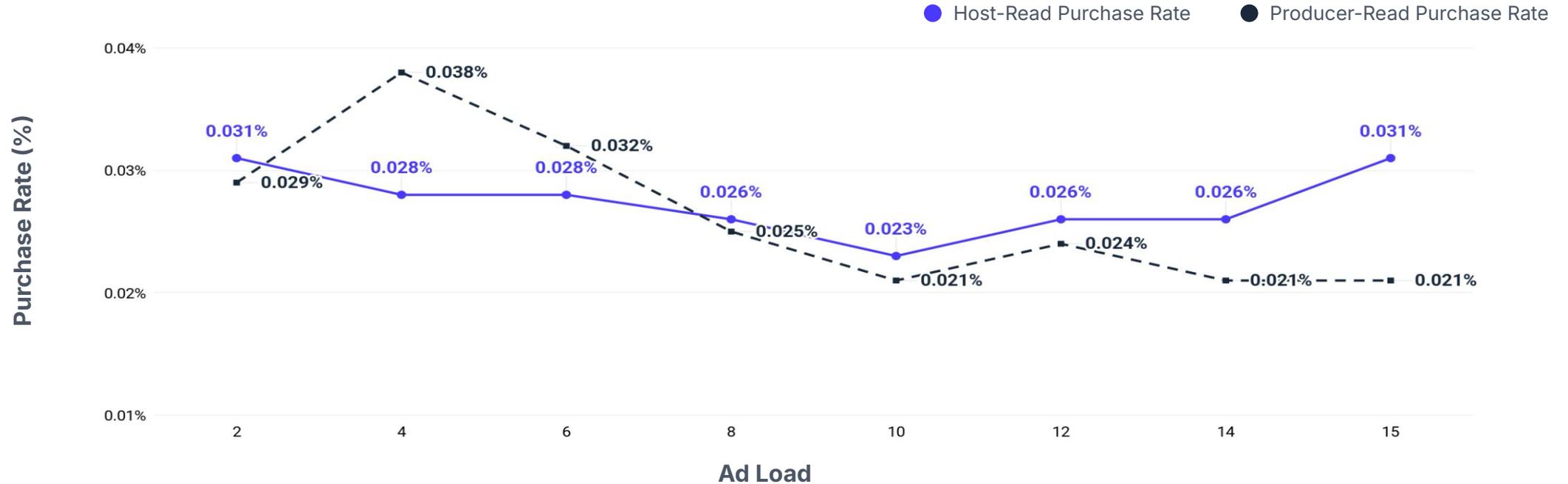


Definition

Ad Load is the percentage of content time occupied by ads. (e.g., 5 mins of ads in a 100 min episode = 5%).

Host-read ads hold up better under higher ad load than producer-read ads.

Ad Load: Host-Read vs Producer-Read



- While both see declines as ad load increases, host-read endorsements maintain a significantly higher purchase rate despite higher ad loads compared to pre-produced creatives.



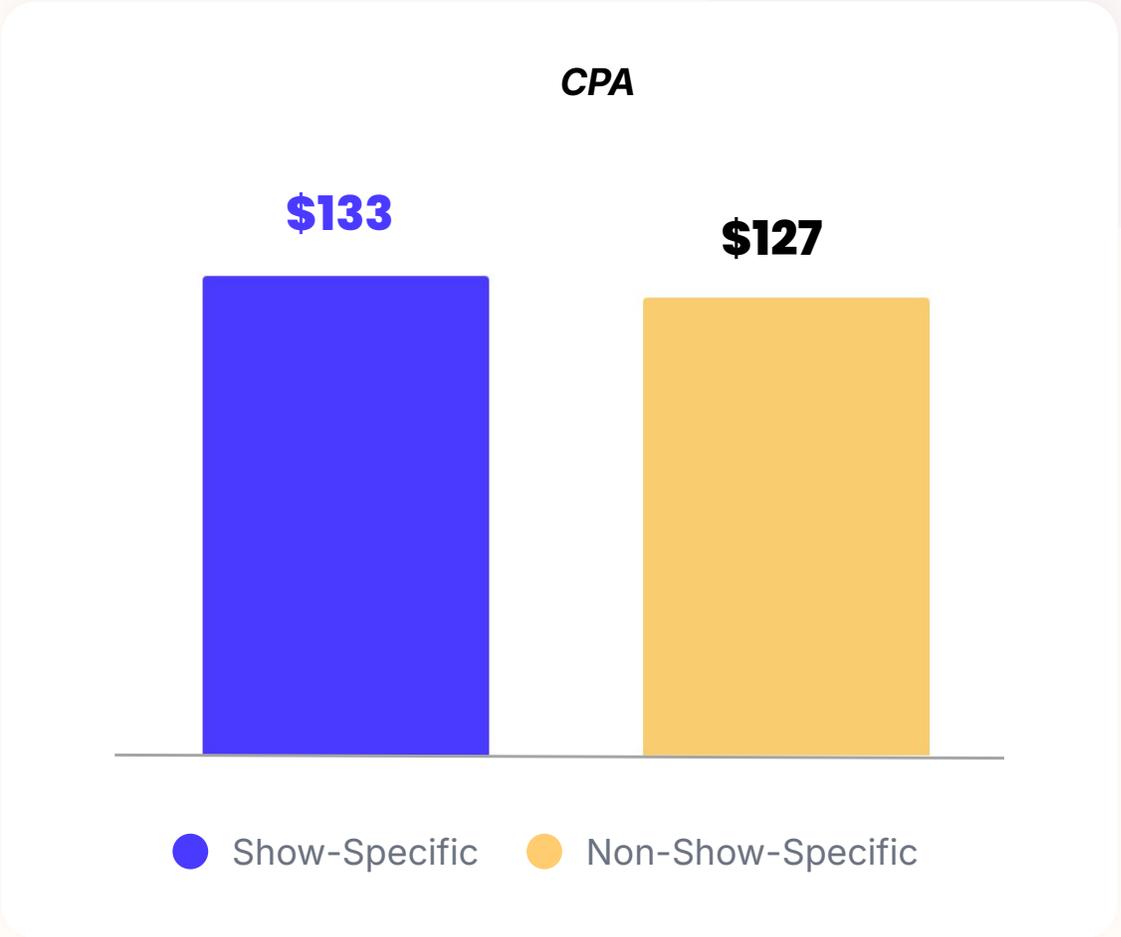
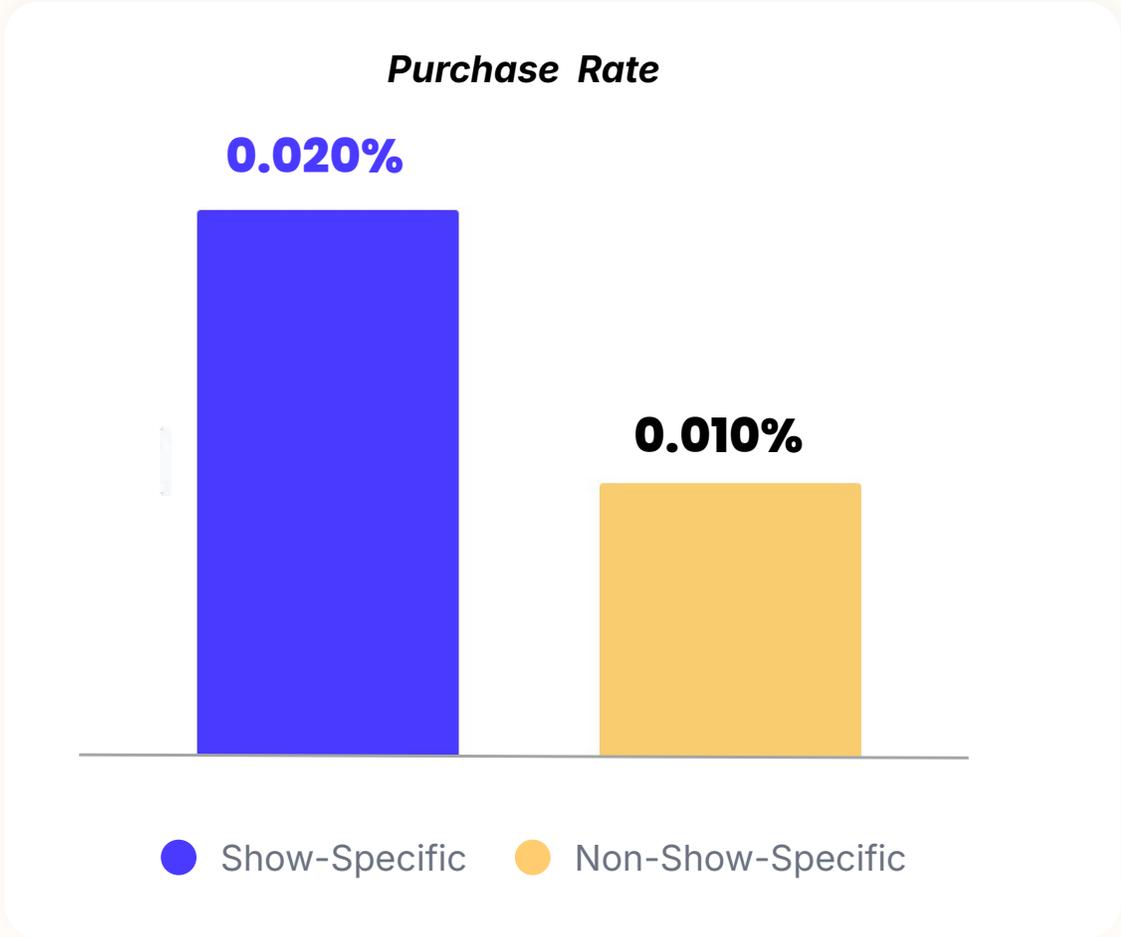
Buy Types

Show-specific vs. non-show-specific, episodic vs. impression-based and host-read vs. producer-read





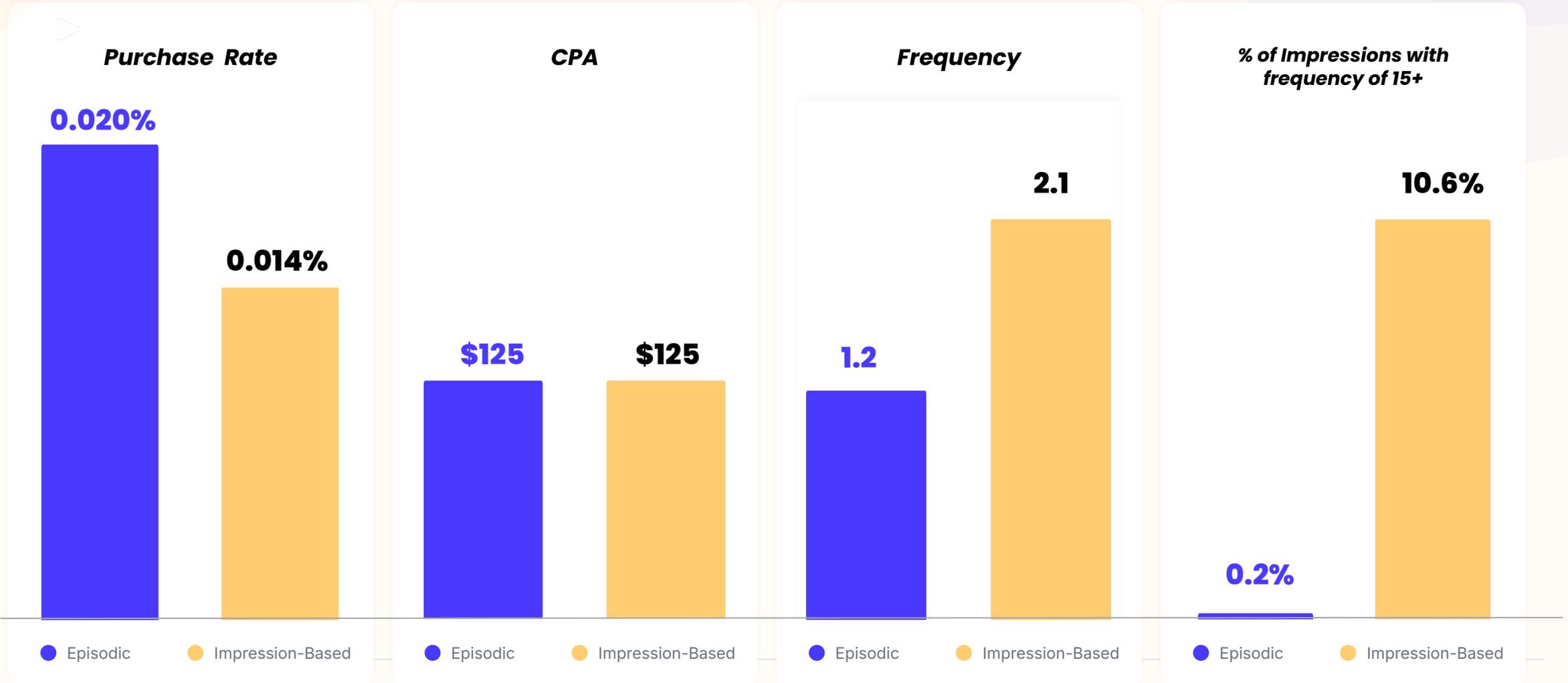
Show-Specific buys outperform per impression, yet are comparable per dollar to Non-Show-Specific buys.





Podcast

Episodic buys drive higher conversion rates at a comparable efficiency per dollar as impression-based buys.

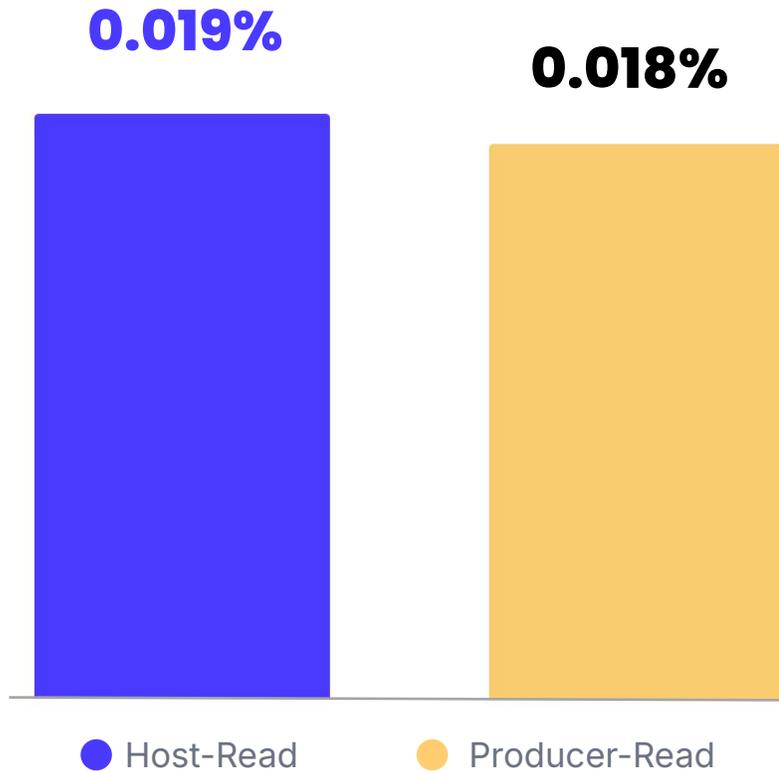




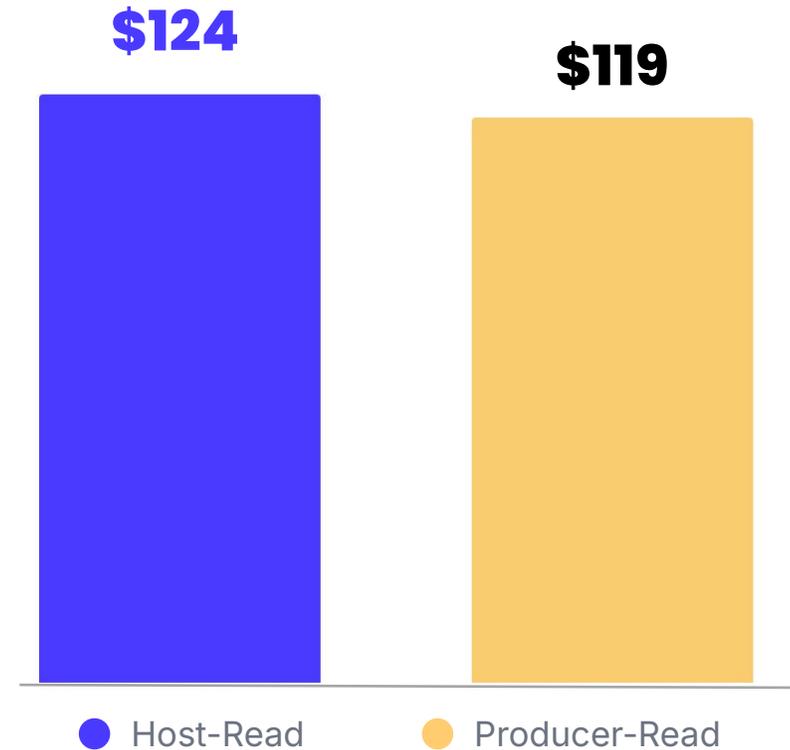
Podcast

Host-read ads are still more efficient per impression & dollar than producer-read ads

Purchase Rate



CPA





Unlock insights from a performance advisor

Meet the Podscribe AI Chatbot





Say Hello to Podscribe AI!



Crime Junkie
Does hearing about a true crime case always leave you scouring the internet for the truth behind the story? Dive into your n...

By Audiochuck Red Seat Ventures True Crime

	Dis. Per Mo.	Dis. Per Ep.	Engagement
	~14.8M	~26.7M	~2.5M
			3.4★ 0.2

	Ad Load	Renewal Rate	Fill Rate	Host Read	Direct Resp.
	11%	3%	51%	34%	94%

TOP ADVERT. C M D More

401k★ 114k★ 416k★

Episodes Sponsors Audience Similar Topics Content Rating SmartPromos

New AI chat

Ask anything

- Get insights from past PPB reports
- Help navigating the platform
- Summarize the past 5 episodes
- Audience demographics of this show
- Sponsors of this show

Crime Junkie

Who are Crime Junkie's past sponsors?

[Read the blog post to learn more →](#)

What Podscribe's AI Chatbot can do:

Podscribe's AI chatbot helps advertisers, agencies, and publishers quickly turn podcast data into insights. The tool connects directly to Podscribe's data layer — including show transcripts, brand safety signals, podcast topics, historical sponsors, and our Performance Benchmark reports.

Example Use Cases

- **Ask for performance tips based on past PPBs**
"What is the best performing ad length, based on past PPB findings?"
- **Get quick podcast summaries**
"What are the top topics discussed in the latest episode of NPR Up First?"
"What are the recurring topics discussed in The Ezra Klein Show?"
- **And... many more!**

Test it out! [Let us know what you think! →](#)



Findings From Past PPB Reports





Net New Reach

The impact of reaching new listeners on performance





Podcast

Reaching fresh listeners drives better performance, both per impression and dollar across advertisers



72-73% of advertisers saw strong CPA improvements with higher NNR.

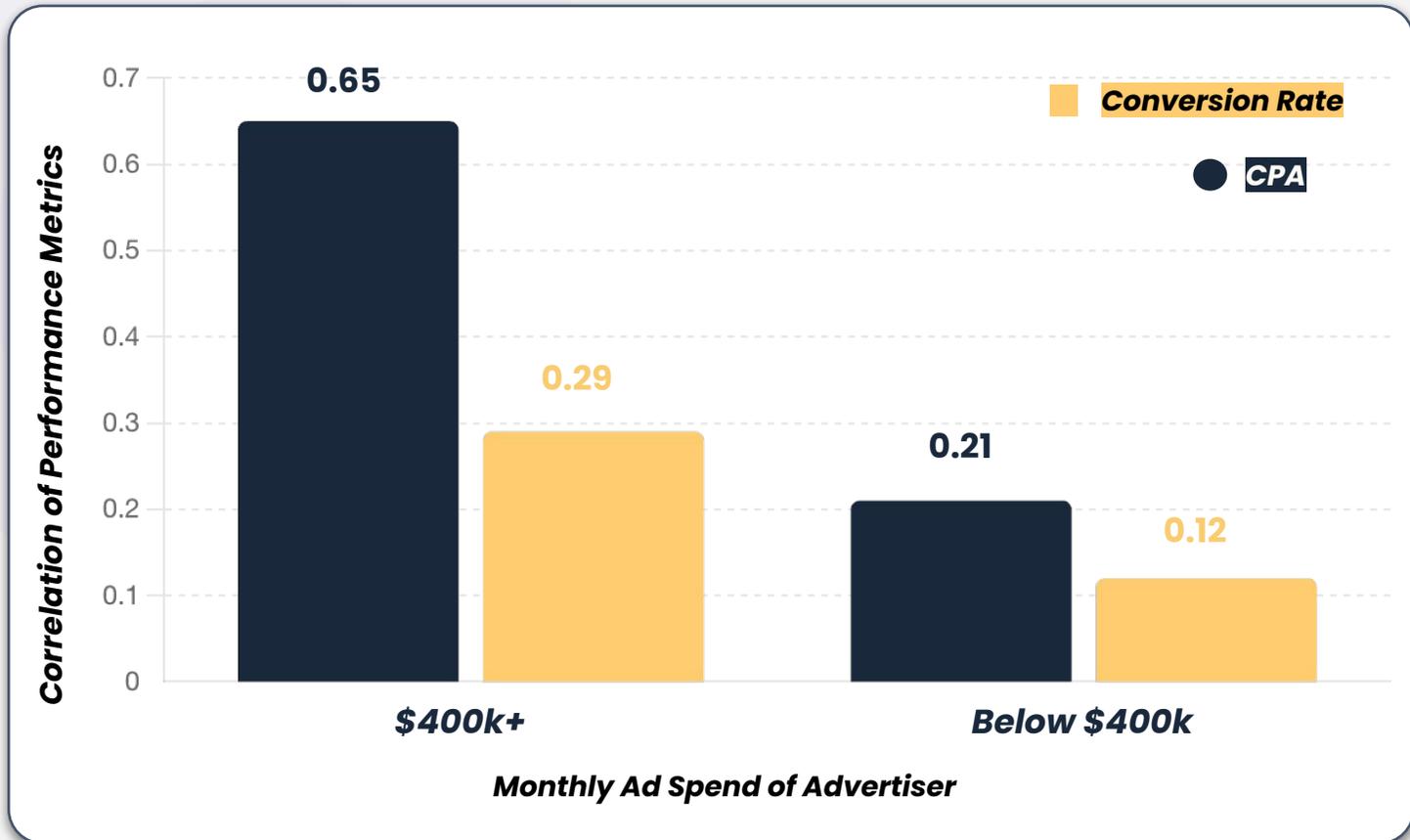
60% of advertisers saw positive correlation between conversion rate and NNR.

Net New Reach (NNR) is the % of listeners in a campaign who are hearing your ads for the very first time.



Podcast

Bigger brands see stronger performance from Net-New Reach



Higher Net New Reach → better performance

Both CPA and conversion % improve as campaigns reach more *first-time* listeners.



Highest correlation for large advertisers

200M+ impression advertisers (with \$400k+ monthly ad spend) likely gain the most from expanding to new, untapped audiences.



Stronger lift in CPA than conversions

Brands are more likely to see improved CPA than conversion rate as Net New Reach rises.

*Correlation is measured with a number between -1 and 1. For example: '1' means there is positive correlation, so as Net New Reach goes up, CPA gets better. '-1' means the opposite: as Net new Reach goes up, CPA gets worse. A 0 means there's no correlation, meaning as Net New Reach goes up, there's no clear pattern in the behavior of CPA.



Ad Length

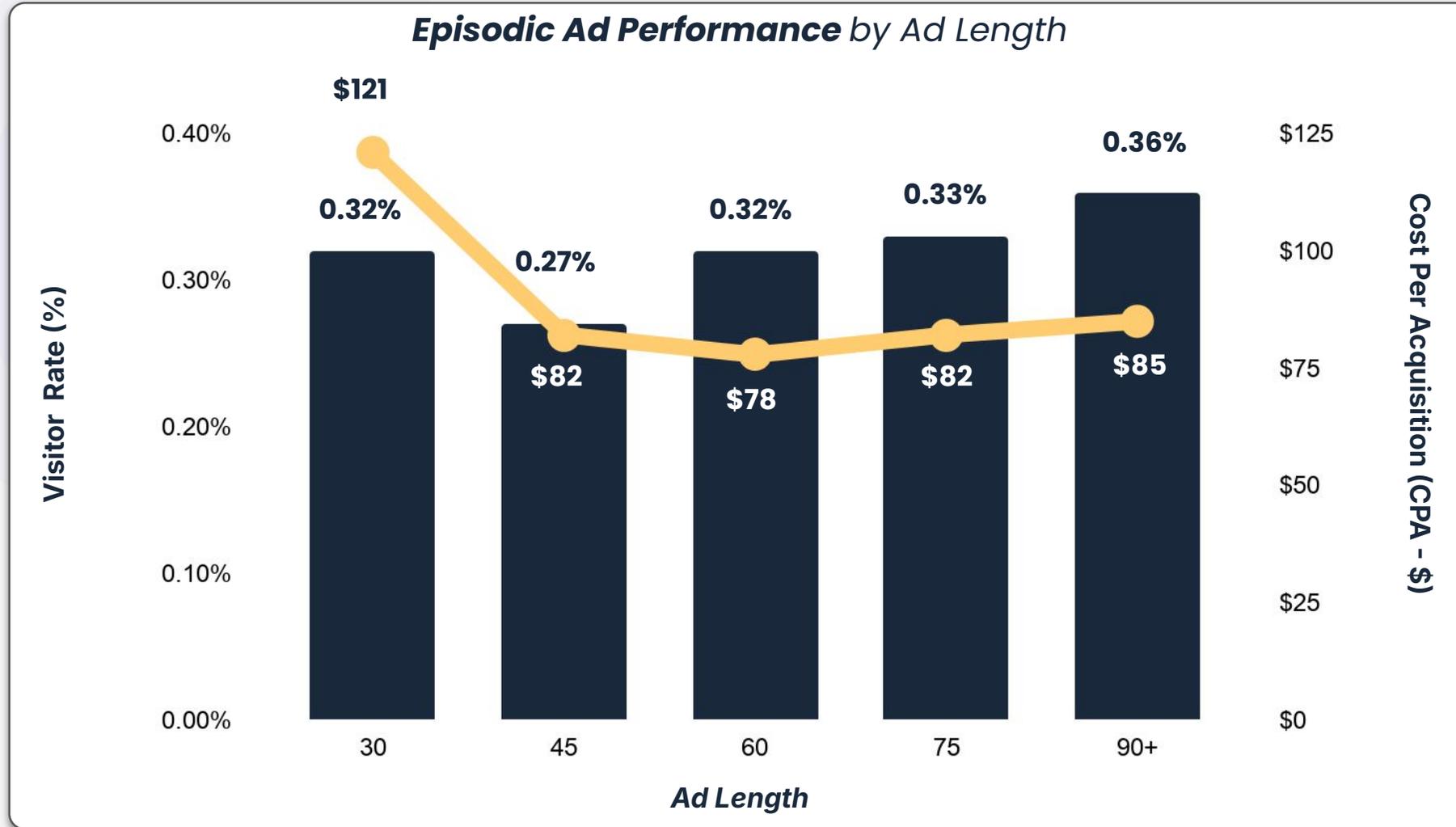
Performance analysis by creative duration





Podcast

Performance increases with ad length.





Buy Types

By device, application, placement, DMA[®], state

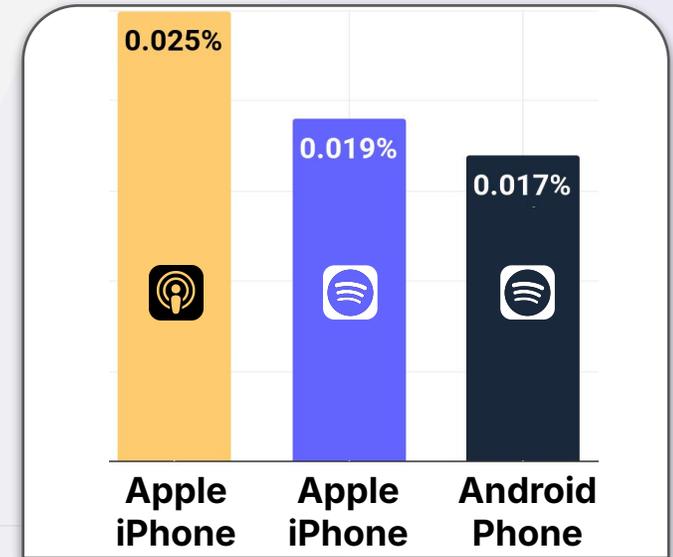
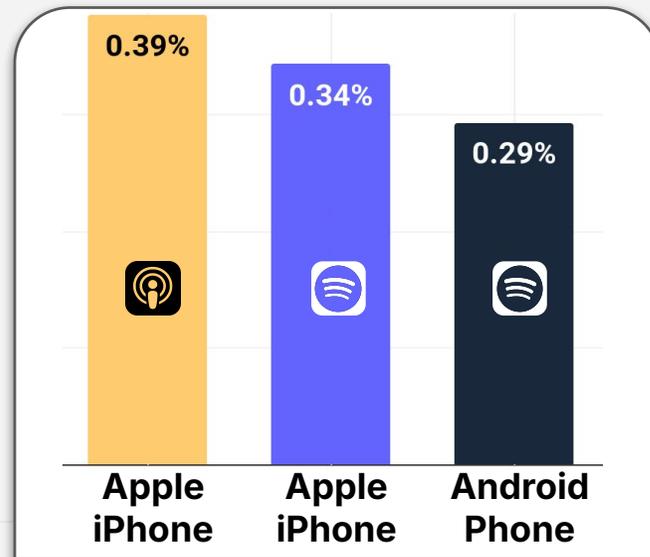


Apple Podcast on iPhone is the clear leader

			Visitor Rate	Conversion Rate
		Apple Podcasts	0.39%	0.025%
		Spotify	0.34%	0.019%
		Spotify	0.29%	0.017%

Apple Podcasts on iPhone is the clear leader in both visitor and conversion rate.

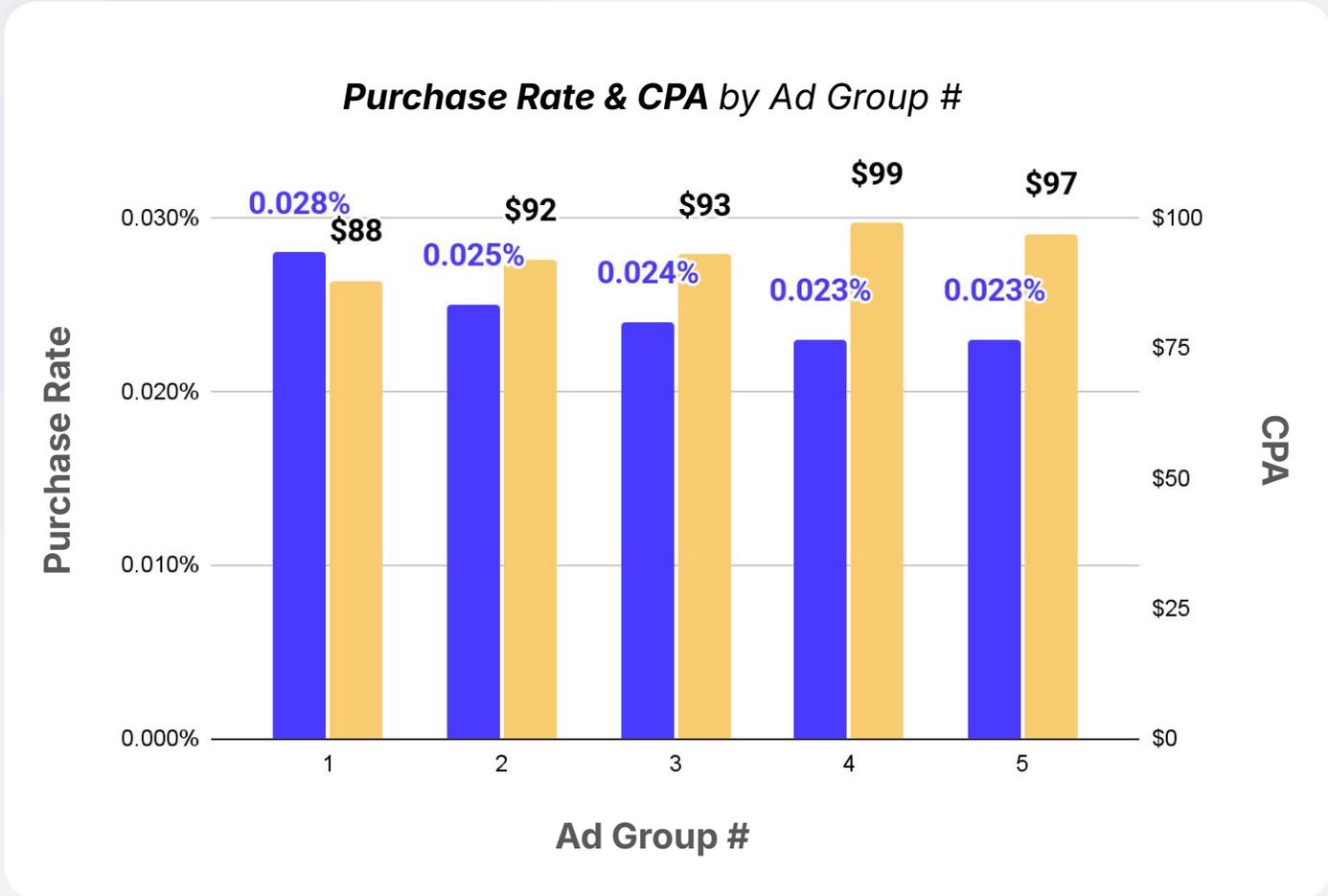
Spotify on Android shows the weakest performance across both metrics.





Podcast

Ads earlier in the episode perform better on a per-dollar *and* per-impression basis.



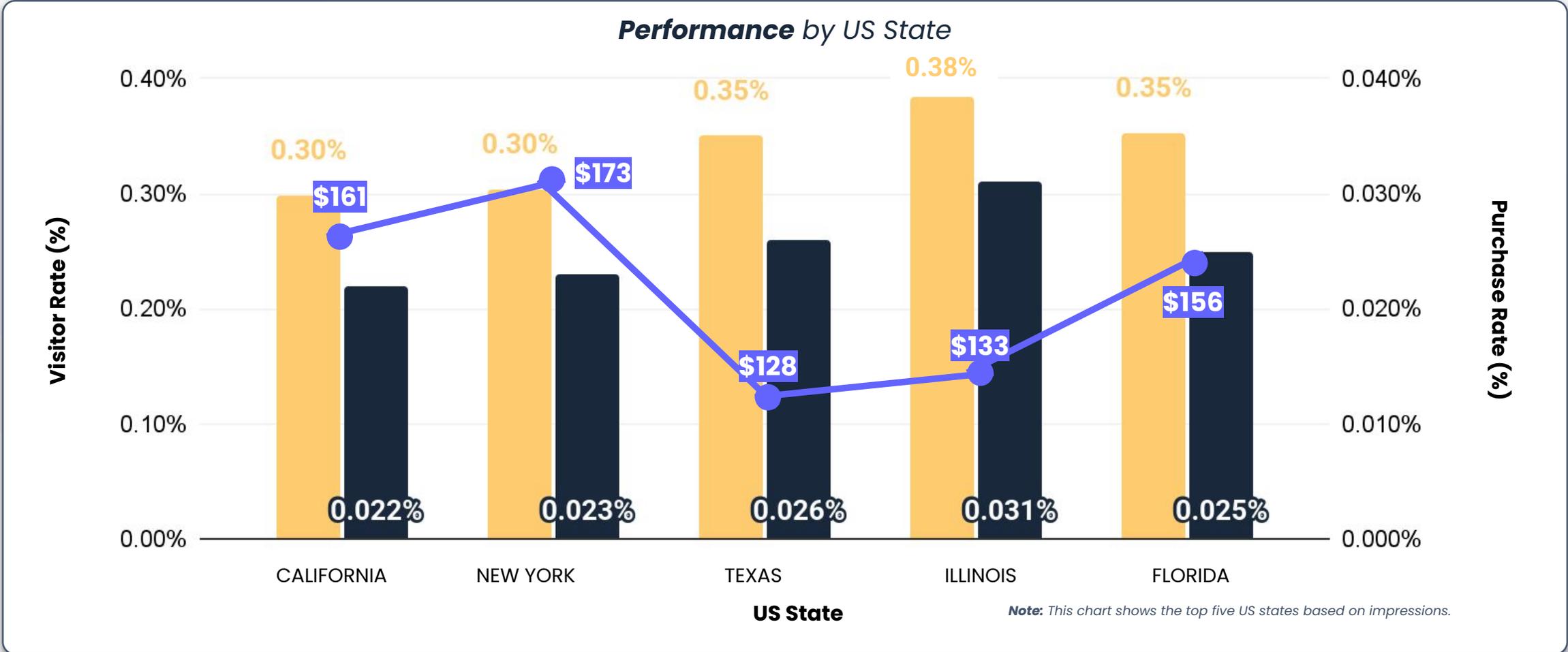
In podcasting, ad impressions are downloads, not actual listens.

So, 'downloads' of ads earlier in the episodes likely have a higher chance of being listened to.



Podcast

Texas sees the lowest CPA but comparable per impression performance



Visitor Rate (%) Purchase Rate (%) CPA (\$)



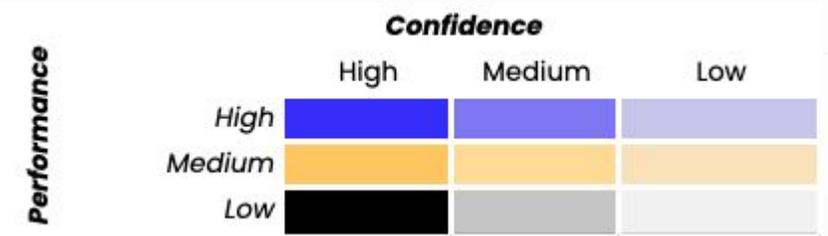
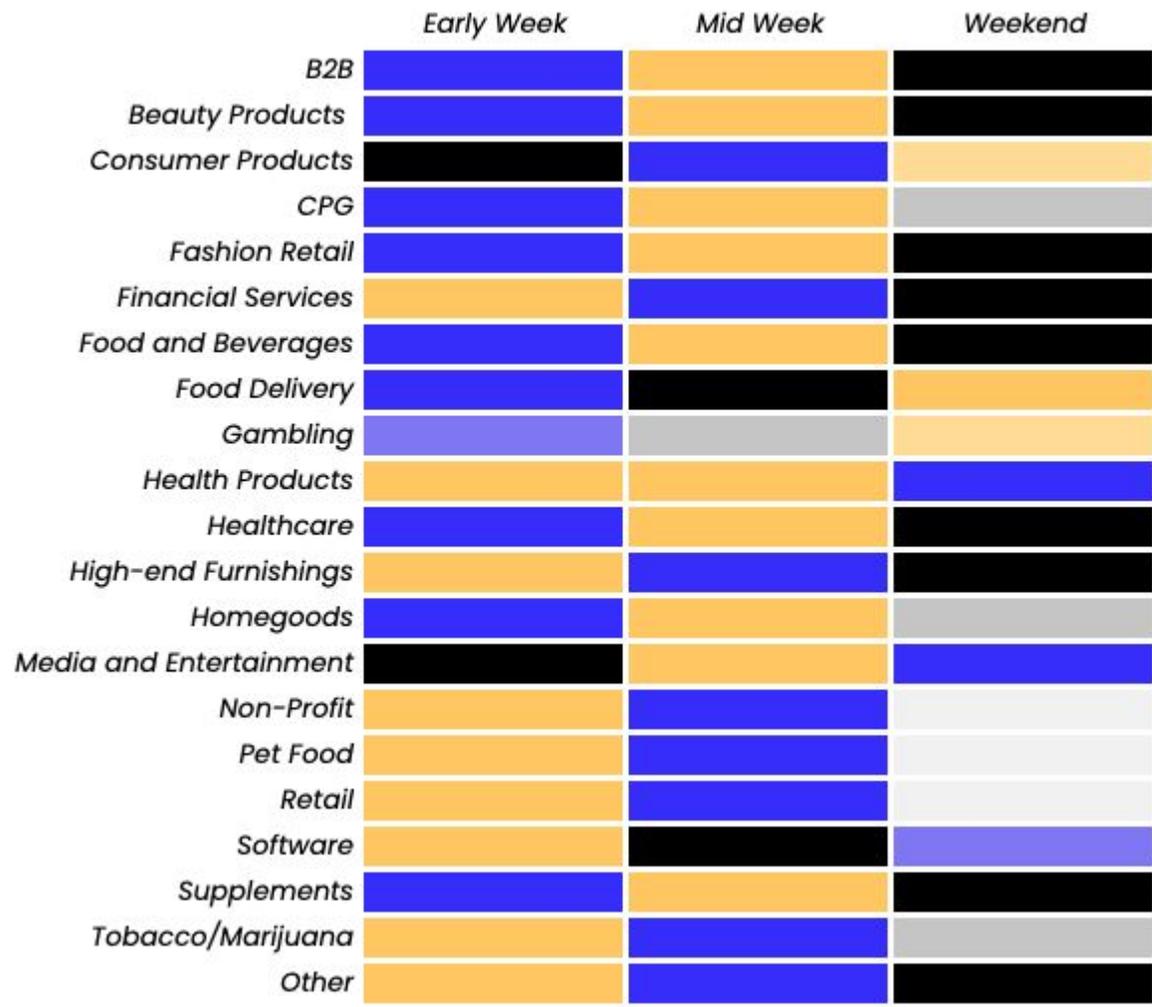
Adv. Industries by Day of Week



Podcast

Visitor Rate – Day of Week

💡 Use this matrix to identify optimal ad timing.



Analysis

Majority of the advertisers across industries see higher visitor rates early and mid-week as compared to the weekend.

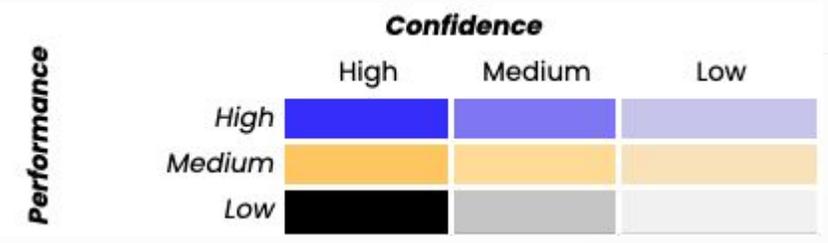
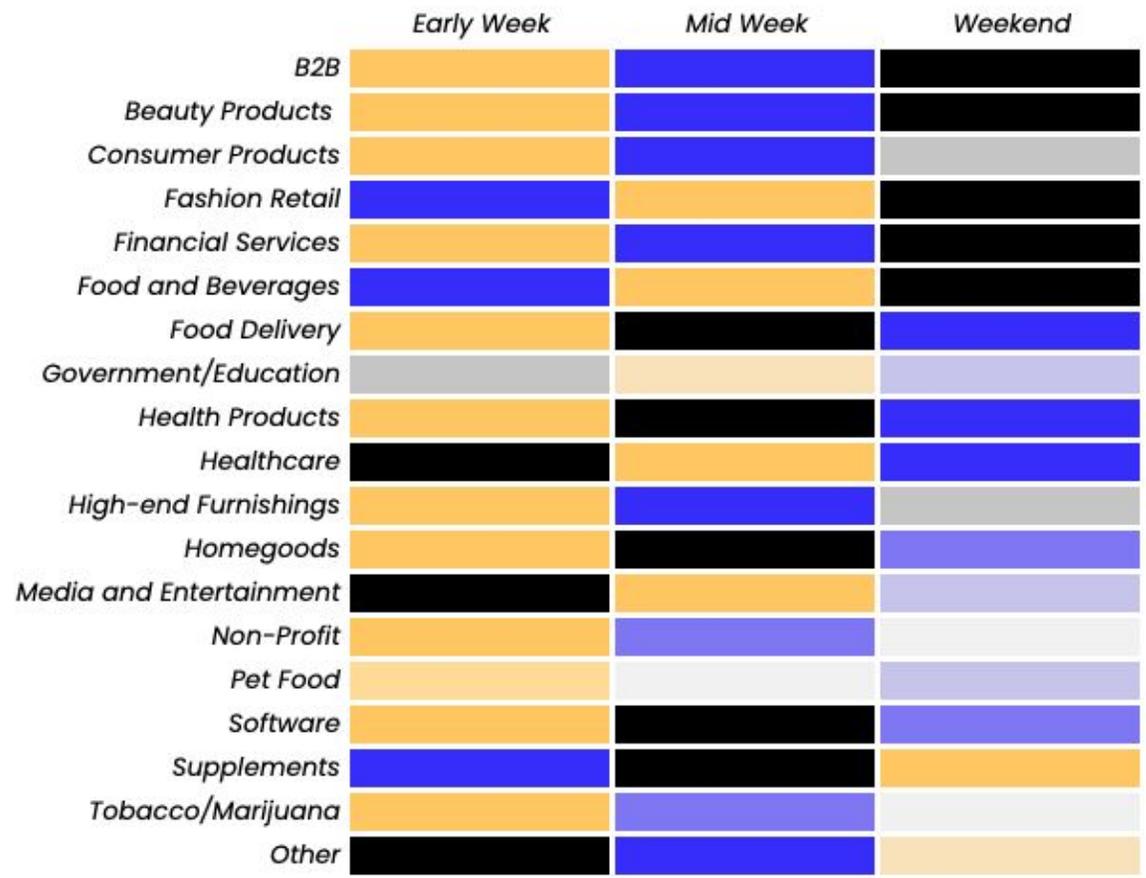
Health Products and **Media and Entertainment** advertisers buck the trend, showing more efficient engagement during the weekends.



Podcast

CPV – Day of Week

💡 Use this matrix to identify optimal ad timing.



Analysis

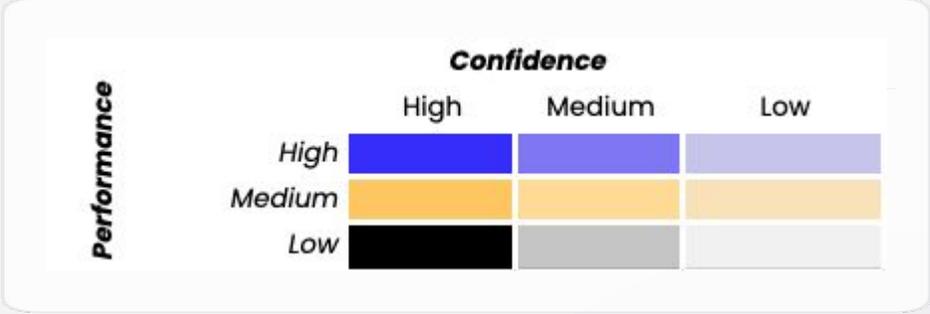
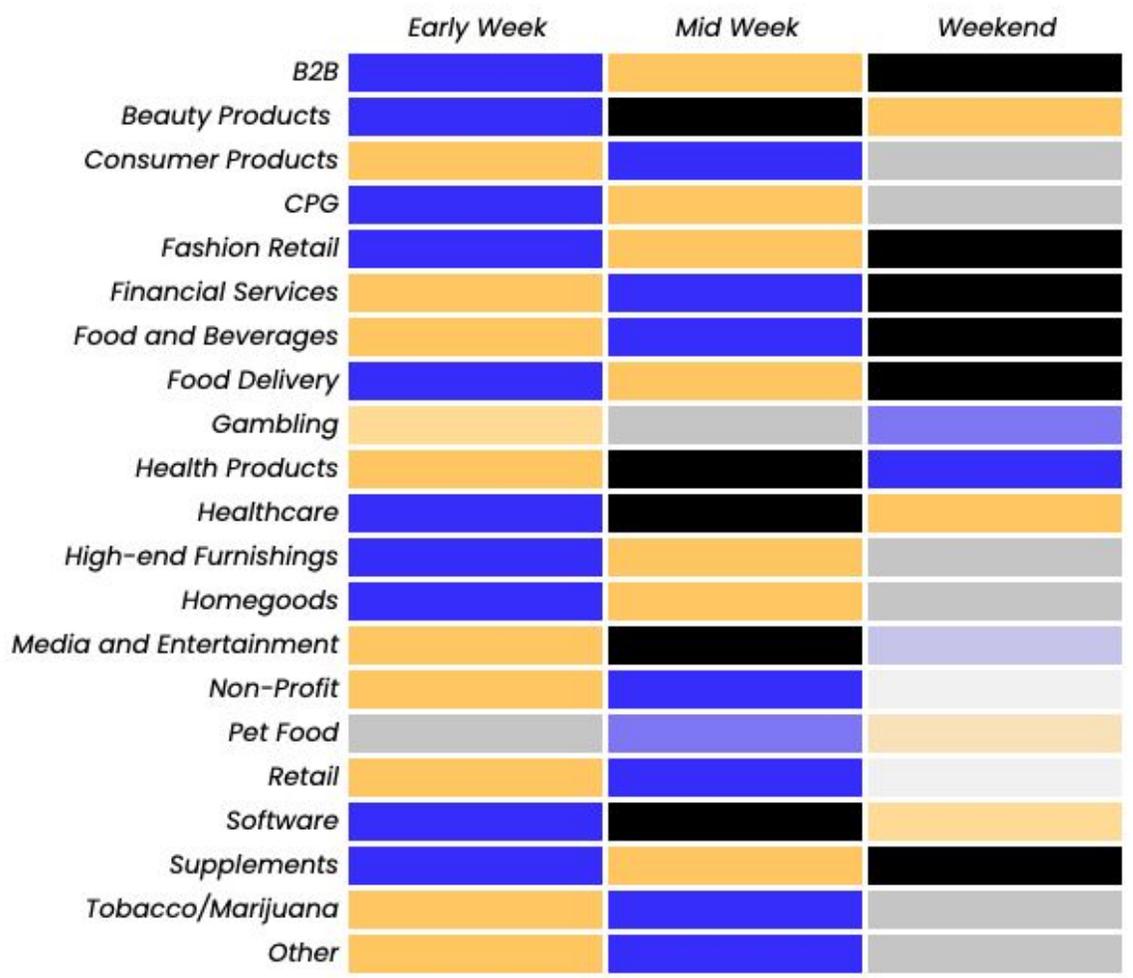
Most advertiser industries see medium to low CPV during the mid-week, while **Food Delivery** and **Health-related** industries tend to peak over the weekend.



Podcast

Purchase Rate – Day of Week

💡 Use this matrix to identify optimal ad timing.



Analysis

Weekdays are the best for purchase rates across most advertiser industries.

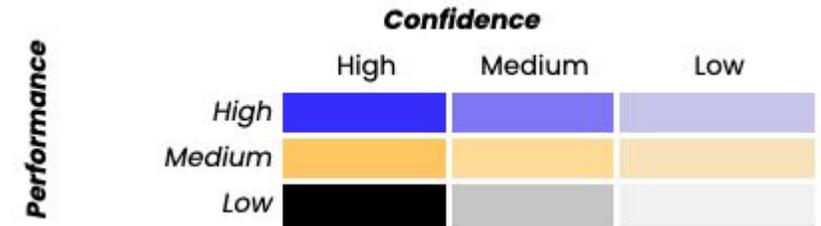
On a per-impression basis, **weekends** underperform by comparison



Podcast

CPA – Day of Week

💡 Use this matrix to identify optimal ad timing.



Analysis

Although many industries achieve strong purchase rates on a per-impression basis, **weekends** stand out as particularly efficient on a per-dollar basis.

In other words, **weekends** often provide a cost-effective opportunity for many industries to reach their audience and drive purchase behavior.



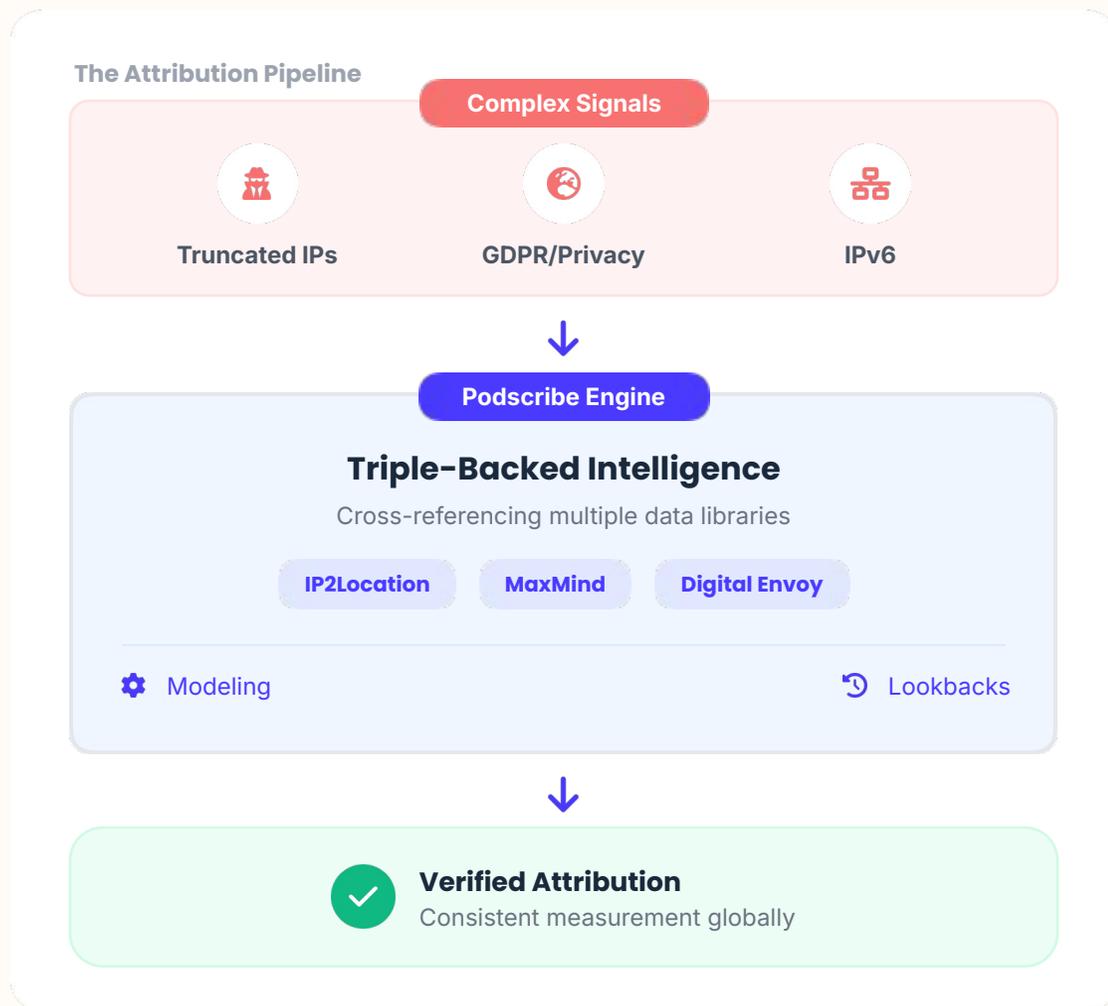
By Country

International measurement capabilities, challenges, and performance benchmarks across key markets.





International Measurement Challenges



Solving Global Data Gaps

- **No Device Graph Access**

We use **Triple-backed IP matching**, leveraging three industry-leading IP intelligence libraries (IP2Location, MaxMind, and Digital Envoy) to ensure coverage where device graphs fail.

- **Higher IP Churn Rates**

International IPs rotate faster. We utilize **customizable lookback windows** to adapt attribution logic to specific regional IP churn behaviors.

- **Truncated IP Addresses**

Privacy regulations often mask the last octet. Our **truncated IP modeling** recovers lost matches by probabilistically mapping incomplete signals to households.

- **Dominance of IPv6**

With IPv4 exhaustion, global traffic is shifting. We provide **Full IPv6 Support** to capture conversions that legacy IPv4-only trackers miss.

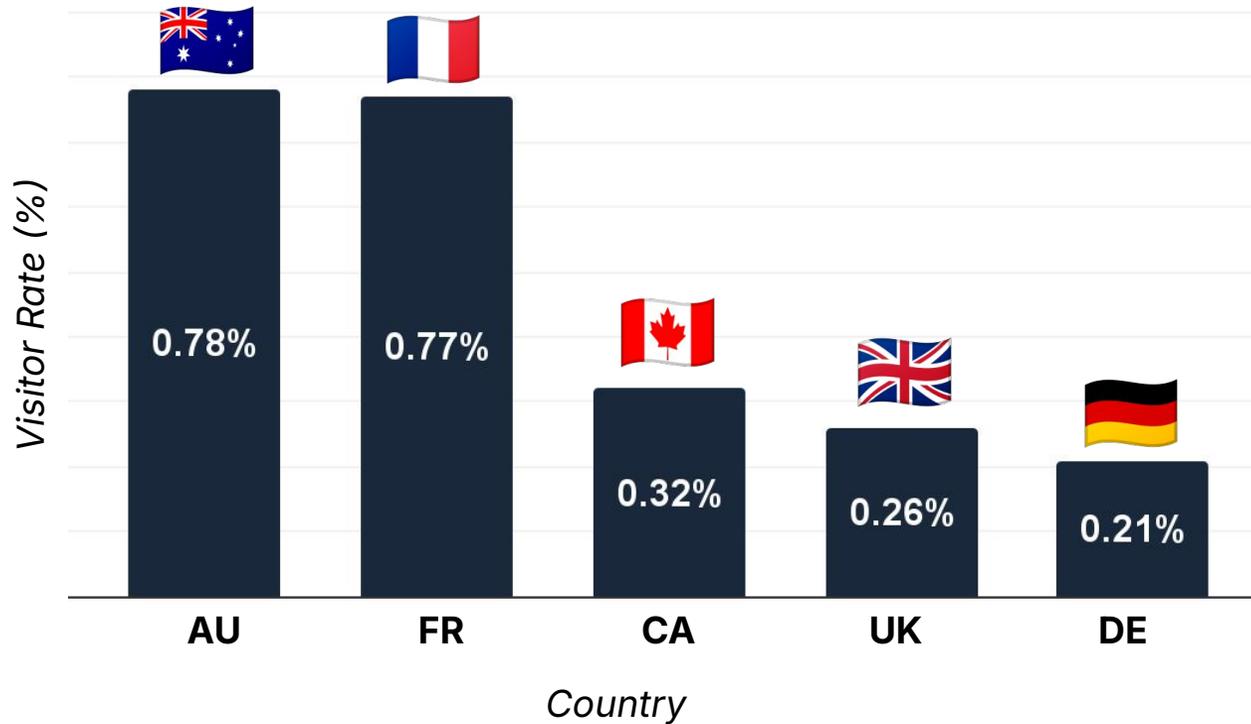
- **Global Consistency**

Podscribe ensures reliable audio analytics worldwide, delivering standard measurement across fragmented international markets.



Reliable audio measurement is possible worldwide and Podscribe is already delivering global results

Performance by Country



Key Markets



Australia

Visit Rate

0.78%



France

Visit Rate

0.77%



Canada

Visit Rate

0.32%



United Kingdom

Visit Rate

0.26%



Germany

Visit Rate

0.21%

Compliance Check

Podscribe ensures GDPR/CCPA compliance for all international campaigns.

[Watch our webinar here to learn more →](#)



IPv6

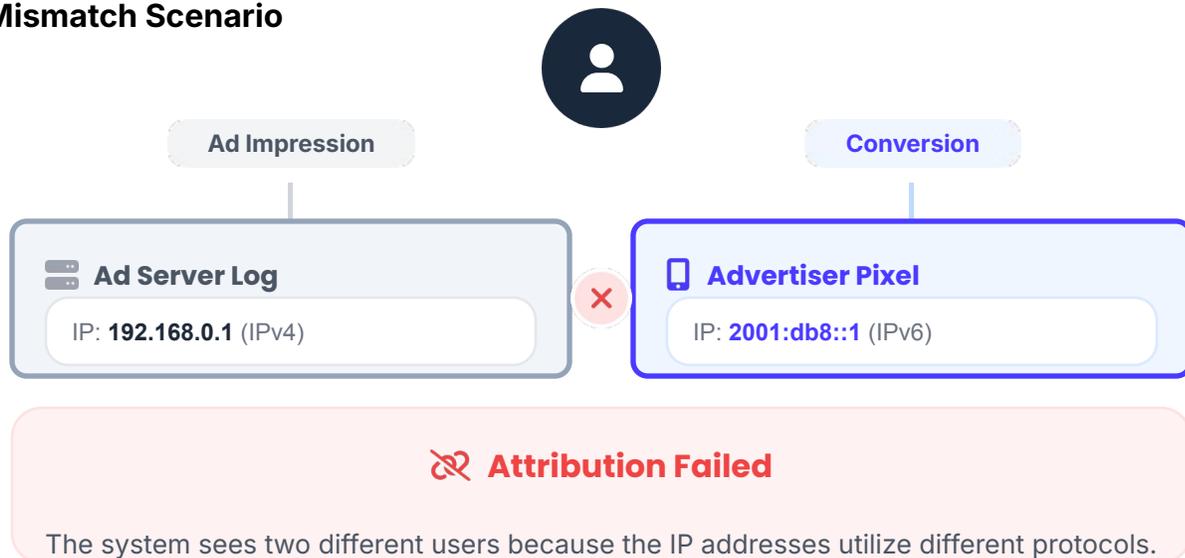
Bridging the tracking gap in modern podcast advertising





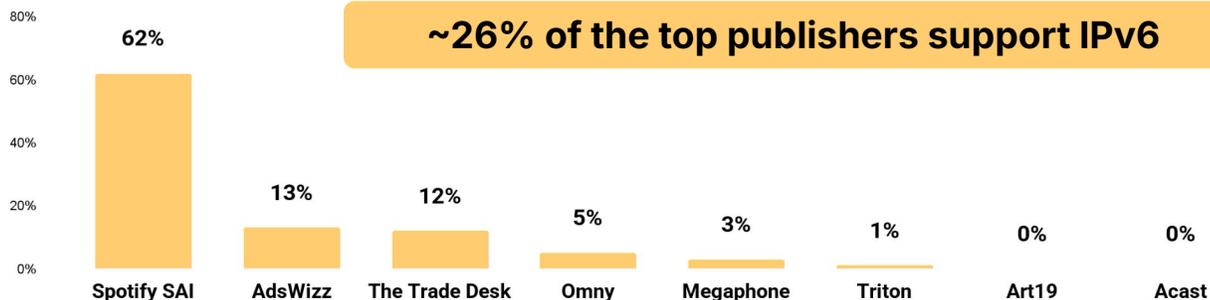
The IPv6 Gap in Podcast Ad Tracking

Mismatch Scenario



Why Mismatches Occur

- **Dual Stack Reality**
Most modern households and mobile networks operate on "Dual Stack" technology, meaning devices have both IPv4 and IPv6 addresses simultaneously.
- **Protocol Inconsistency**
Legacy ad servers often only record the IPv4 address during the impression, while modern advertiser pixels typically capture the IPv6 address at conversion.



90% of advertisers send IPv6

Potential undercount in attribution data due to IPv4/IPv6 mismatches without advanced modeling.



Podcast

Podscribe's IPv6 Solution

Bridging the gap between ad delivery and conversion tracking.

Don't let invisible conversions skew your data.

Most ad servers report impressions on IPv4, but nearly half of consumer conversions happen on IPv6.

Without Podscribe, you miss the full picture.

Privacy First

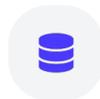
Our triple-backed intelligence ensures compliance while maximizing match rates.

[Learn more about our solution](#)



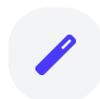
Full IP Compatibility

Our tags are engineered to collect both IPv4 and IPv6 addresses simultaneously, ensuring no signal is lost at the source.



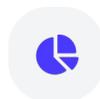
Triple-Backed IP Intelligence

We cross-reference data using three industry-leading libraries: [IP2Location](#), [MaxMind](#), and [Digital Envoy](#).



Modeling for Match Recovery

Smart modeling algorithms estimate conversions where a direct IP match isn't possible, recovering data from truncated or dynamic IPs.



Transparent Reporting

See exactly what was measured directly versus what was modeled. Quantify the conversions recovered by our bridge.





Measure audio like any channel

Podscribe is the leading IAB-certified attribution platform, providing modern tools to supercharge pre- and post-sale efforts with data-driven media planning and performance insights.

Additional Resources



[Help Center](#)



[Partner Kit \(Collateral\)](#)

[Top Podcast Shows](#)

[Top Podcast Publishers](#)

[Top Podcast Advertisers](#)

Get in Touch



Email Us

contact@podscribe.com



Visit Website

podscribe.com



Platform Login

app.podscribe.com



Follow Us

[@Podscribe](#)

[Request a Demo →](#)



Limited Time Offer

Get a FREE Podscribe Hat!

Share your takeaways from this report and we'll send you some exclusive swag.



Offer valid until: **March 16, 2026**

How to redeem your gift:

1

Share on LinkedIn

Post your thoughts or favorite insight from this benchmark report.



2

Tag Us

Make sure to tag [@Podscribe](#)



3

Check Your Inbox

We'll reach out to get your shipping details.



Appendix



This section contains detailed methodology, glossary references, and calculations from current and previous reports.

✓ Methodology

✓ Glossary

✓ Calculations



Methodology

To maintain data integrity and relevance, we adhere to strict standards in data selection, calculation, and reporting.



Scope & Data Integrity

01

Geographic Focus: Unless explicitly stated otherwise (e.g., international sections), benchmarks reflect US campaigns only.

Thresholds: Only campaigns with over 10,000 impressions are included to ensure statistical significance and filter out testing noise.

Comparability: Due to evolving filters and data maturity, numbers in this report may not be directly comparable to legacy reports without adjustment.



Calculation Approach

02

Median of Medians: Performance varies widely. We first calculate the median visitor/purchase rate for *each* advertiser.

Benchmark Derivation: We then take the median of those advertiser medians to determine what a 50th percentile advertiser can expect.

Normalization: This method prevents outliers (massive campaigns or niche high-performers) from skewing the industry average.



Rates are computed from impressions, not reach

Buying Currency: Advertisers primarily transact based on impressions (CPM), making this the most relevant denominator for planning.

Frequency Factor: Calculating conversion rates based on impressions implicitly accounts for frequency, whereas reach-based metrics require separate frequency adjustment.

Precision: Calculating unique reach precisely across disparate platforms remains challenging; impressions offer a clearer, standardized metric.



Defining 'Campaigns'

04

Technical Definition: We define a 'campaign' as a single show, a single audience target, or a single Run-of-Network (RON) line item.

Context: Advertisers and agencies typically define 'campaigns' as a cluster of these line items based on a budget or season.

Granularity: Our benchmarks operate at the line-item level to provide granular insight into specific tactic performance.



Glossary

- **Impression-Based Buys:** When ads are inserted across multiple episodes or are geo/audience-targeted.
- **Episodic Buys:** Ads that run in all impressions of one episode for at least its first 30 days after being published.
- **Show specific Buys:** a campaign running on one (1) show only.
- **Non-show Specific Buys:** a campaign whose impressions are served across multiple shows.
- **Advertiser Industry:** Categorizes industries for advertisers.
- **Ad Length Correlation:** Correlation between ad length and performance(purchases or site visitors).
- **Host Read:** Ads read by the host of the show.
- **Producer Read:** Ads not read by the host of the show. Could be recorded by the brand or other.
- **Ad Load:** How much of the content are ads.
 - e.g. 5 minute of ad in a 100 minute episode, the ad load would be 5%.
- **Group Number:** What number ad group/block the ad was found in.
- **Placement Number in Group:** What number in the group of ads the ad was found in.
 - e.g. The 2nd ad in the 1st group.
- **Performance Index:** The share of conversions divided by the share of impressions, multiplied by 100.
- **Incrementality Percentage:** The share of attributed events that were directly caused by an advertiser's ads in podcasts & streaming audio.
- **Run of Network (RON):** A programmatic ad buy across a publisher's full network of shows/inventory, maximizing scale and efficiency at lower CPMs.
- **Cost Per Acquisition (CPA):** The cost of acquiring a specific action, which could be a lead, a trial signup, a download, or even a customer, depending on how "acquisition" is defined in the campaign.



Calculations

Standard formulas used to calculate the key performance metrics in this report.



Visitor Rate (%)

$$\frac{\text{Total Visitors}}{\text{Total Impressions}}$$



Conversion Rate (%)

$$\frac{\text{Total Conversions}}{\text{Total Impressions}}$$



Purchase Rate (%)

$$\frac{\text{Total Purchases}}{\text{Total Impressions}}$$



Install Rate (%)

$$\frac{\text{Total Installs}}{\text{Total Impressions}}$$



Cost Per Acquisition - CPA(\$)

$$\frac{\text{Total Spend}}{\text{Total Purchases}}$$



Purchase Rate from Attributed Visitors (%)

$$\frac{\text{Total Purchases}}{\text{Total Visitors}}$$



Incremental Lift (%)

$$\frac{\text{Exposed - Control}}{\text{Exposed}}$$



podscribe

Thank you for your time!

We are grateful for the trust and support of industry leaders who are shaping the future of audio.

Oxford Road

Right Side Up

Audacy

Strategic Media

Acast

Hearts & Science

Ad Results Media

...and many more

www.podscribe.com