podscribe

Quarterly Industry Report

Q2 2026 Podscribe Performance Benchmark Report

The latest trends & performance insights in audio.

www.podscribe.com

About

podscribe

***Podscribe is the leading independent omni-channel ad measurement platform**, helping brands, agencies, and publishers measure & improve performance.*

1. Podcast, streaming audio, radio, CTV measurement (*attribution & incrementality*)
2. Verification (*placement & delivery*)
3. Research & planning
4. Smart activation & targeting (*SmartServe*)

This Report

The **Podscribe Performance Benchmark (PPB)** report analyzes billions of impressions to uncover benchmarks, best practices, and trends shaping the audio advertising industry.

Use this report to improve audio campaign performance, and understand industry shifts.

Highlights

- The greater a YouTube's channel engagement (comment to view ratio), the stronger the advertiser performance. **01** More →
- Visitor retargeting campaigns see 5x stronger conversion rates. **02** More →
- Audience (rather than single-show) buys continue to gain share, with programmatic buys offering the most efficiency per dollar. **03** More →
- In an ever-shifting audio landscape, most attribution metrics remain stable, and past insights can be discussed with the AI chatbot. **04** More →

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Timeframe: MAR ‘25 - APR ‘26

Fast Figures

Total Campaigns	Advertisers	Total Impressions
98K+	700+	34B+

Streaming Audio

Install Rate	Visitor Rate	Conversion Rate	Attr. Conv. Rate	Cost Per Visitor	Cost Per Acq.
0.06%	0.09%	0.006%	4.1%	$6.50	$185

Podcast

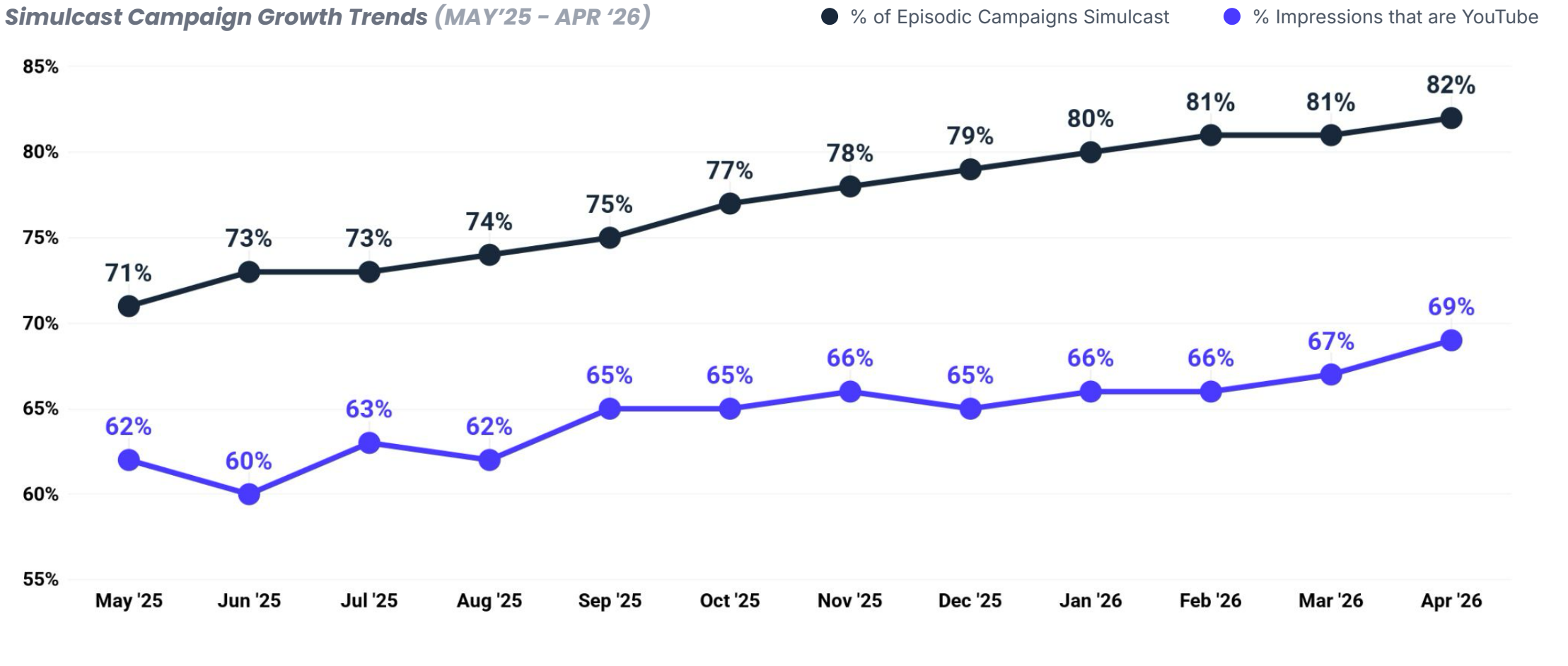
Install Rate	Visitor Rate	Conversion Rate	Attr. Conv. Rate	Cost Per Visitor	Cost Per Acq.
0.24%	0.23%	0.015%	6.7%	$9.00	$158
		SmartPromo Conv. Device Rate 0.50%	SmartPromo New Converted Device Rate 0.43%		

Note: *The change percentages are in comparison to numbers from the previous report (Q1 2026 PPB). Conversion rates span all brand conversions (from free account creations to high-end purchases).*

Video Adoption Trends

Across YouTube & Spotify Video

More podcasts simulcast to YouTube, as listeners tune in more to YouTube as well.



Spotify Video also grows (despite attribution limitations).

30%

of the top 100 shows are opted into Spotify Video

23%

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 publishers **may currently be able to pixel DAI Spotify impressions now**.

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

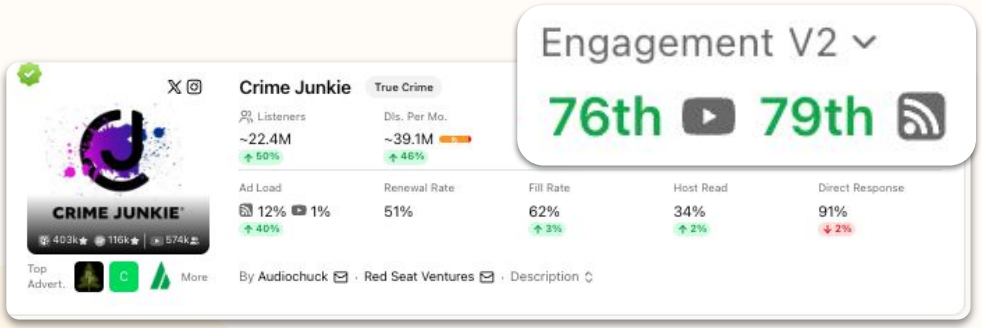
An opted-in podcast can integrate with Podscribe, so that Podscribe can count the number of plays/streams on Spotify for Podscribe Ranker & campaign reporting.

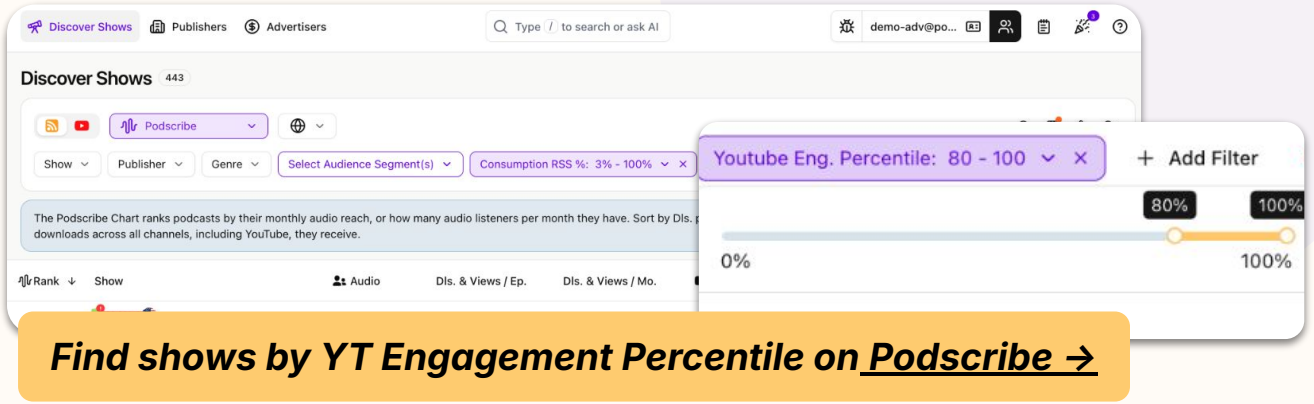
Apple Podcasts supports video differently, *via HLS, which means that its ads can be pixeled & attributed in all the usual ways.*

Predicting YouTube Performance

From Engagement, Geo, & More

Can engagement scores predict performance?





Find shows by YT Engagement Percentile on Podscribe →

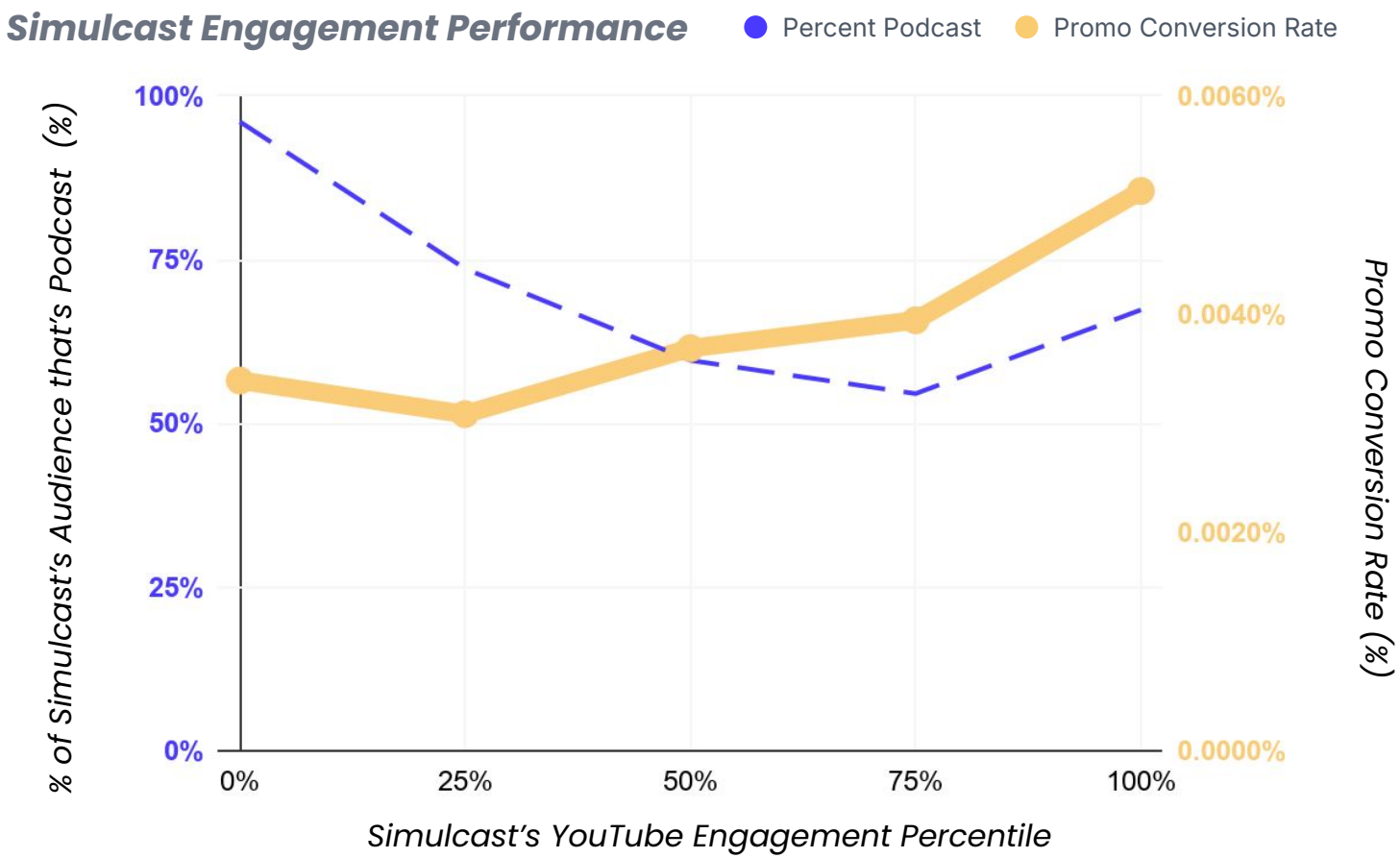
YouTube Engagement

The comment-to-view ratio of a video, or channel, compared to other videos from the past 3 months.

Podcast Engagement

The number of Apple Podcasts and Spotify ratings, averaged monthly over the past 12 months, relative to total downloads in the past 30 days.

Yes, higher engagement comes with higher performance.

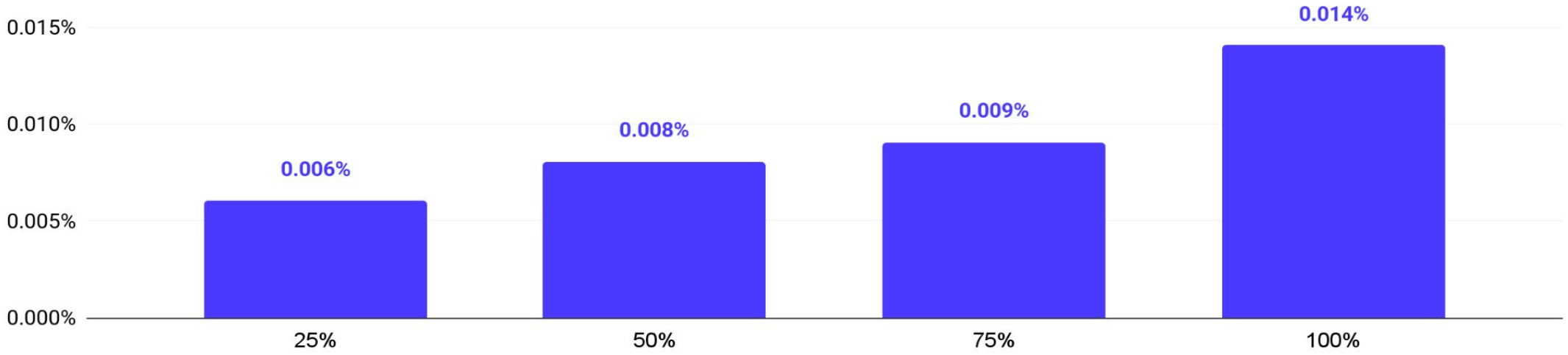


We use total promo codes redeemed per impression as our performance metric *(yellow)* because we cannot pixel YouTube views.

Since higher engagement shows have a greater percentage of consumption on YouTube ***(blue)*** and views are less performant than downloads the effect of engagement on performance is likely even understated here.

Simulcasts with more US YouTube subscribers also perform stronger.

Avg promo codes redeemed per impression



% of a YouTube channel's subscribers that are in the US

You can see a show's audience by country on the ***Show > Audience*** page, and a filter on ***Discover Shows.***

Using all findings to predict YouTube performance

YouTube SmartModeling *(New Methodology)*

Dynamically predict YouTube simulcast ad performance through our **6-point modeling solution:**

- ✔ **Ad Placement**
- ✔ **Ad Length**
- ✔ **Subscriber geography**
- ✔ **Engagement Ratio**
- ✔ **Ad Read Type**
- ✔ **Vanity URL** *(coming soon)*

NEW: Now used as of May 2026!

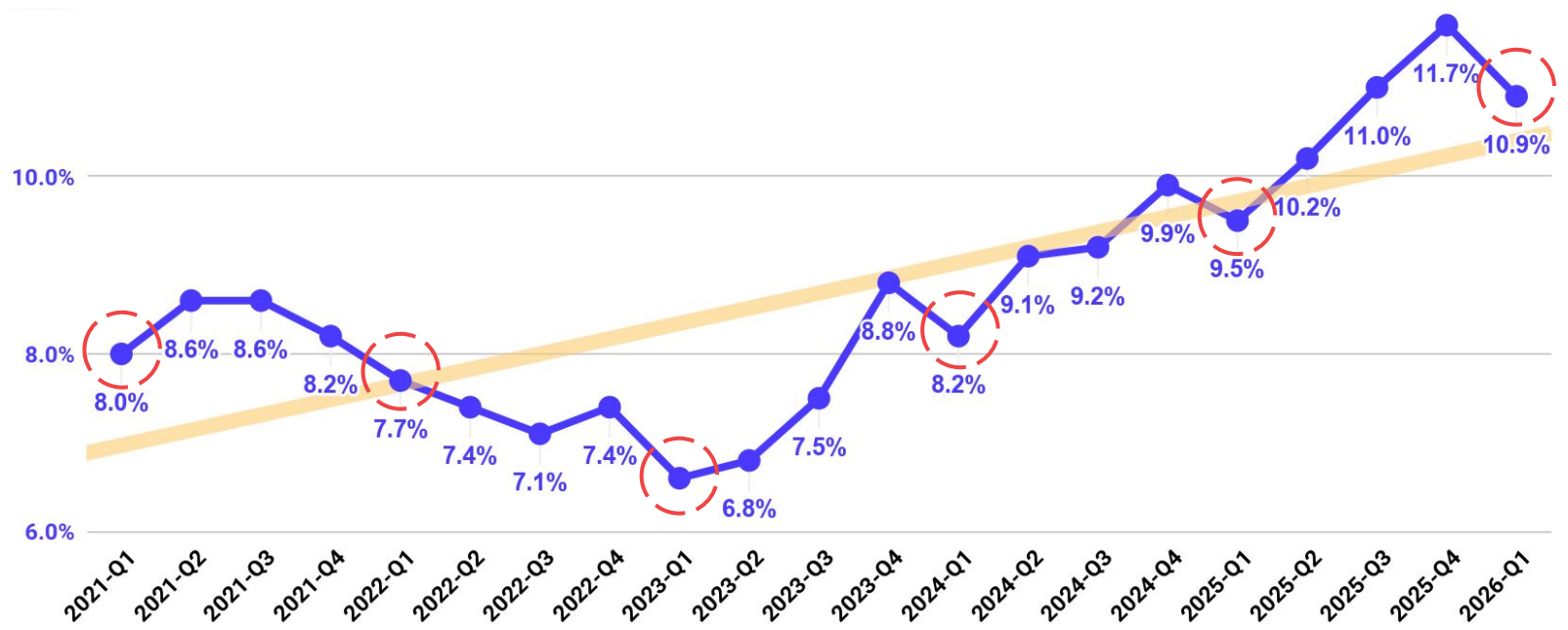
Learn more →

Ad Load

Podcast

Ad load declines in Q1, similar to prior years.

Average Ad Load by Quarter *(Q1'21 - Q1'26)*



Most Recent Completed Quarter:
Q1 2026

10.9% - 6.8%

Trend Analysis

Ad load have climbed steadily since 2023 and sits at the highest in **Q4 2025 at 11.7%**, suggesting growing advertiser demand and greater monetization across the audio ecosystem.

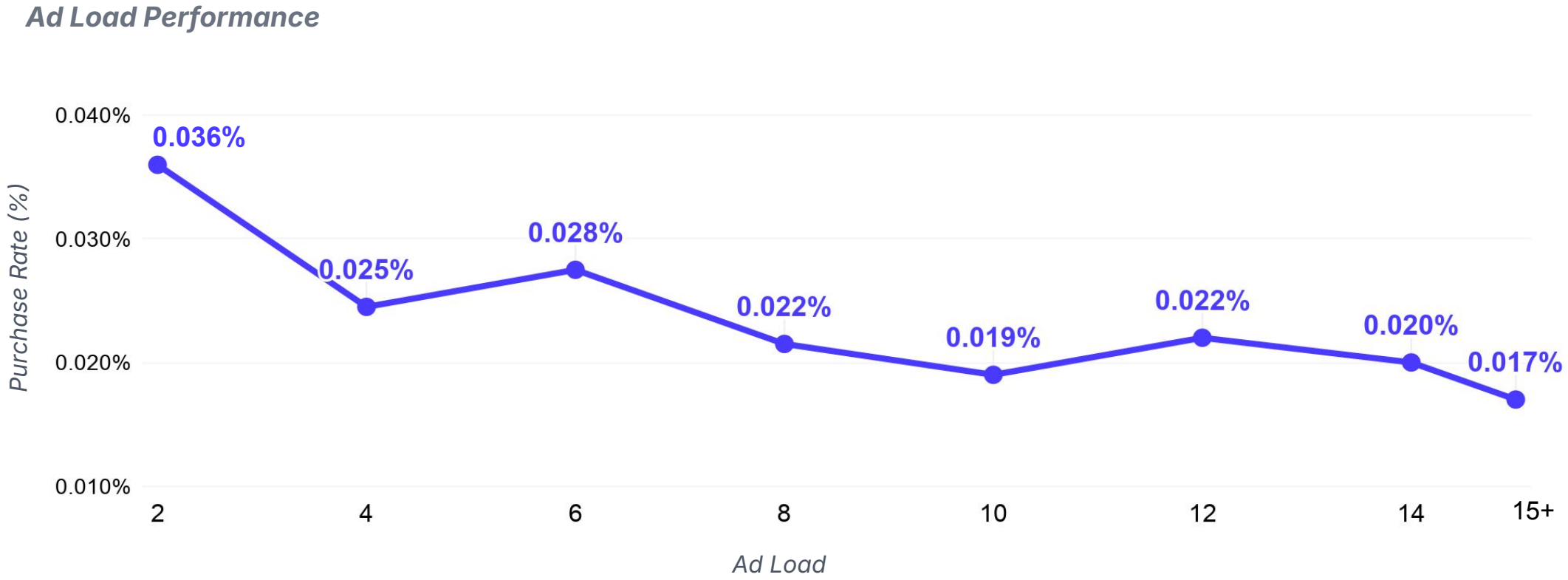
Q1 2026 recorded an ad load of 10.9%, down modestly from the Q4 2025 high but still well above historical averages.

Definition

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

Podcast

Performance per impression declines as ad load rises.



Ad Load is the percentage of an episode that is sponsored content. E.g. if a 100 minute episode has 10 minutes of ads, ad load = 10%.

Site Visitor Retargeting

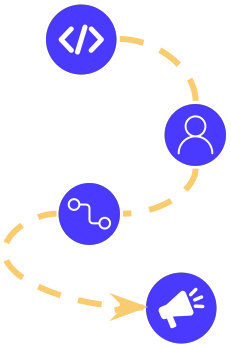
Site Visitor & 1P Audience Targeting in Audio

What is site visitor retargeting?

Serving ads to those who visited an advertiser's website (but have not yet converted).

How does it work with Podscribe?

1. Pixel placed on advertiser's site
2. Site visitors captured into an audience
3. Audience matched to ad impressions
4. Targeted ad delivered to the same listener on their next eligible impression



Site visitor retargeting is common in other channels



Display & Social

A long-standing lever in Meta, Google, and programmatic display



CTV & Streaming Video

Household-level retargeting is growing across major CTV DSPs



Audio

Historically lagged. Limited identity signals and baked-in inventory made activation hard.
Until now...

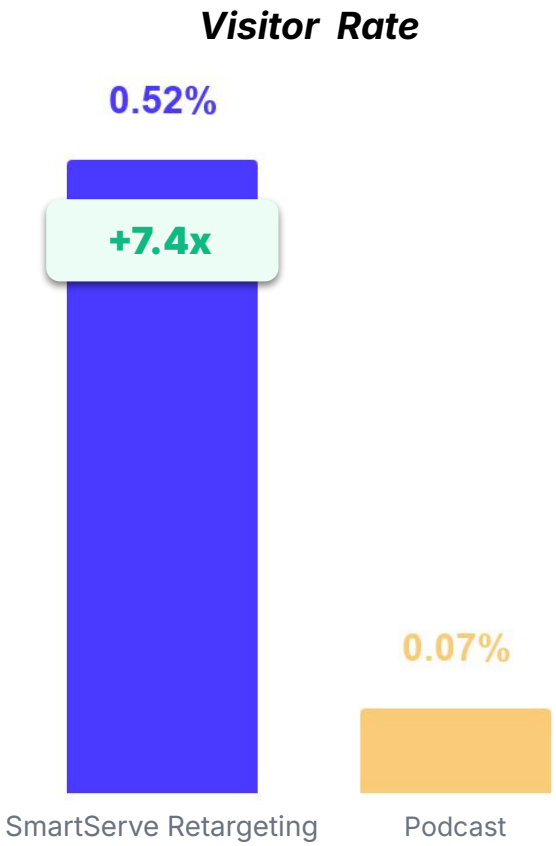
Want to learn more about SmartServe? Email partnerships@podscribe.com.

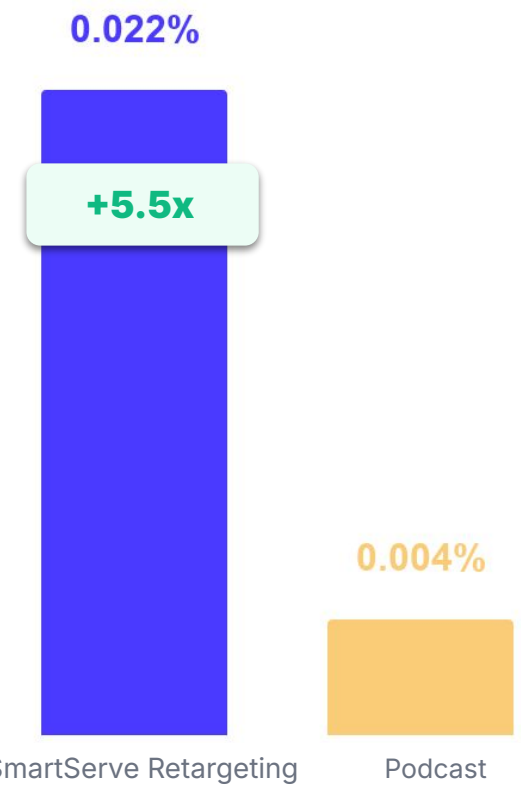
Performance Trends

Audio retargeting drives 5–7x stronger attributed performance than standard podcast campaigns.

SmartServe Retargeting vs. Advertiser's Standard Campaigns

SmartServe Retargeting Campaign All Other Podcast Campaigns



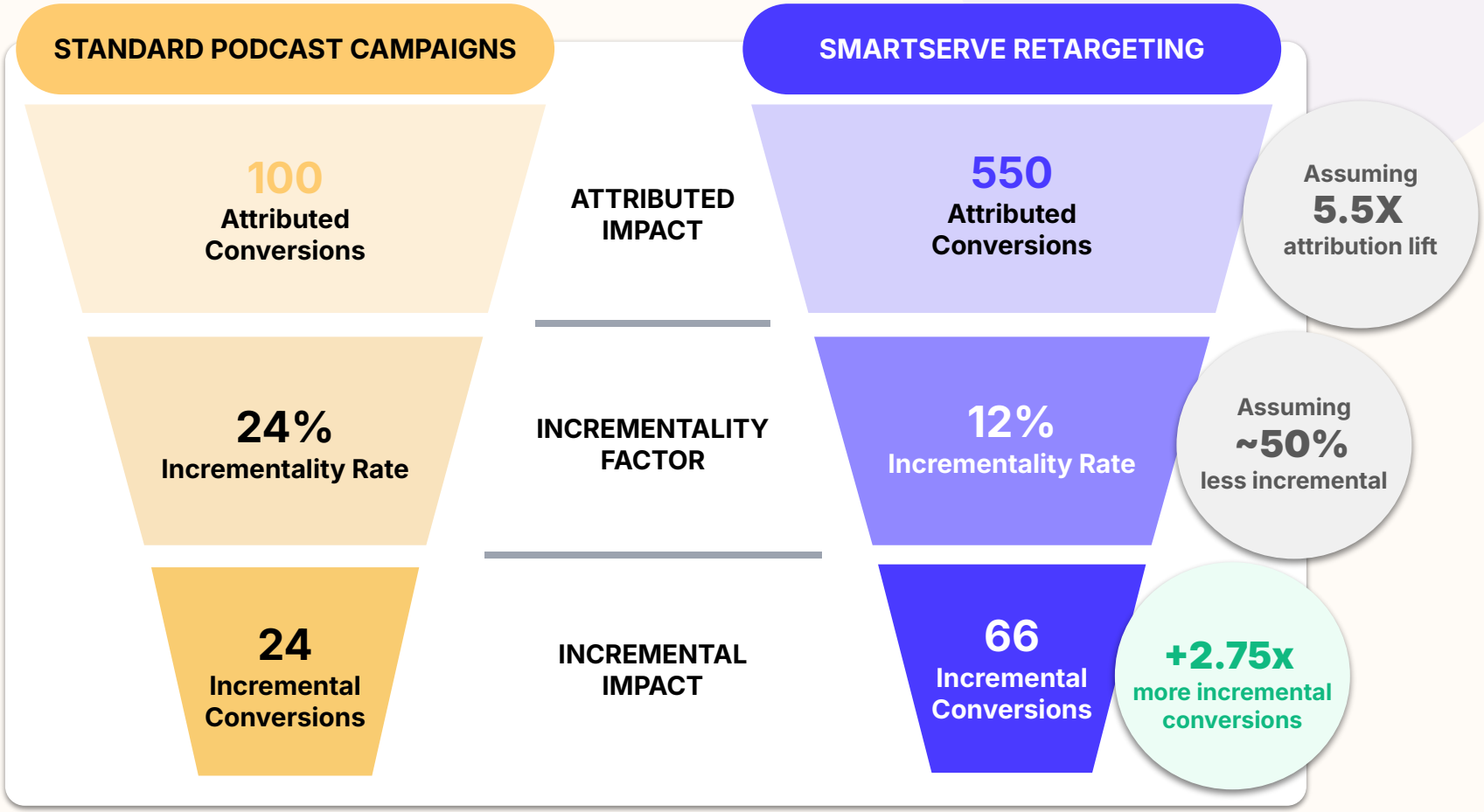


Despite lower incrementality, incremental conversions are still higher for retargeting campaigns.

Retargeting campaigns likely have lower incrementality – **10-40% less** than average campaigns from our early results.

However, even with a conservative assumption that attributed results are **50% less incremental**, **5.5x more attributed conversions** still translates to over **2x higher incremental performance**.

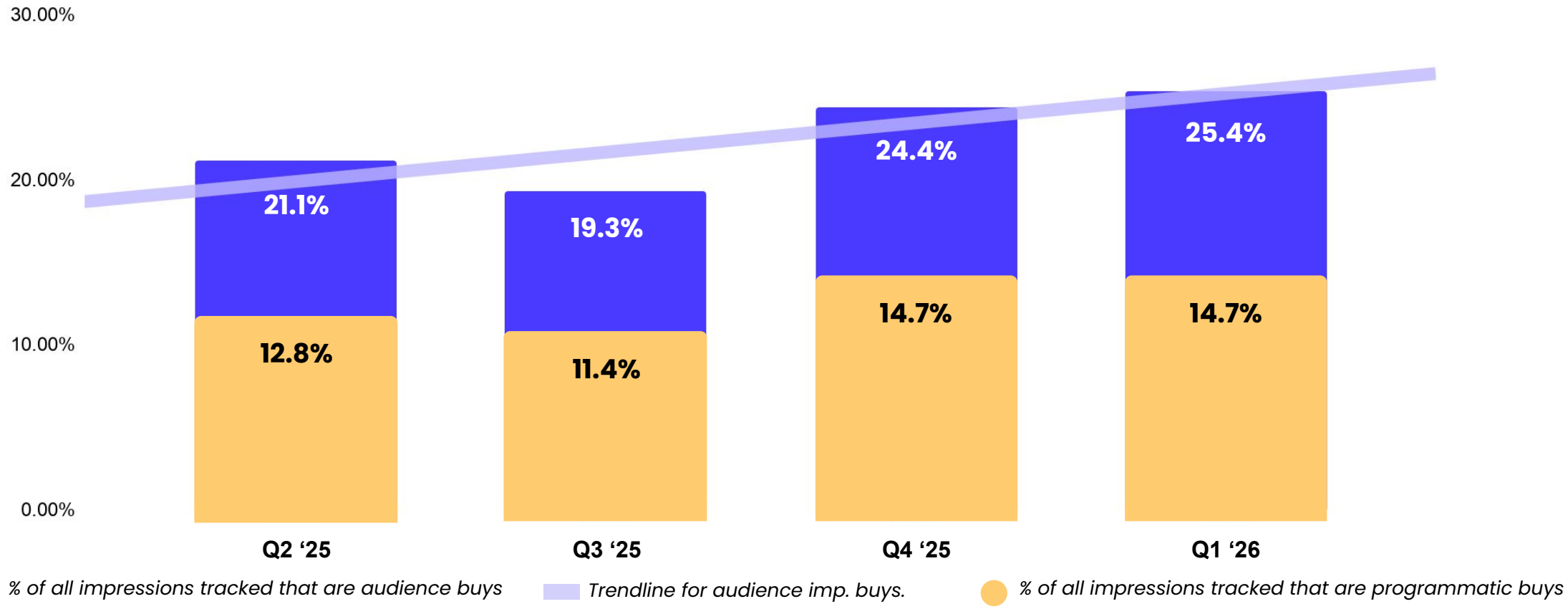
Example:



Audience vs. Single-Show Buys

Audience buys continue to grow in popularity.

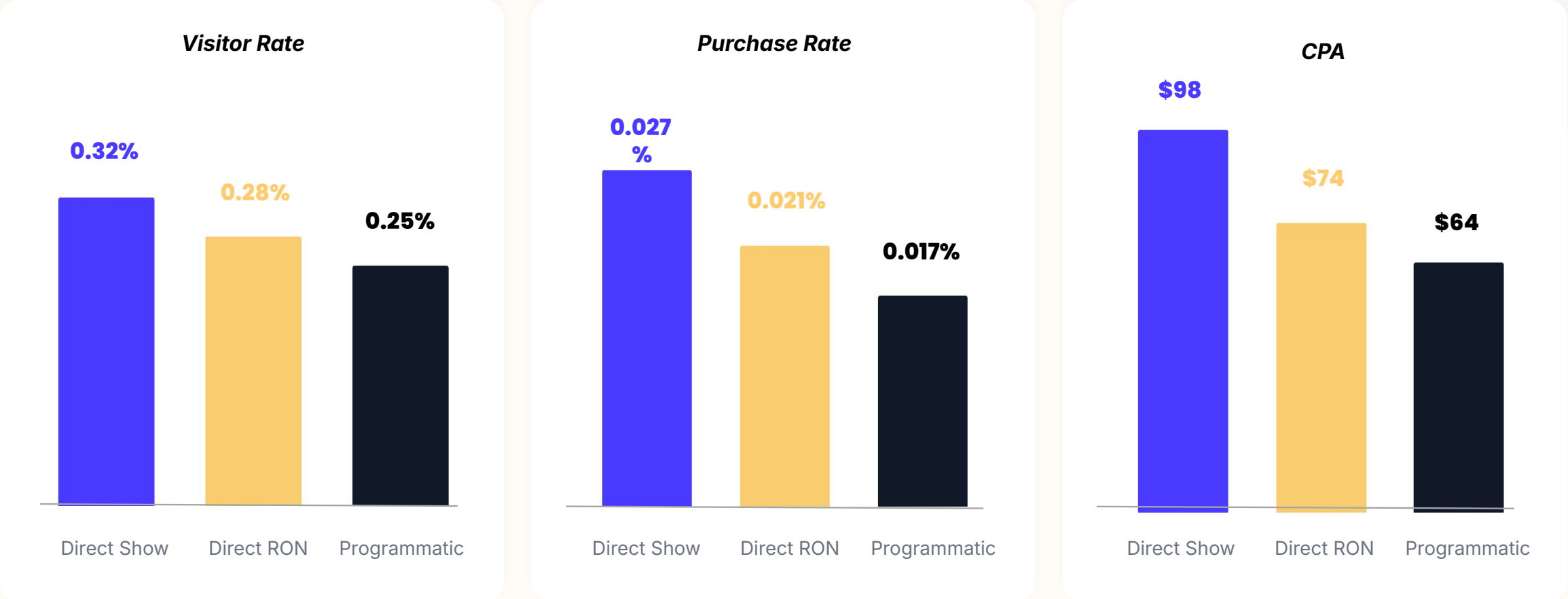
Percent of all impressions tracked that are audience** or **programmatic buys** vs. **direct show buys



Audience buys refers to any media buy that is not specific to a single show and is targeted to a defined audience across multiple shows or placements.

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Direct bought impressions are more efficient but programmatic buys per dollar win.



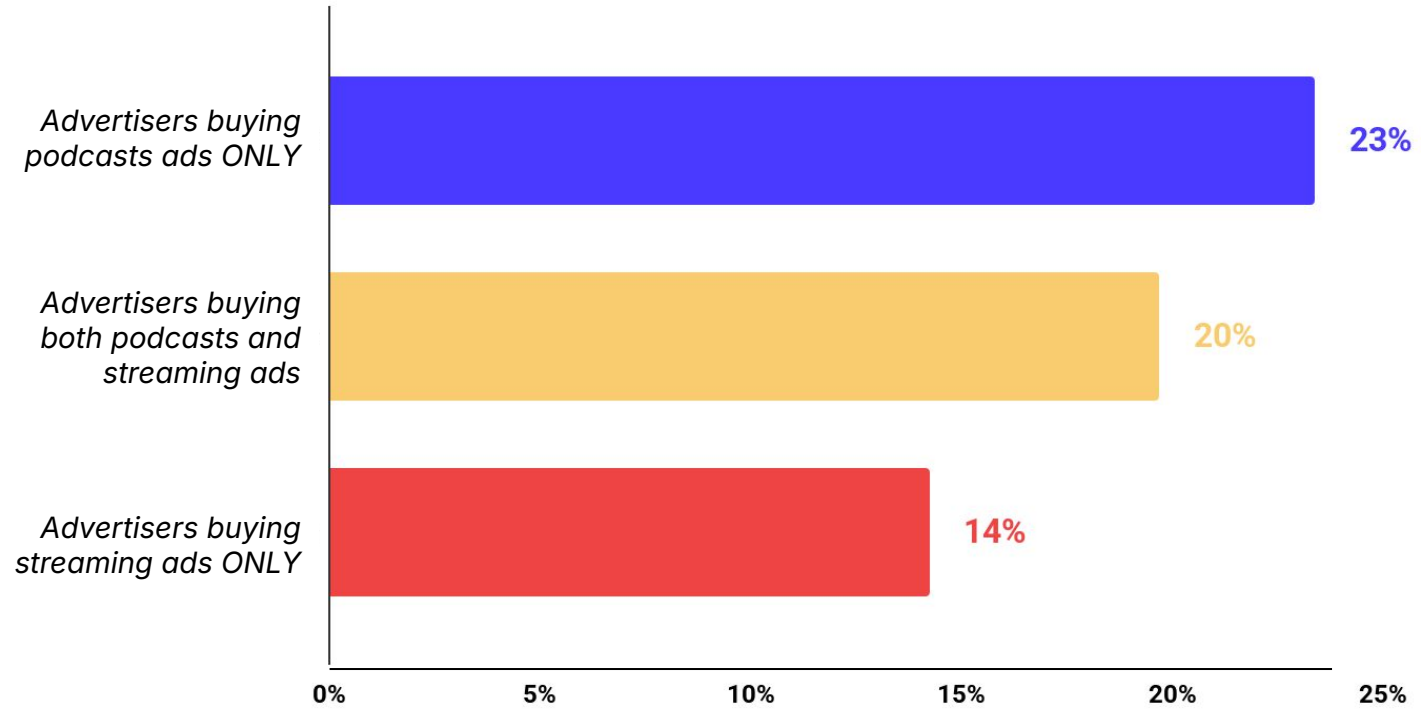
Incrementality

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

Podcast Streaming

Incrementality by Channel

Median Incrementality % by Channel



Podcast Leads

Podcasts continue to deliver the highest purchase incrementality at **23%**, confirming that podcast listeners remain harder to reach through other channels, keeping each ad exposure highly valuable.

Streaming Overlap

Streaming-only incrementality rose to **14%** from 10% last quarter, slowly inching closer to podcasts. While streaming is gaining unique reach, podcasts still lead in delivering audiences less saturated by other digital ads.

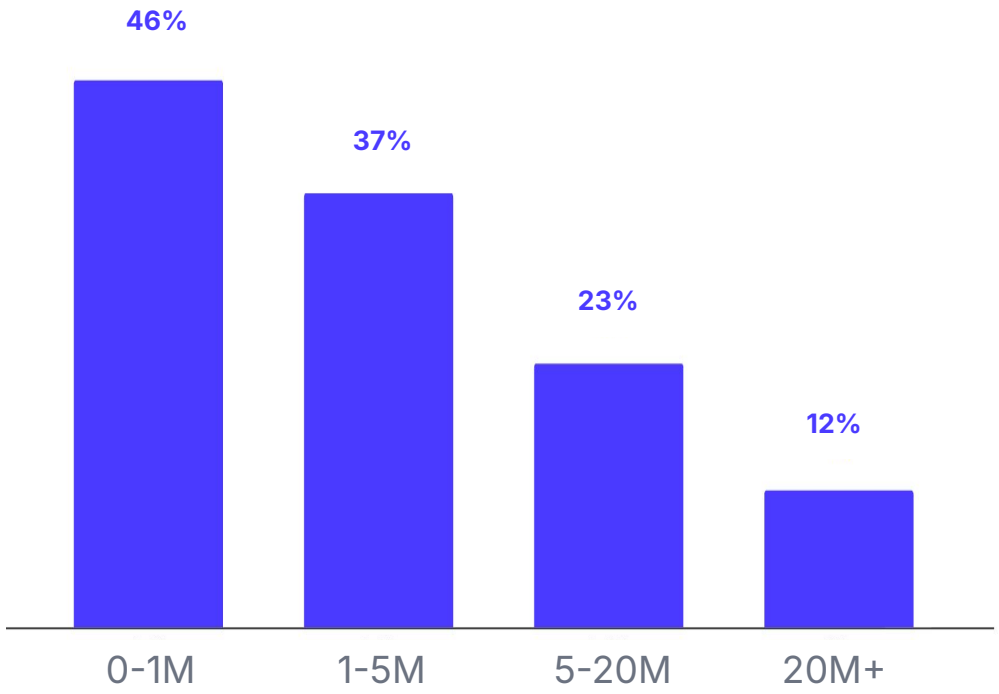
Podcast | Streaming

Incrementality by Advertiser Size

Podcast

Median Incremental Lift %

Segmented by Brand's Unique Site Visitors Per Month

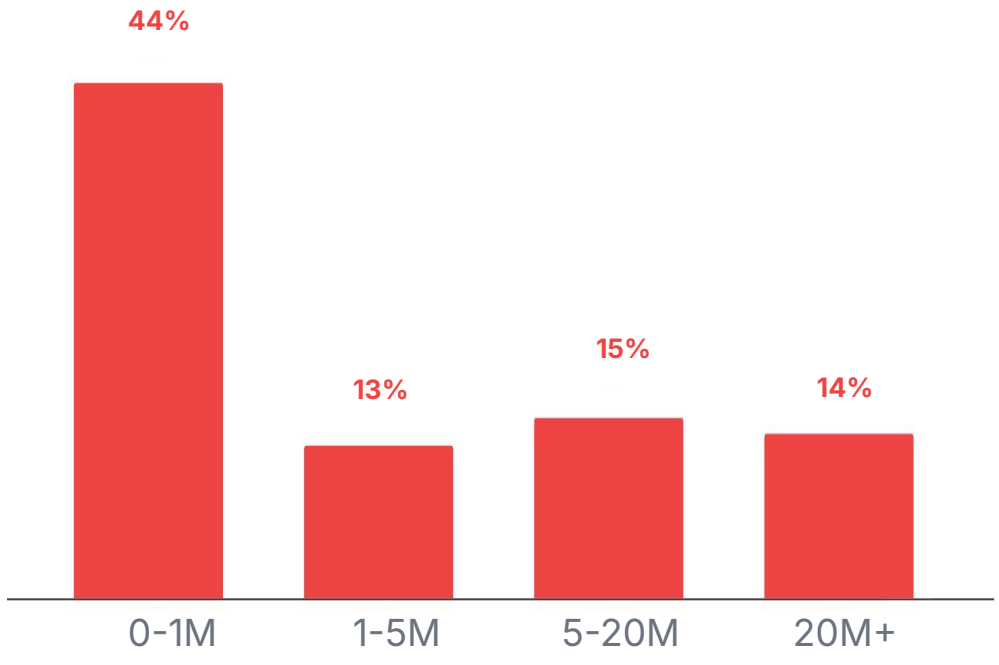


Smaller brands (0-1M visitors) see significantly higher incremental lift (**46%**) compared to larger established brands, likely due to tapping into completely new audiences with less market saturation.

Streaming Audio

Median Incremental Lift %

Segmented by Brand's Unique Site Visitors Per Month

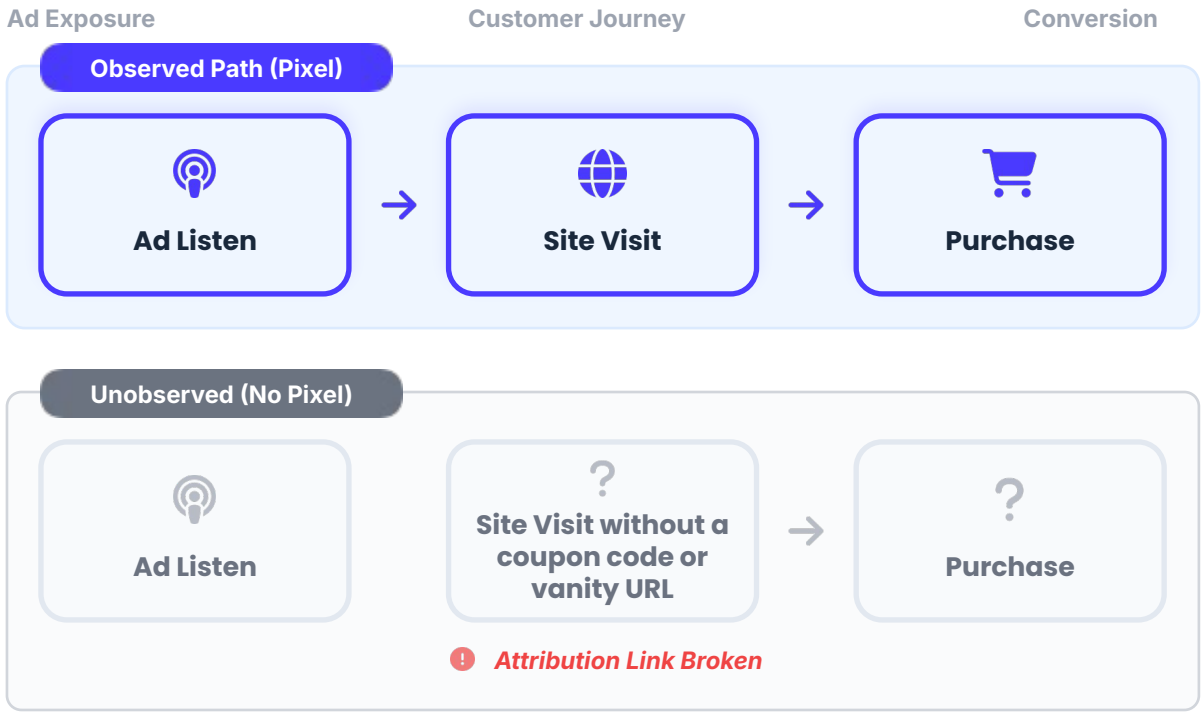


Smaller brands (0-1M visitors) also see higher incremental lift (**44%**) when advertising on streaming audio.

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

Podcast | Methodology Comparison

Attribution Methods Compared

Pixel-Based Attribution

Directly tracks user actions via code placed on advertiser site.

~6.3x
More than surveys

~4.3x
More than Promo/URLs

Traditional Methods

Promo Codes & Vanity 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



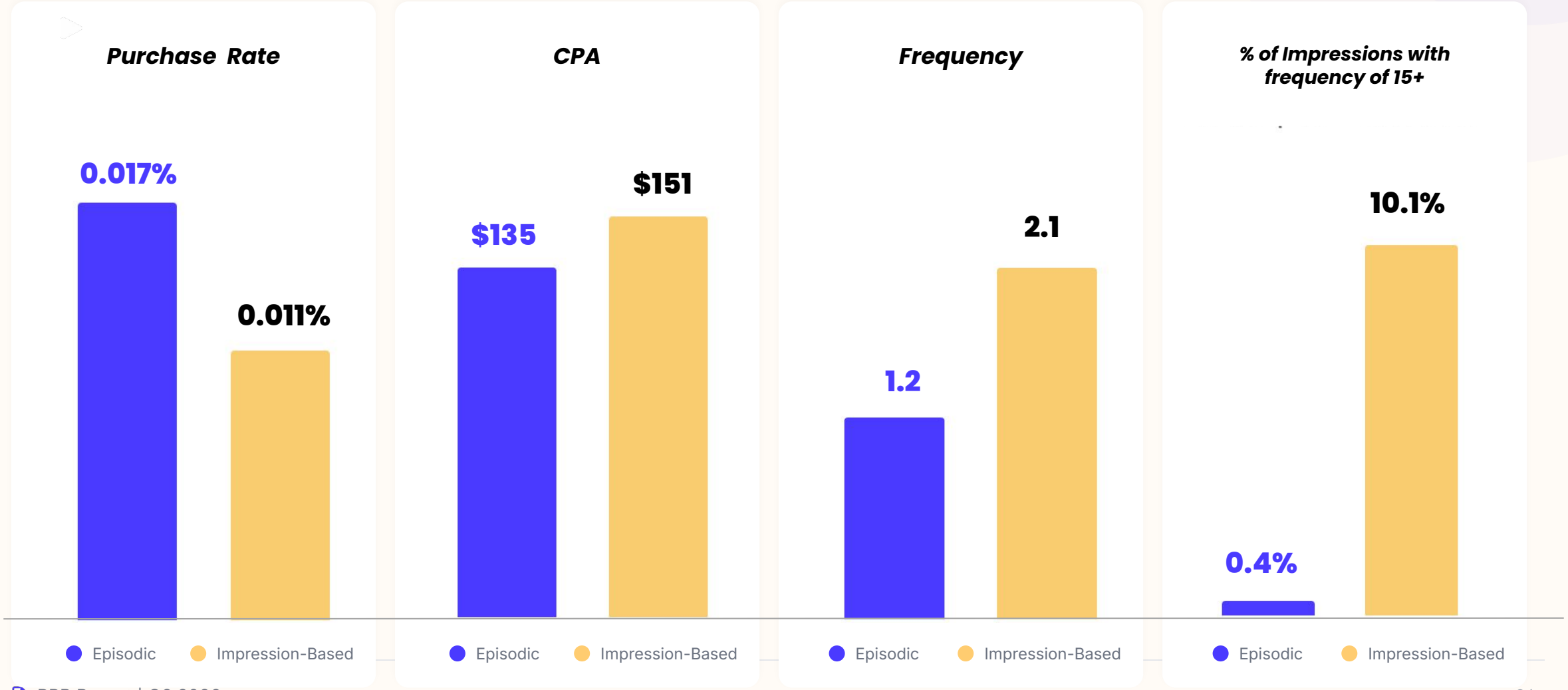
Note: *The 6x survey multiplier rate does not account for response rate of the survey.*

Buy Type

Performance of episodic vs. impression buys, and host vs. producer-read creatives.

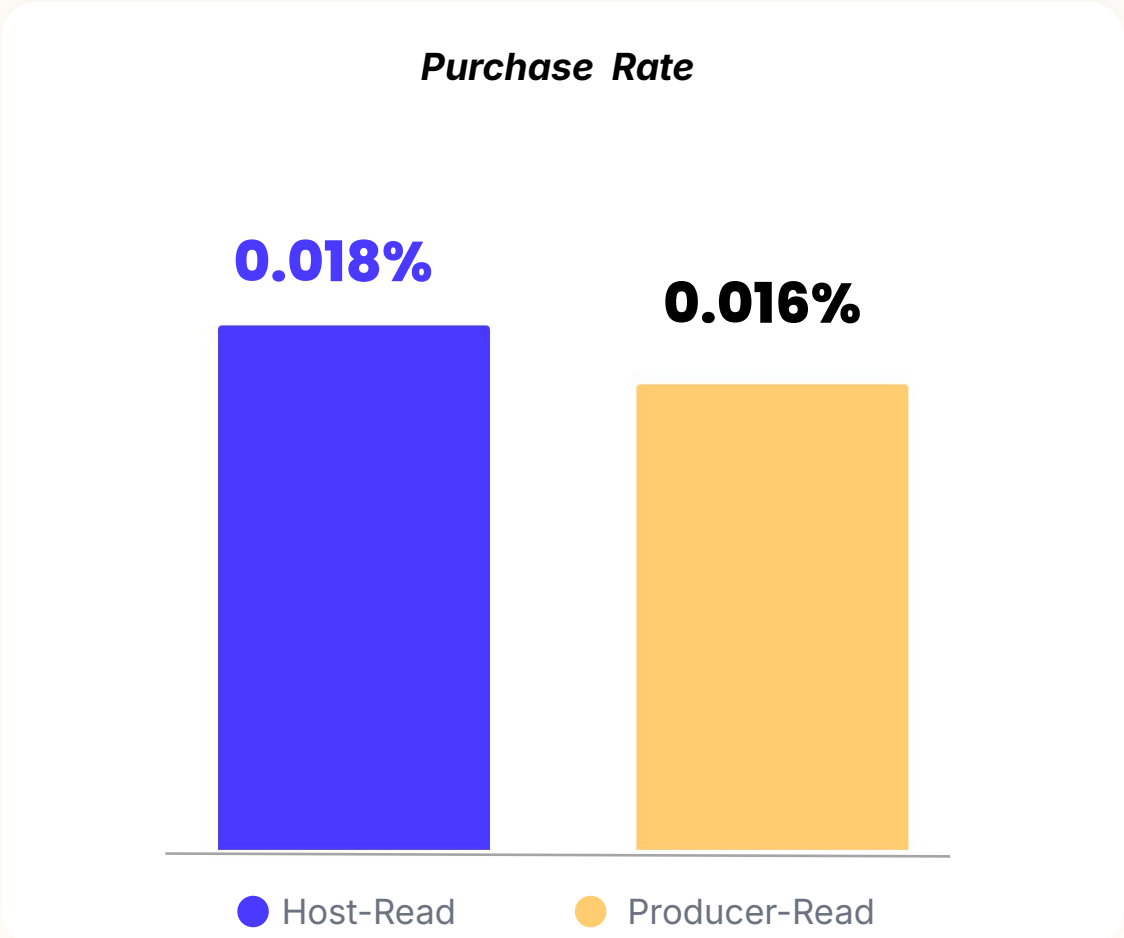
Podcast

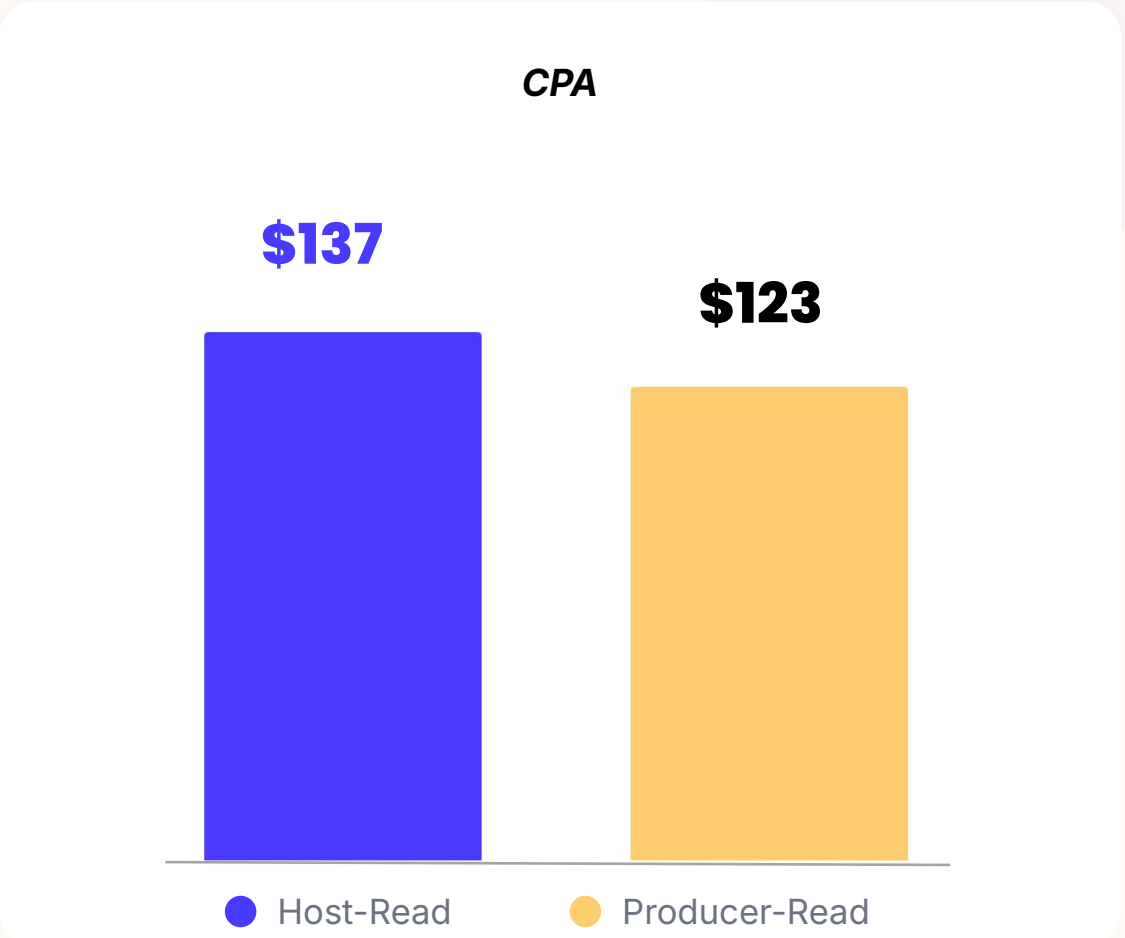
Episodic buys drive higher conversion rates and efficiency per dollar than impression-based buys.



Podcast

Host-read ads are still more efficient per impression but less efficient per dollar than producer-read ads.





By Country

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

International Measurement Challenges

Challenges

Higher IP Churn Rates

International IPs rotate faster.

Truncated IP Addresses

Privacy regulations often mask the last octet.

Dominance of IPv6

With IPv4 exhaustion, global traffic is shifting.

Podscribe's Solutions



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



Our **truncated IP modeling** recovers lost matches by probabilistically mapping incomplete signals to households.

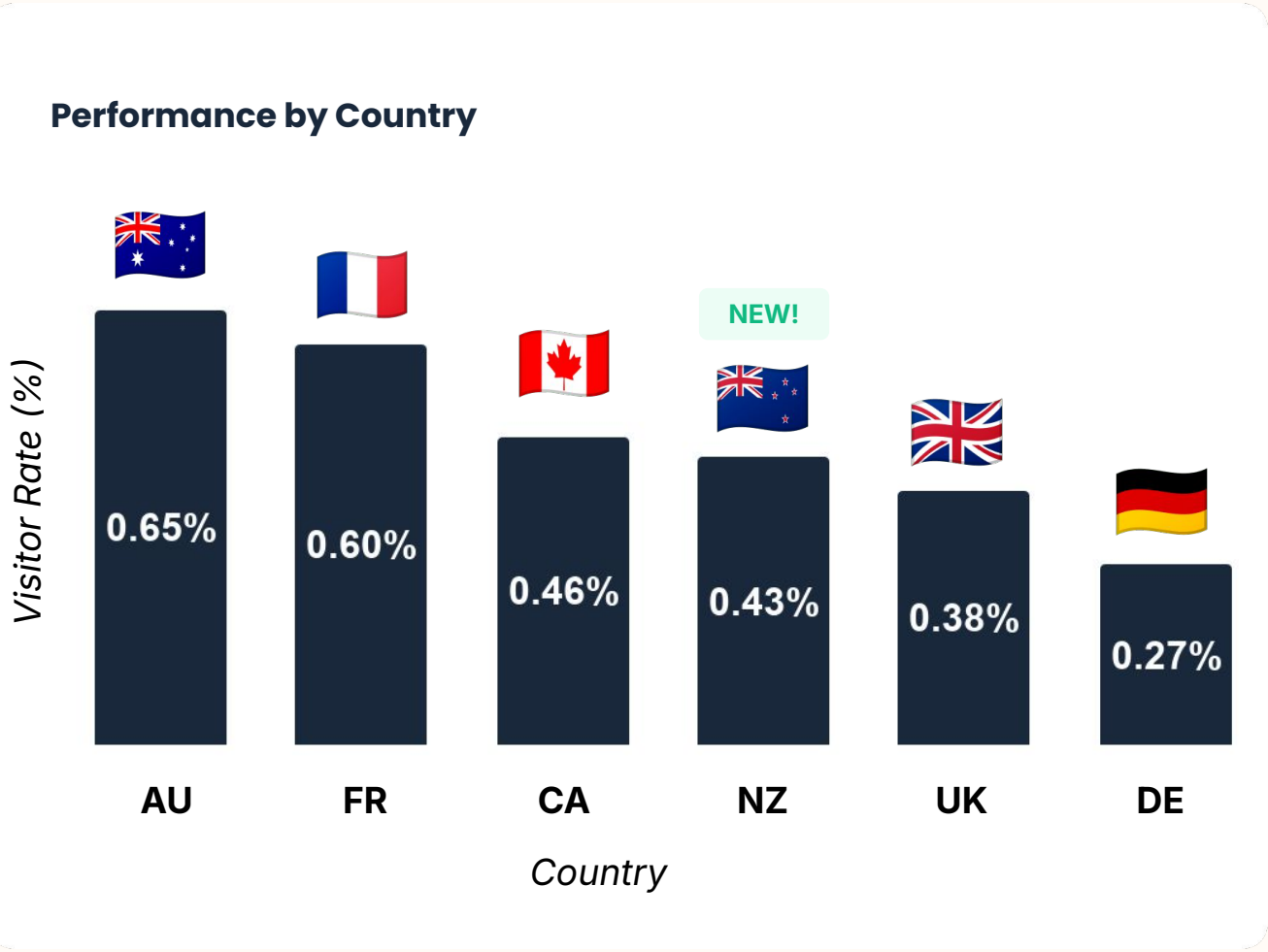


We provide **Full IPv6 Support** to capture conversions that legacy IPv4-only trackers miss. We also proactively collect both IPv4 and IPv6 from advertisers and publishers in case one side can only send one type of IP.

Global Consistency

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

Audio measurement is global.



Key Markets

Australia		Visit Rate	0.65%
France		Visit Rate	0.60%
Canada		Visit Rate	0.46%
New Zealand	NEW!	Visit Rate	0.43%
United Kingdom		Visit Rate	0.38%
Germany		Visit Rate	0.27%

Compliance Check

Podscribe ensures GDPR/CCPA compliance for all international campaigns.
Watch our webinar here to learn more →

Industry & Genre Benchmarks

Podcast

Advertiser Industry Highlights

Retail Continues To Win Big With Podcasts

Retail triumphs in all four categories: visitor rate (#1, 0.48%), purchase rate (#2, 0.056%), and lowest CPV (#1, $5.49) and CPA (#1, $29). Most efficient and effective audio advertising industry.

Media Entertainment Still A Standout Industry

Media & Entertainment continues to show some of the stronger performance across both traffic and conversions: visitor rate (#2, 0.48%), purchase rate (#1, 0.062%), maintaining a highly efficient CPV (#5, $7.41) and CPA (#3, $52).

Fashion Retail Drives Visitors and Purchases At Scale

Fashion Retail maintains efficiency across visitor generation and customer acquisition: visitor rate (#3, 0.43%), purchase rate (#8, 0.022%), CPV (#3, $6.76) and CPA (#4, $70).

Honorable Mention

CPG

#5 (+11) in Purchase Rate (0.029%)

While acquisition costs remain high, the category showed strong gains in its ability to convert podcast listeners into customers.

Ask us about measuring in-store/offline CPG conversions!
Email *Partnerships@podscribe.com.*

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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
0.10%

Median CPV
$27.72

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
0.15%

Median Purchase Rate
0.007%

Median CPV
$14.72

Median CPA
$277.50

B2C Advertisers

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

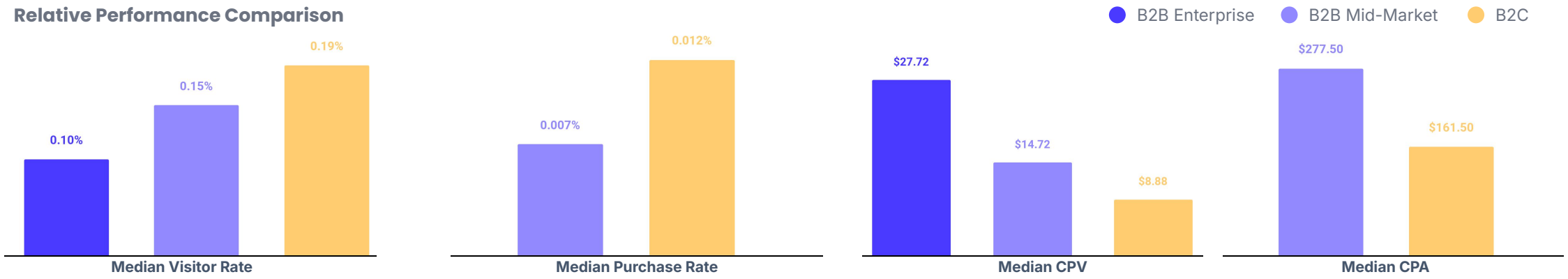
Median Visitor Rate
0.19%

Median Purchase Rate
0.012%

Median CPV
$8.88

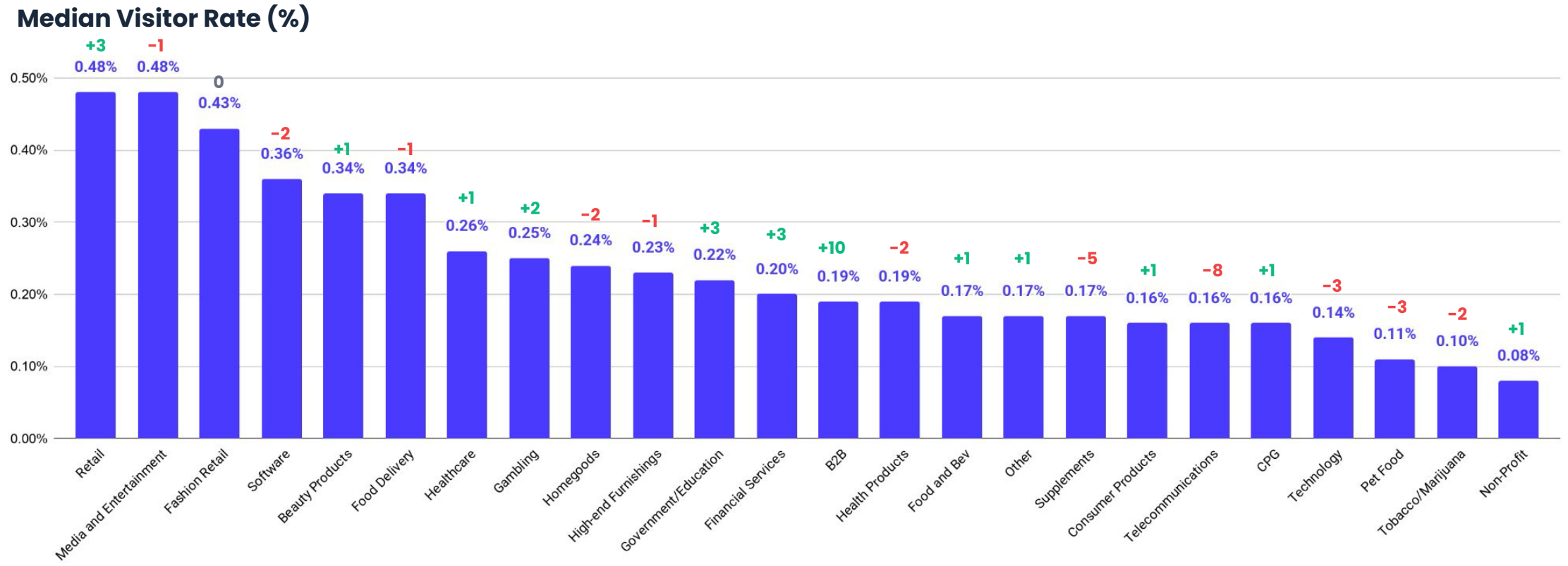
Median CPA
$161.50

Relative Performance Comparison



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Visitor Rate by Advertiser Industry



Key Insights

Retail now leads with the highest visitor rate (0.48%), while **Media and Entertainment** drops one place to #2 but also at (0.48%). **B2B** saw large performance jumps, at 0.19%,+10. **Telecommunications** saw a decline in visitor rate performance, dropping 8 places this quarter.

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CPV by Advertiser Industry

Median CPV ($)



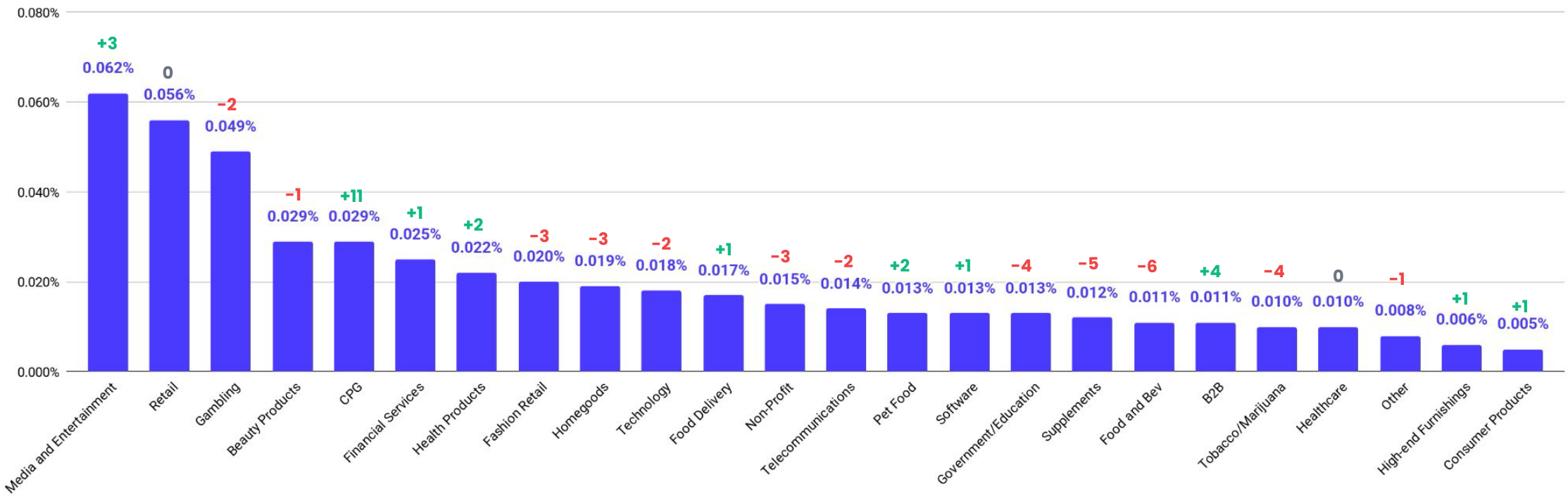
Key Insight

Retail (#1, $5.49) and **Fashion Retail**(#3, $6.76) remain at the top with the lowest CPV. We saw major gains for **Beauty Products** and **Government/Education** this quarter when it comes to CPV efficiency– Beauty Products moved up 8 places at $8.50 and Government/Education moved up 7 places at $13.32.

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Purchase Rate by Advertiser Industry

Median Purchase Rate (%)



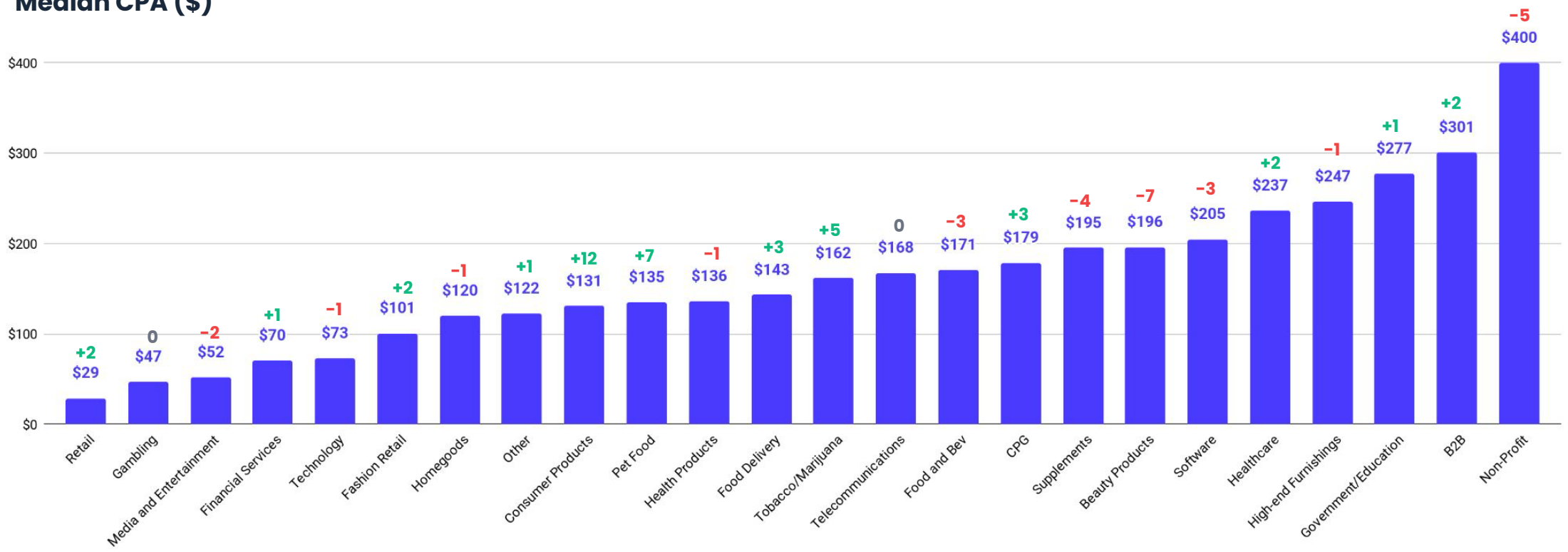
Key Insight

Media and Entertainment moves up 3 places into #1 at 0.062% in purchase conversion rate, taking over **Retail** (0.056%). **Gambling** dropped two places but still remains in the top 3 at 0.049%. **CPG** (0.029%, +11) saw a large performance jump this quarter.

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CPA by Advertiser Industry

Median CPA ($)



Key Insight

On a per dollar basis, **Retail** (#1, $29)**, Gambling** (#2, $47)**,** and **Media & Entertainment** (#3, $52) still drive the most efficient purchase performance. **Consumer Products** rose 12 places into #9 at $131 CPA. There is also a large performance increase for the **Pet Food** industry as well at #10, $135 CPA.

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Show Genre Highlights

Kids & Family - Overall Top Performer

Kids & Family shows was the strongest overall genre this quarter, ranking #1 in visitor rate (0.63%), #1 in purchase rate (0.049%) and #1 in CPA ($61). The genre is able to drive both traffic and conversions at low acquisition cost.

Sports - Most Improved

Sports was one of the quarter's biggest movers, climbing 13 positions in CPA ($73) rankings to become #3 most efficient genre. It also jumped 10 spots in purchase rate (#7, 0.033%) signaling better conversion performance than previous quarter.

Music - Exceptional Value

Music podcasts paired the lowest CPV ($1.29) with the #2 purchase rate (0.041%) making it one of the most cost-effective genres for driving traffic and purchases.

Honorable Mention

Business

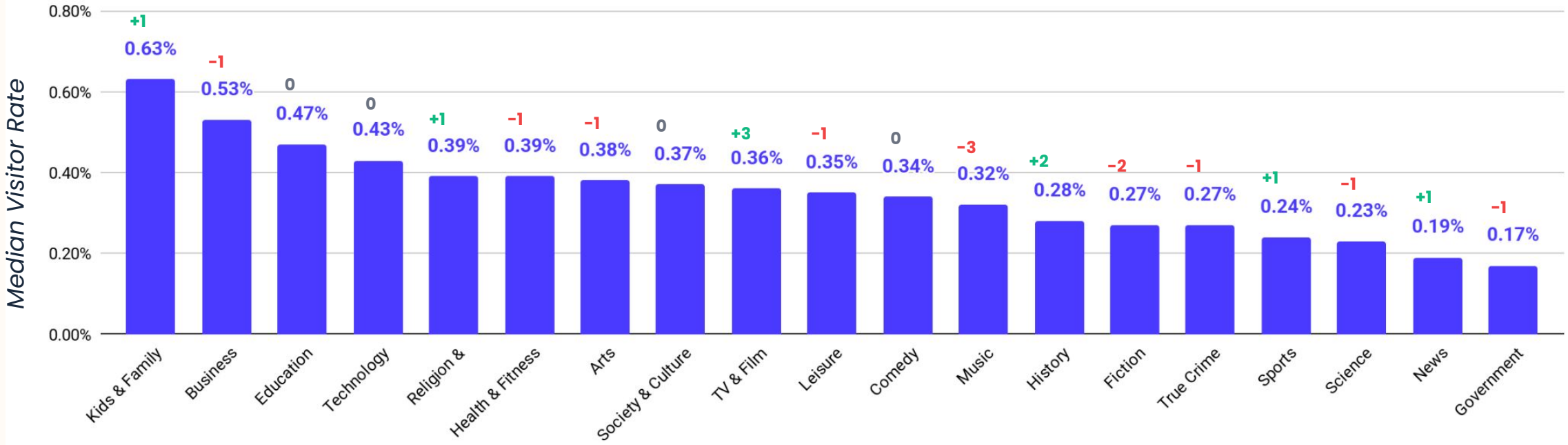
#2 in Visitor Rate, #3 CPV, #3 in Purchase Rate & #4 CPA

Business podcasts continue to deliver strong full-funnel performance, pairing strong visitor and purchase rate with relatively low CPV and CPA, making them a reliable choice for efficient customer acquisition.

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Visitor Rate by Show Genre

Median Visitor Rate by Show Genre (%)

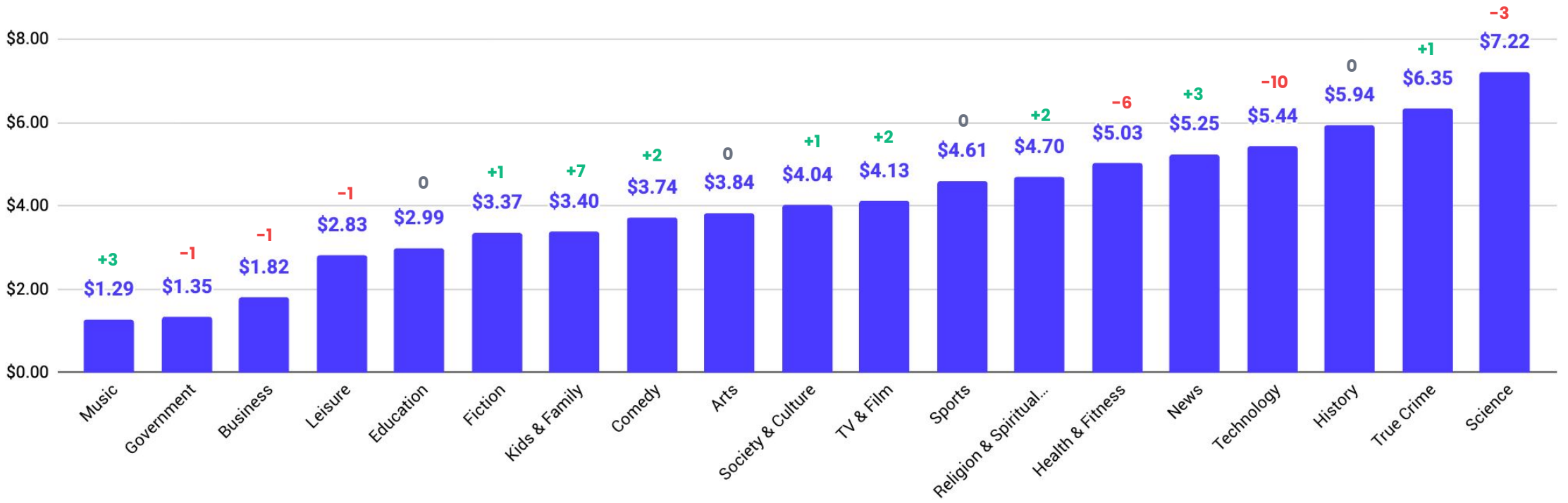


Key Insight

Kids & Family, Business swapped places and **Education** continue to drive podcast drive the most efficient visitation response this quarter. Not many big gainers or losers this quarter. **TV & Film** had the biggest movement by moving up only three places.

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CPV by Show Genre

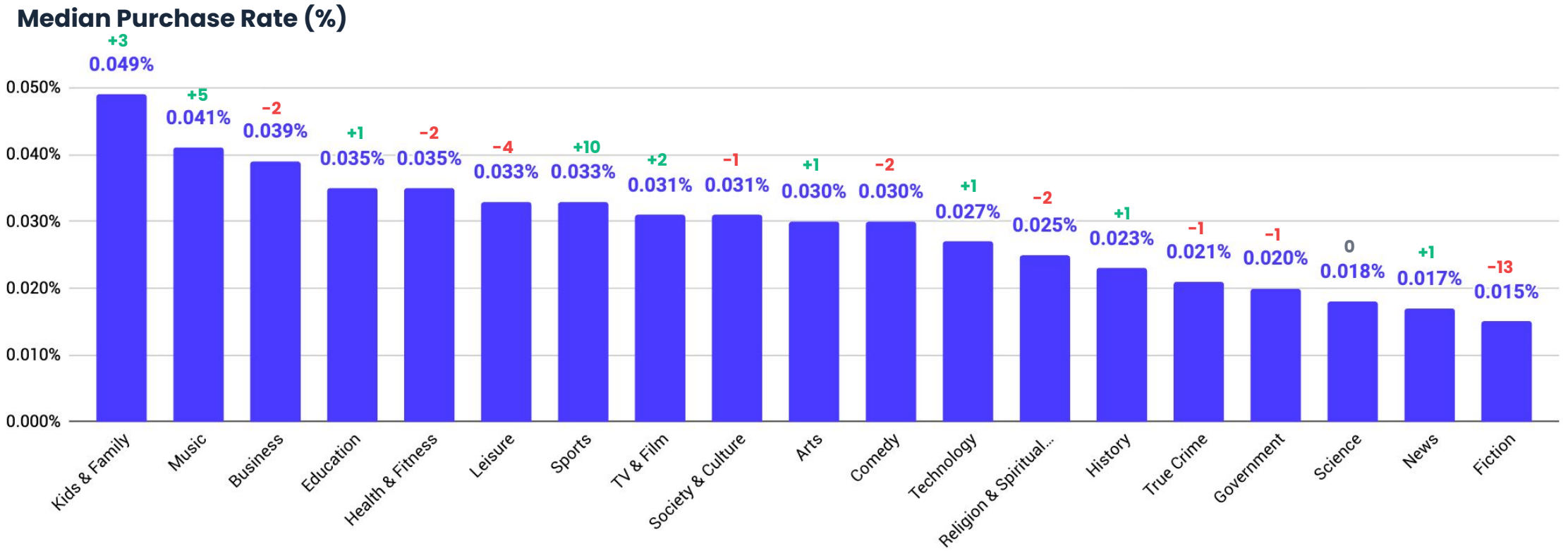


Key Insight

Music, Government, and **Business** shows drive the lowest cost per visitor. **Music** moved up three places to have the lowest CPV at $1.29. **Kids & Family** shows also experienced a large performance jump (+7) with a median cost of $3.40 per visitor.

Podcast

Purchase Rate by Show Genre



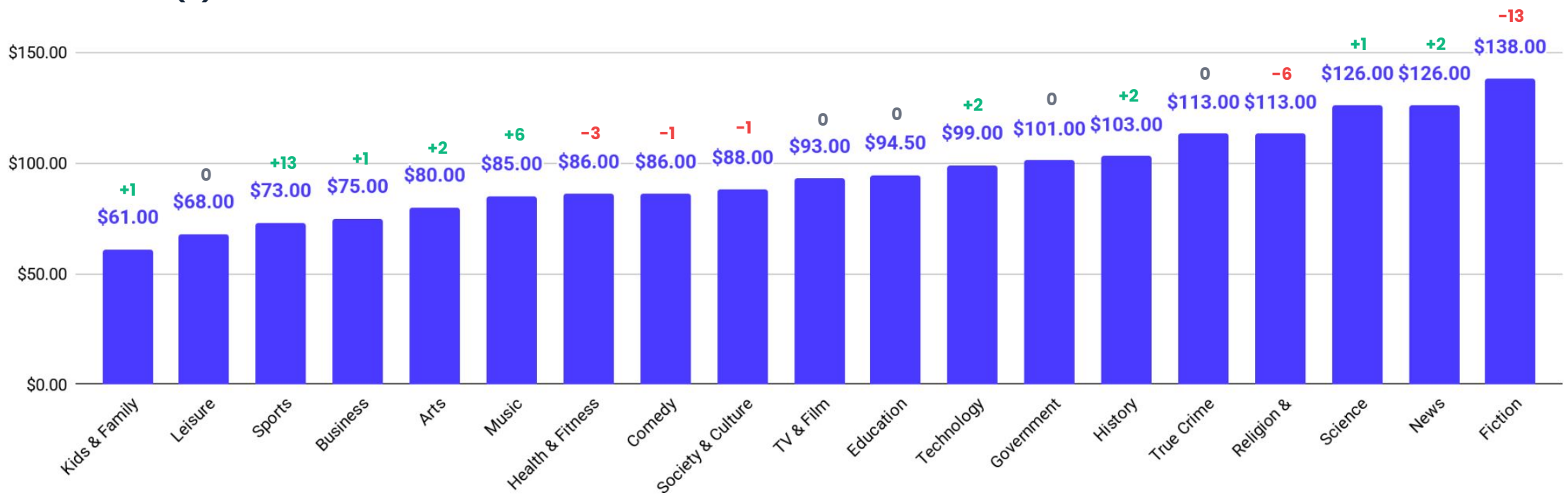
Key Insight

Kids & Family and **Music** outperformed other show genres by median purchase rate. **Business**, **Education**, and **Health & Fitness** shows follow to deliver efficient purchase conversion rates. **Sports** shows saw a huge purchase performance jump, moving up 10 places.

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CPA by Show Genre

Median CPA ($)



Key Insight

On a per-dollar basis, **Kids & Family**, **Leisure**, and **Sports** shows are the most efficient in driving new customers. **Sports** shows are showing a more cost efficient performance this quarter, jumping 13 places from the previous quarter, landing in the top three.

Advertiser Industry x Genre

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

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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

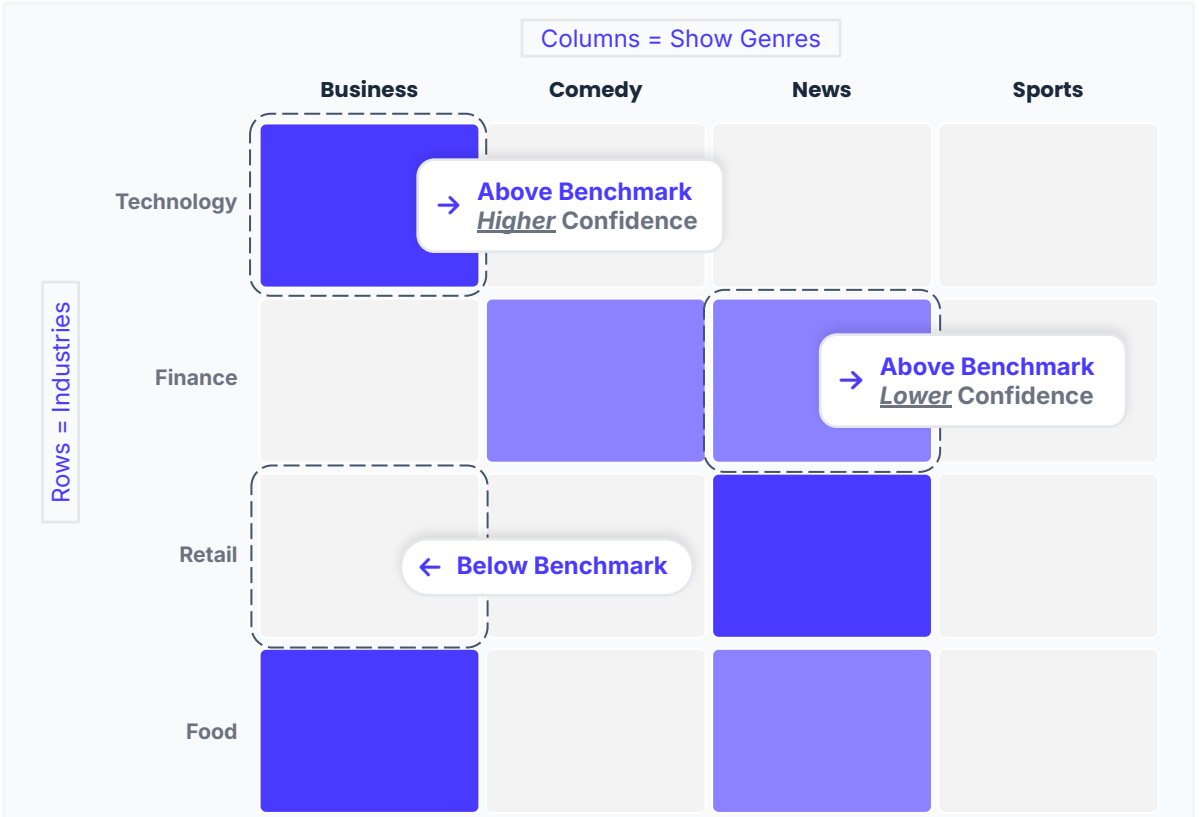
Baseline
At or below benchmark

Structure

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

Sample Matrix View

Mini Example



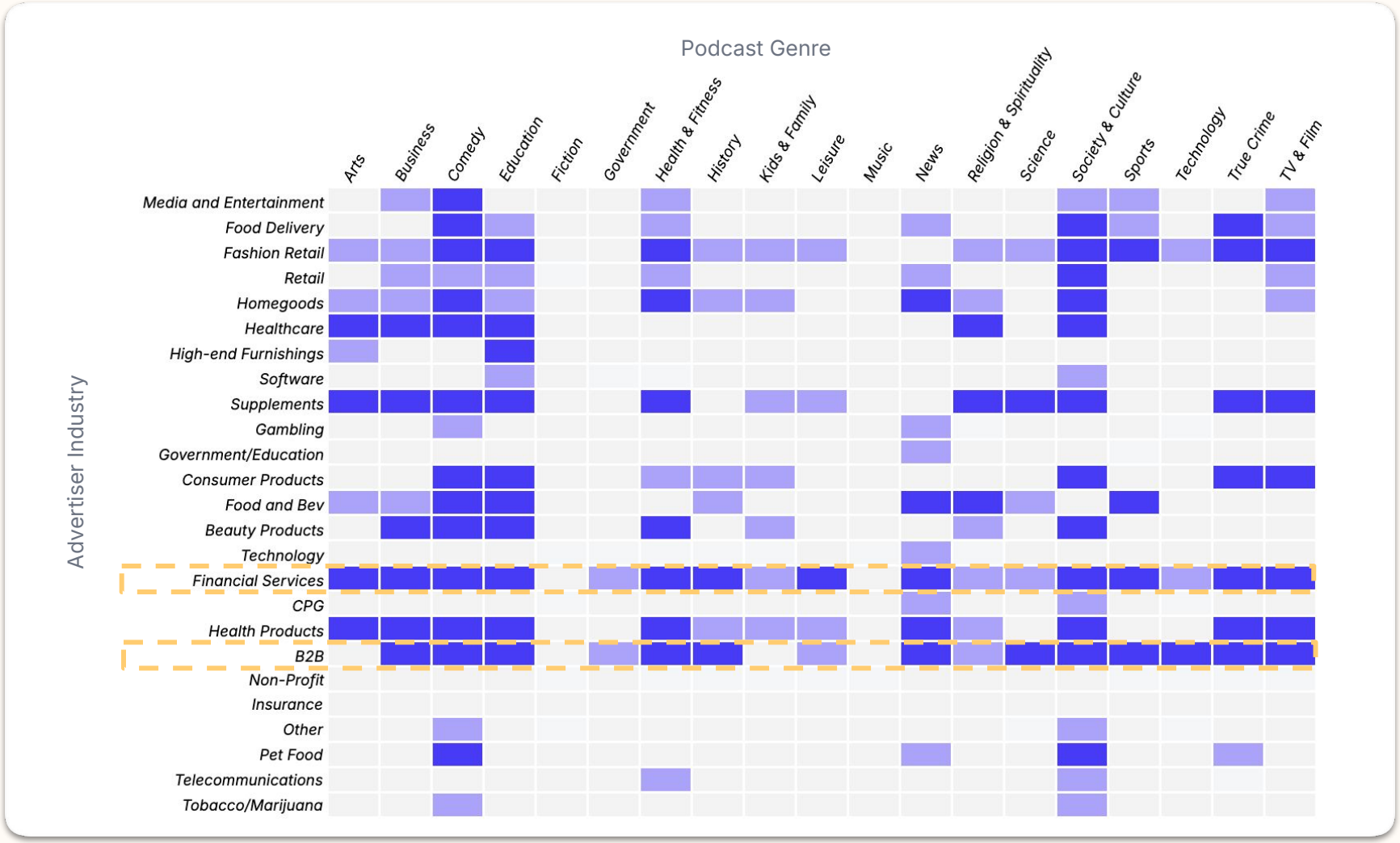


Watch how Matt Drengler (Head of Partnerships) explain it in our webinar here →

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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

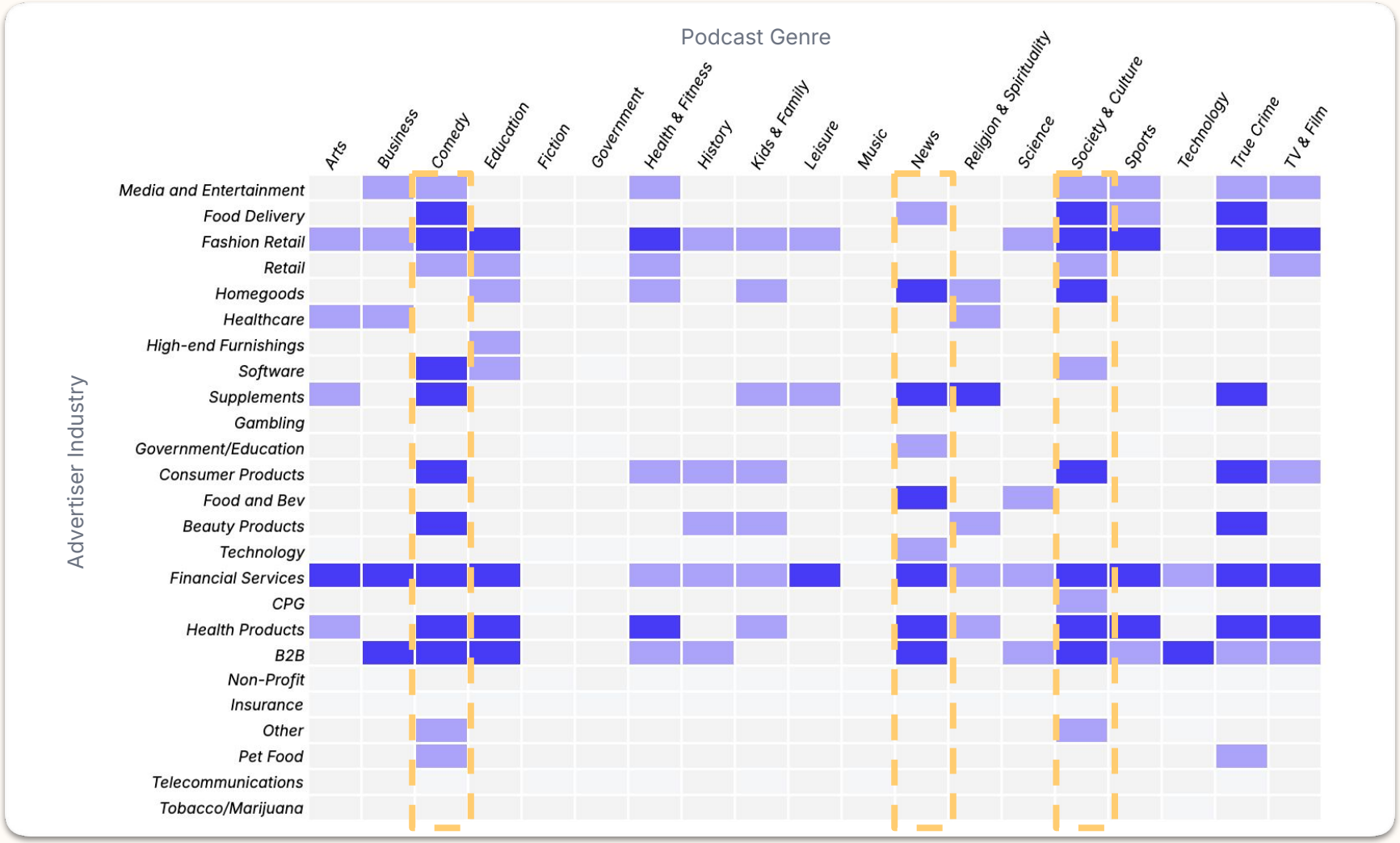
Insights

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

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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

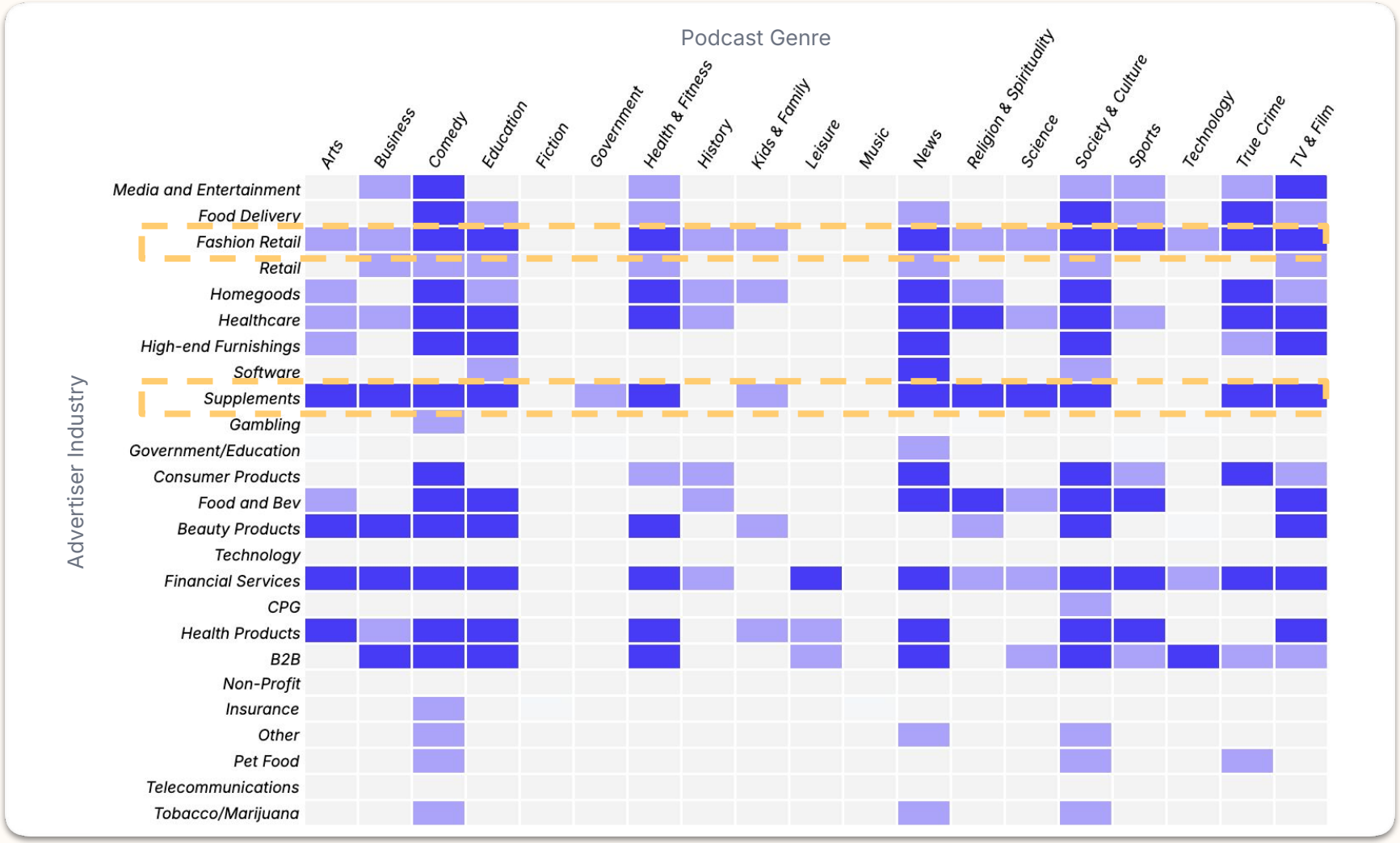
Insights

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.

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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

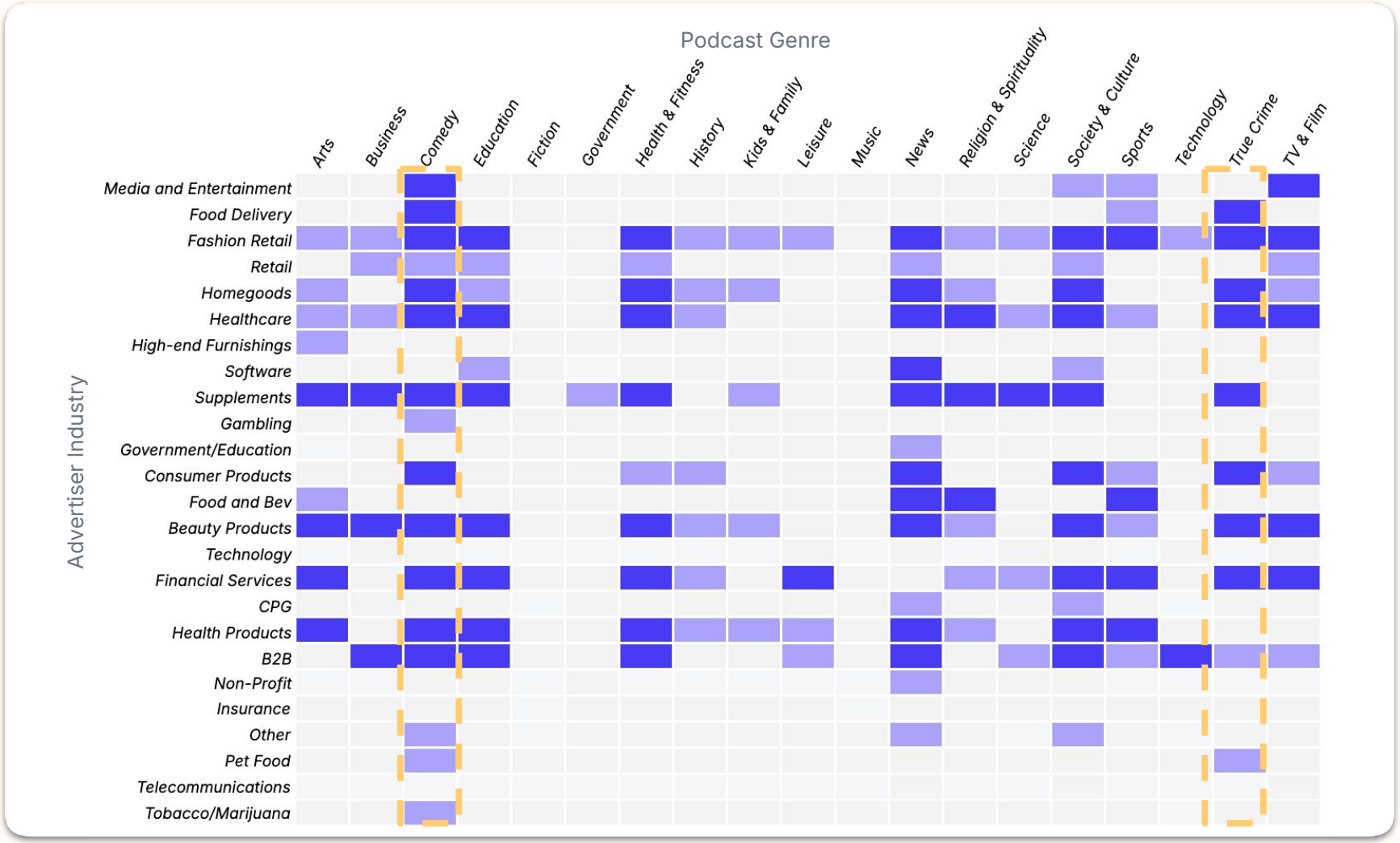
Insights

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.

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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

Insights

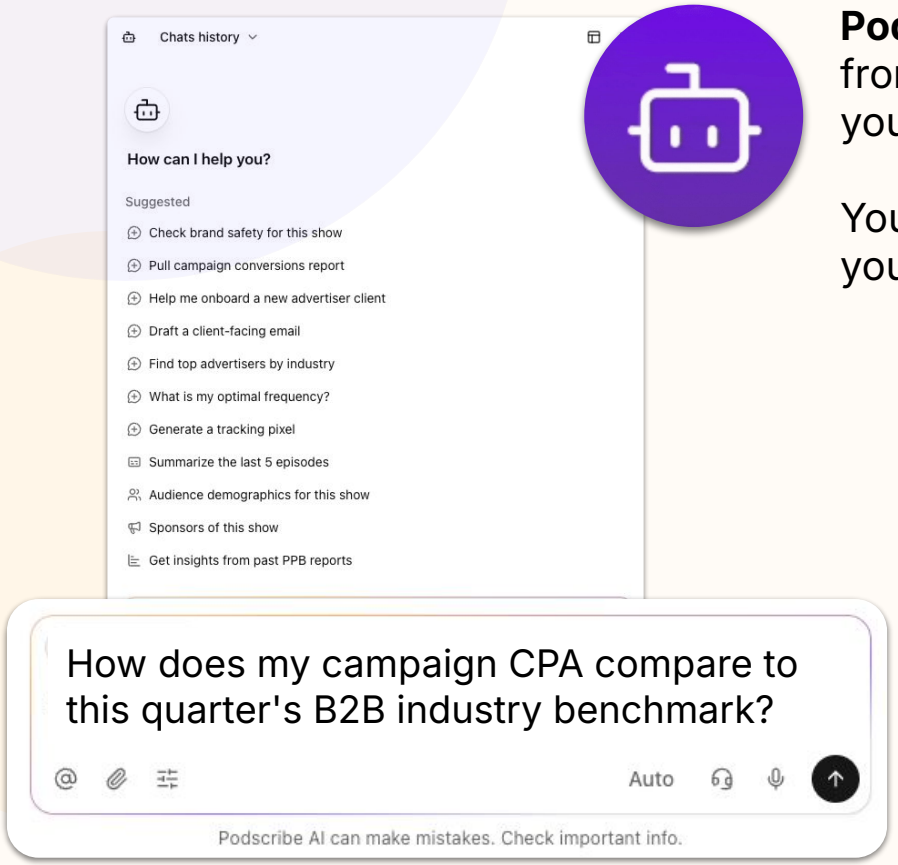
True Crime and **Comedy** stand out as genres that drive efficient conversions on a per-dollar basis, including Food Delivery, Fashion Retail, Consumer Products, and Financial Services.

Unlock insights from a performance advisor

Check out the Podscribe AI Chatbot



Your shortcut to audio industry benchmarks and insights: Podscribe AI Chatbot!



Podscribe's AI chatbot makes every PPB easily searchable. It pulls directly from current and historical PPB data to surface the insights most relevant to you.

You can ask questions, compare quarters, and apply industry benchmarks to your campaigns in no time.

- *"What is the best performing ad length, based on past PPB findings?"*
- *"Which audio channel gives me higher incremental lift – podcast or streaming?"*
- *"Do host-read ads or producer-read ads convert better?"*
- *"What were the top performing show genres of 2025?"*
- *"What are the 3 best podcast genres to invest in for a pet foods brand?"*

Ask Podscribe AI Chatbot a question now →

Read the blog post to learn more→

Past Findings

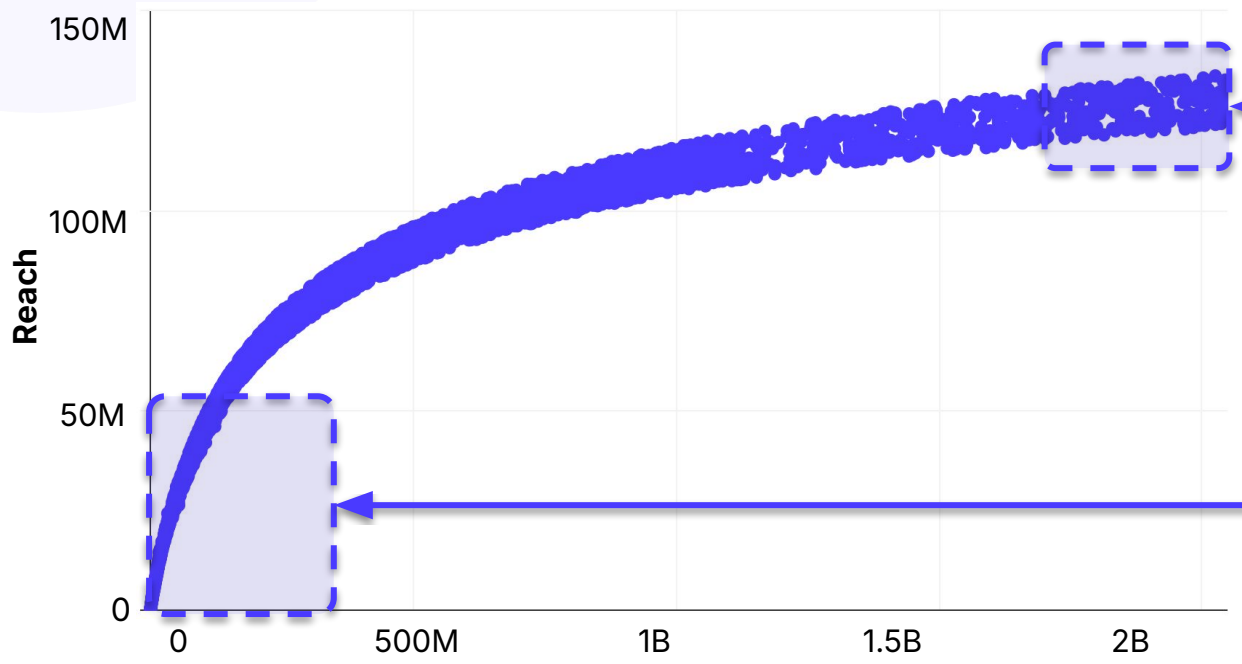


Reach Curve

Podcast & Streaming

Podcast

Most advertisers in Podcasts are reaching *at most* ⅓rd of the podcast audience



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

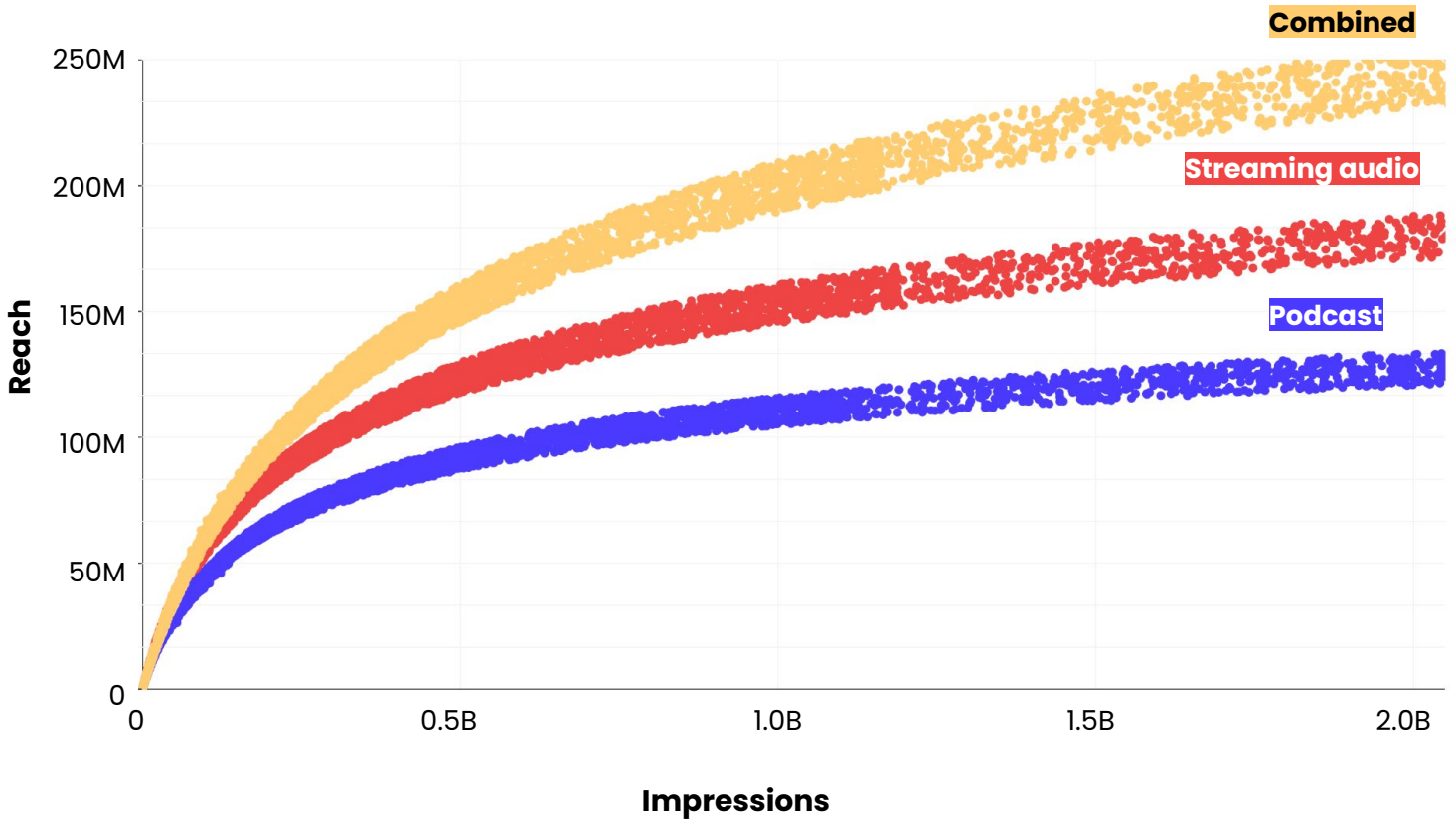
99% of podcast advertisers today

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*

More Buy Types

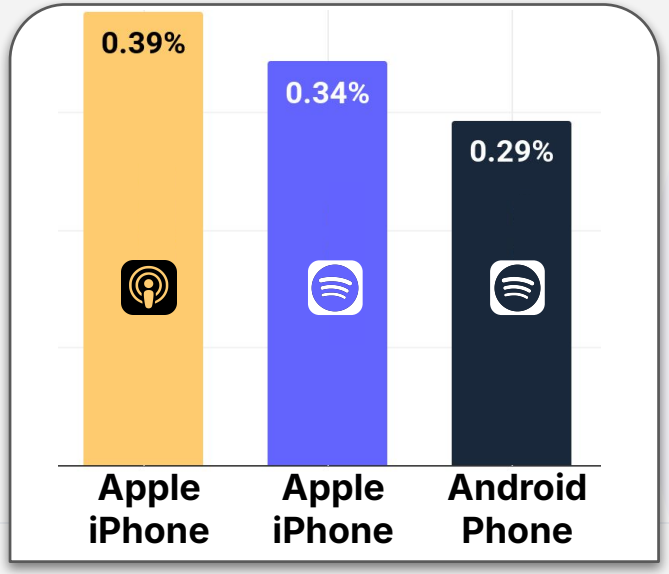
By device, application, placement, DMA®, state

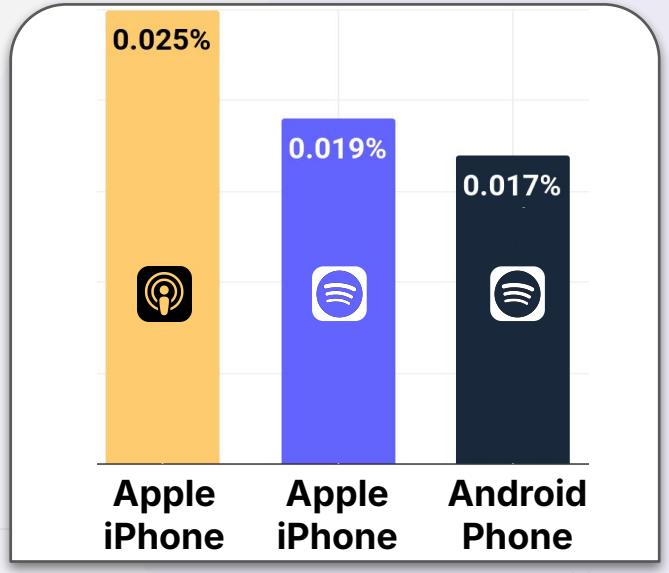
Apple Podcast on iPhone is the clear leader

	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.

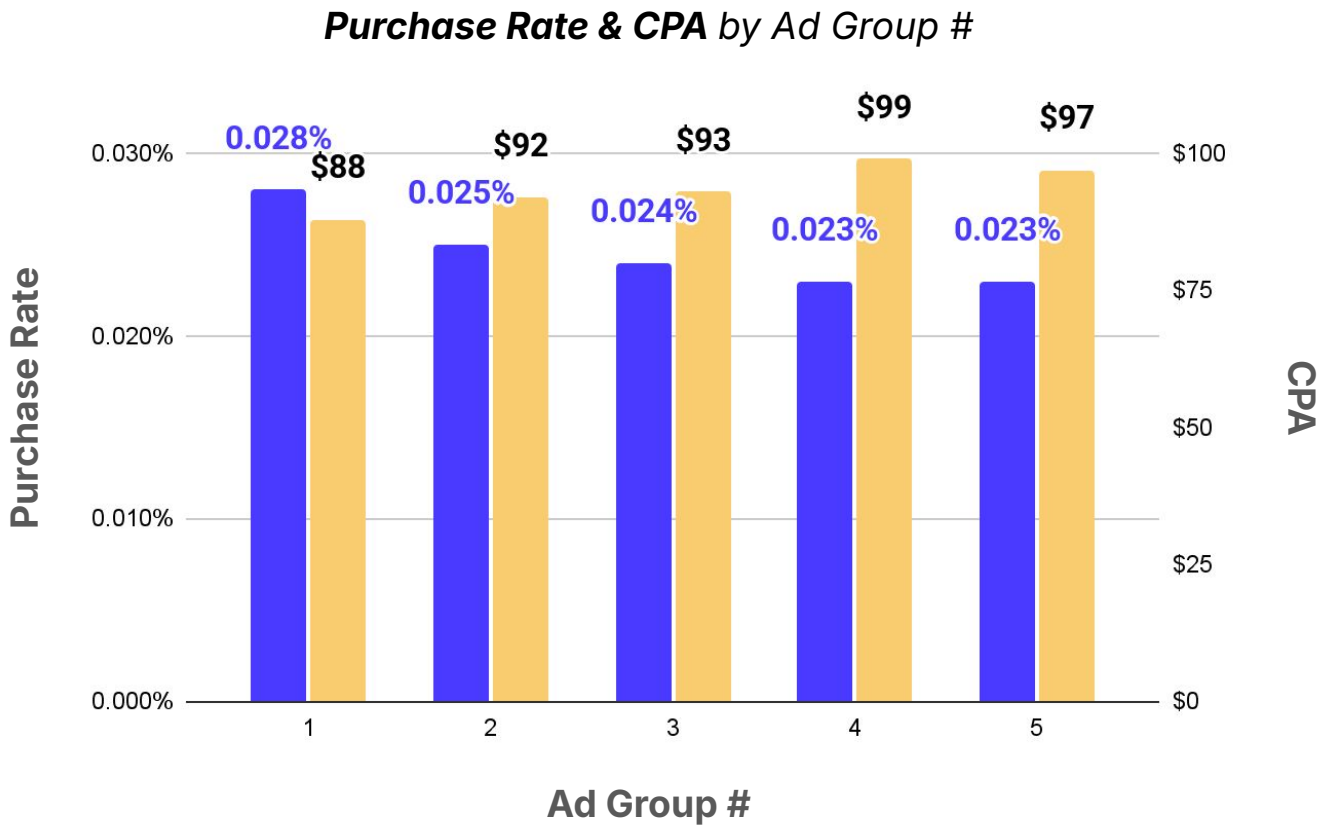
Spotify on Android shows the weakest performance across both metrics.





Podcast

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

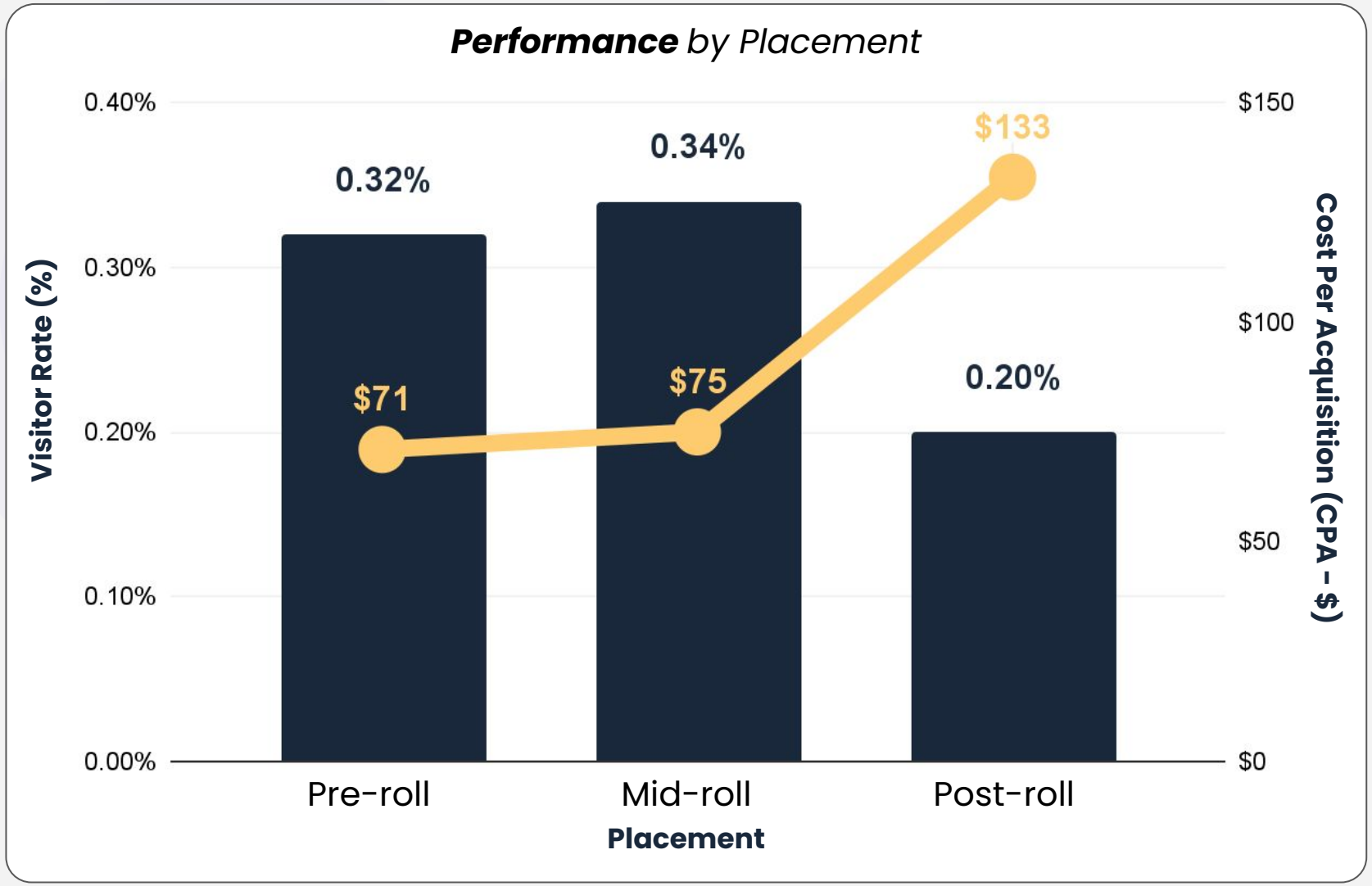


In podcasting, ad impressions are downloads, not actual listens.

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

Data originally published in Q4 2025 PPB

Mid roll is still on top

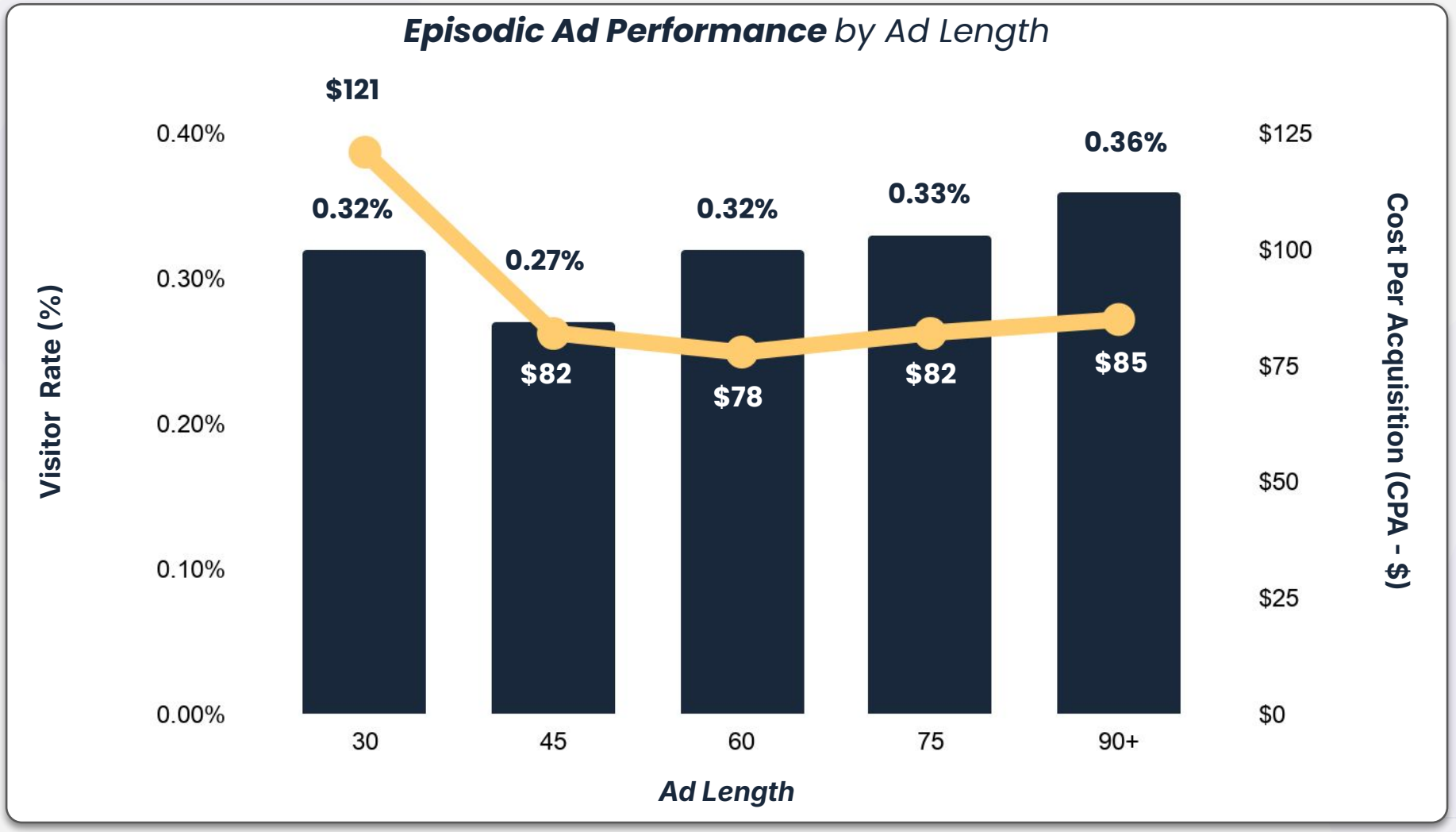


Mid-roll ads deliver the strongest engagement, but **pre-rolls** offer nearly the same performance at a lower cost.

Post-roll ads trail in both effectiveness and efficiency, making them the weakest option overall.

Podcast

Performance increases with ad length.



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)

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Top Podcast Publishers

Top Podcast Advertisers

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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

03

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 (%)

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

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Thank you!

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

www.podscribe.com

This report was made possible through the contributions, expertise, and continued partnership of:

OXFORd ☆ *Special thanks to **Oxford Road** for their collaboration in shaping this report.*

- **Acast**
- **ADOPTER Media**
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...and many more