

Q3 2026 Podscribe Performance Benchmark Report

The latest trends & performance insights in audio.



About



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 from the report

01

- ✓ Video distribution & fragmentation both grow, with strong measurement emerging on some platforms, specifically for Apple Video & Rumble.

[More →](#)

02

- ✓ A shorter conversion window for streaming than podcasts makes sense, although both drive impact typically to 60 days or more.

[More →](#)

03

- ✓ Top targeting factors influencing performance are DMA, listener affluence, & listeners' prior interaction with the brand.

[More →](#)

04

- ✓ Podcast engagement, represented by the ratio of Apple Podcast ratings relative to a podcast's audio reach, can help identify stronger-performing shows.

[More →](#)



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Interact with this report and past PPB report insights and findings with [Podscribe AI Chatbot →](#)



Timeframe:

AUG '25 - JUL '26



Fast Figures

Total Campaigns

105K+

Advertisers

700+

Total Impressions

36B+

Streaming
Audio
(.·.)

Install Rate

**0.05%**

Visitor Rate

**0.07%**

Conversion Rate

**0.006%**

Attr. Conv. Rate

**4.1%**

Cost Per Visitor

**\$8.00**

Cost Per Acq.

**\$204**

Podcast



Install Rate

**0.22%**

Visitor Rate

**0.20%**

Conversion Rate

**0.015%**

SmartPromo Conv. Device Rate

0.59%

Attr. Conv. Rate

**6.4%**

SmartPromo New Converted Device Rate

0.43%

Cost Per Visitor

**\$10.00**

Cost Per Acq.

**\$168**



Video Adoption

Across YouTube, Spotify, HLS & Rumble





Video adoption across different platforms

85%

of the top 100
shows are on
YouTube



32%

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



9%

of the top 100
shows are posting
to **Rumble**



4%

of the top 100
shows are
HLS enabled



78%

of the top 500
shows are on
YouTube



24%

of the top 500
shows are opted into
Spotify Video



9%

of the top 500
shows are posting
to **Rumble**



4%

of the top 500
shows are
HLS enabled



Attribution capabilities for video vary.

 *Limited*



YouTube Views can be pulled and displayed from the public YouTube API.

Engaged Views require a direct connection between Podscribe and the show's YouTube channel.

Attribution results require modeling, typically using the conversion rate of the audio and other attributes to determine performance.

Unique Reach is not possible to calculate when considering all other audio and video channels/platforms.

 *Some Limitations*



Spotify Plays can be pulled and displayed using standard DAI pixels or through a direct integration with Podscribe.

Attribution and Incrementality can be measured using **standard attribution methodology** for DAI campaigns, **but not baked-in campaigns**.

Unique Reach can be calculated for DAI campaigns, **but not for baked-in ads**.

 *Good*



Apple HLS downloads and listens can be pulled and displayed using standard DAI pixels. Currently prefixes do not work natively, so log files are necessary for baked-in campaigns.

Attribution and Incrementality can be measured using **standard attribution methodology** for DAI campaigns and baked-in campaigns using log files.

Unique Reach can be calculated for DAI campaigns and baked-in campaigns using log files.

 *Great*



Rumble Views can be pulled and displayed for both DAI and baked-in ads using the new Podscribe integration with Rumble.

Attribution and Incrementality can be measured using standard attribution methodologies.

Unique Reach can be calculated across both baked-in and dynamically inserted ads.

Podscribe can now provide **true attribution** for Rumble & Apple HLS.

YouTube 'Engaged Views' vs 'Views'



Natasha - TeamYouTube

Aug 17, 2026

Google Employee • Original Poster

An update to how we count public views across YouTube

Announcement

Hi everyone!

Last year, we updated how we count public views for Shorts to better capture how viewers watch on YouTube. Now, we're aligning all other video formats to this same standard for consistency across the platform. Beginning on 8/24/2026, a view will be counted the moment a video begins to play—from the very first frame. This standard will now apply globally across all formats.

Official Blog

INSIDE YOUTUBE

WHAT ARE 'ENGAGED' VIEWS ON YOUTUBE?

AUG 19, 2026

Starting August 24, 2026, views across YouTube are counted from the first frame going forward — Shorts, Long Form, Podcasts, Live; all the formats. This is the new, standardized, consistent definition of a view. And the previous definition of a view will now be called an "engaged view." So, what exactly is an engaged view?

What's the difference between a view and an engaged view?

A **view** is now defined as counting from the very first frame — whether that's a Short appearing in the feed or a long-form video autoplaying on the Home page.

An **engaged view** is defined as watching past that initial first frame or clicking to watch. This has been, and will continue to be, how you qualify to earn (as long as the content is also public).



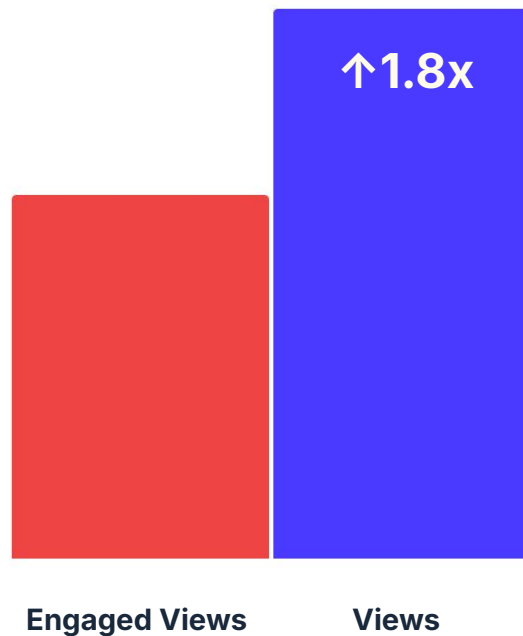
YouTube now counts a **"View"** as soon as a video starts playing past the 1st frame (**0-second view**).

The previous view metric, **"Engaged Views,"** required a play past the '2nd frame' **and some number of seconds of view time** and is now only available in *YouTube Analytics > Advanced Mode*.



We compared YouTube 'Engaged Views' vs 'Views'

For episodes released since August 24, 2026



Want to start reporting on Engaged Views for your shows?

Connect your YouTube Analytics to Podscribe. [See how >>](#)



We see that **views** are **~1.8x** higher than **engaged views** for episodes that have been released since the update.



Podscribe prioritizes reporting on engaged views wherever possible, to keep your reporting consistent.

Note: For shows where we don't have access to engaged views, Podscribe intends to discount View counts conservatively in the future once a more stable benchmark can be established

For more details, reach out to adops@podscribe.com.



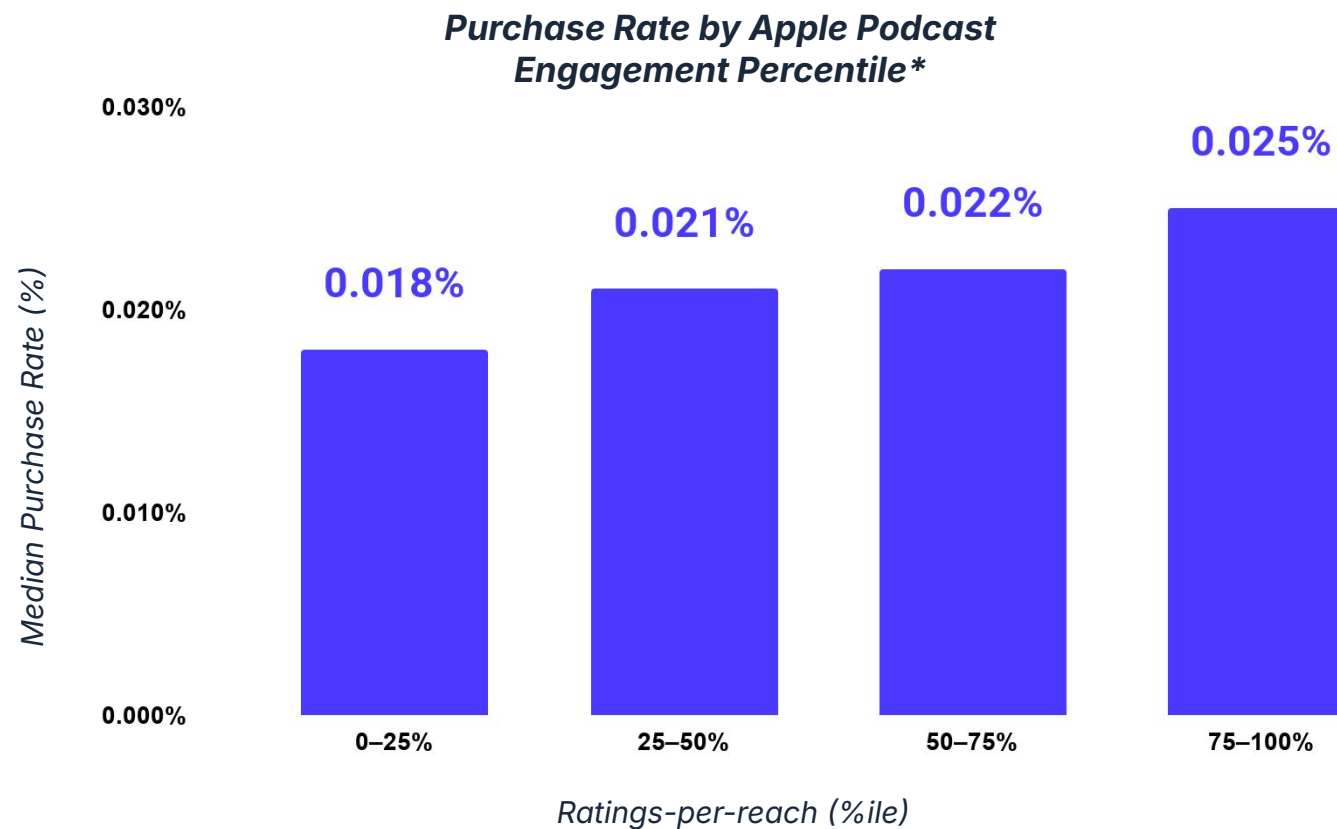
Predicting Performance

From Show Ratings and Comment-To-View Ratios





More Apple Podcast ratings relative to their listenership (i.e. more engaged) convert at higher rates.



* This analysis includes only episodic campaigns of all time.



The relationship between engagement and conversion is monotonic.

Purchase rate rises cleanly across every bucket from 0.018% in the lowest-engagement group to 0.025% in the highest, roughly a **1.4x** increase in purchase rate.



[Check out the top shows by podcast engagement percentile →](#)

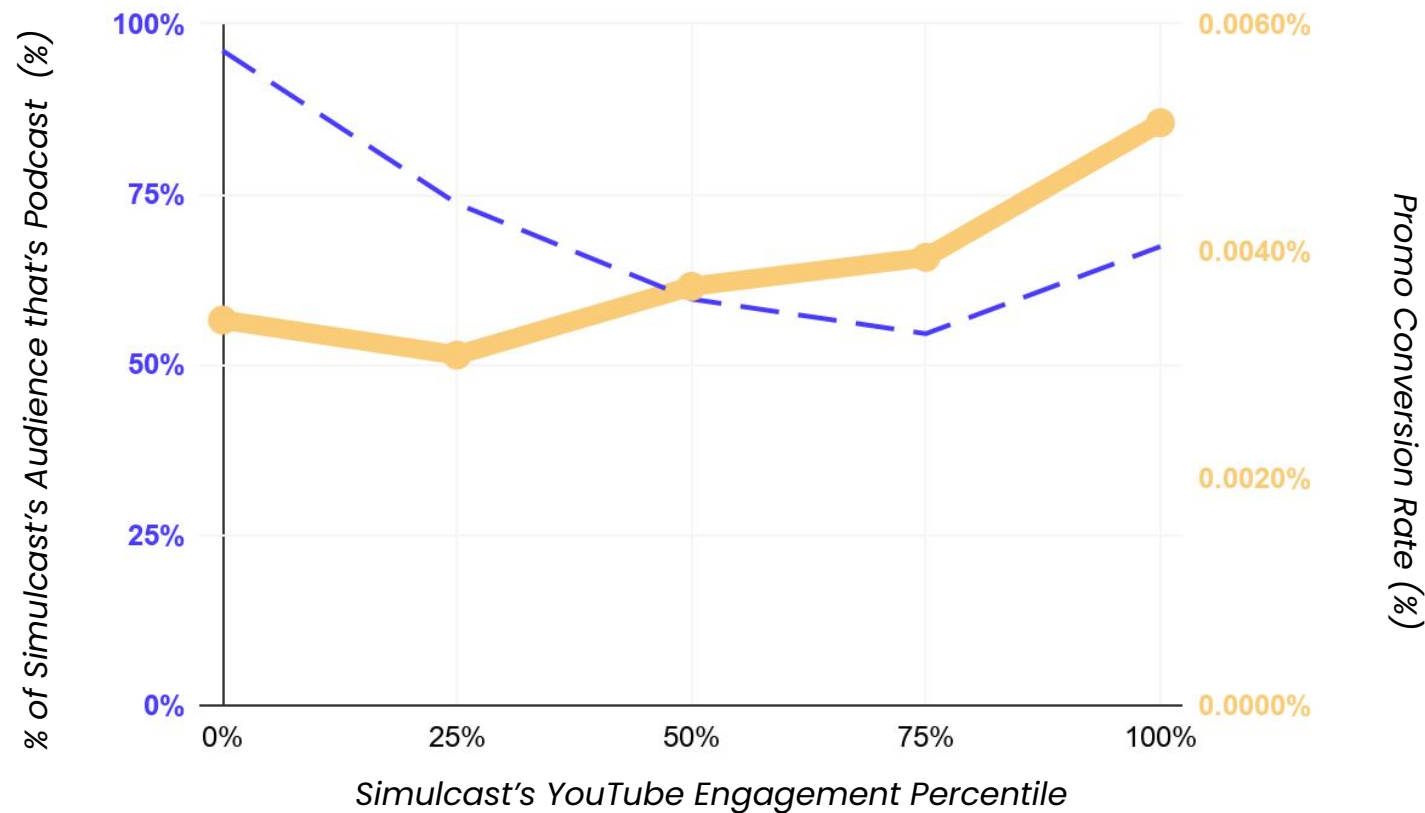
Methodology: For each show, we divided its number of Apple ratings by its monthly audio reach to arrive at a "ratings-per-reach" score that approximates how engaged a show's audience is.



YouTube comment-to-view ratio (engagement rate) shows a similar correlation with conversion.

Simulcast Engagement Performance

● Percent Podcast ● Promo Conversion Rate



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.



"Podscribe's more detailed iterations of some of my early engagement formulas has made it much easier to quantify influence and engagement of creators and their audiences. Our team can now buy more confidently and avoid more low engagement or fraudulent money pits."

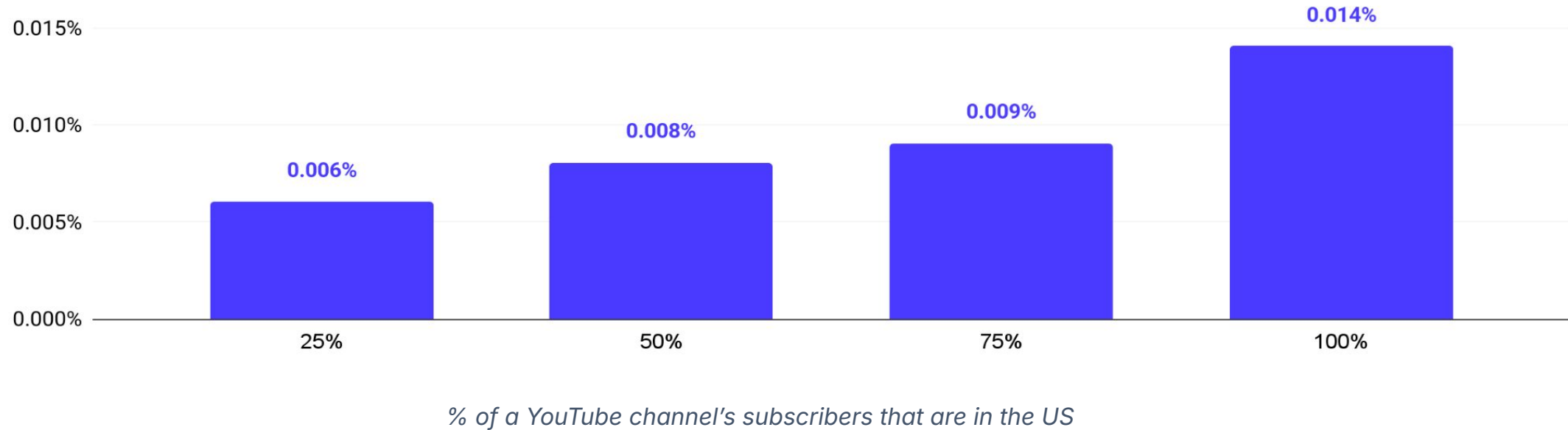


Adam McNeil
SVP of Client Services, **ADOPTER Media**

~~Simulcast~~

Simulcasts with more US YouTube subscribers also perform stronger.

Avg promo codes redeemed per impression



💡 You can see a show's audience by country on the [Show > Audience](#) page, and a filter on [Discover Shows](#).



Top Performance Levers

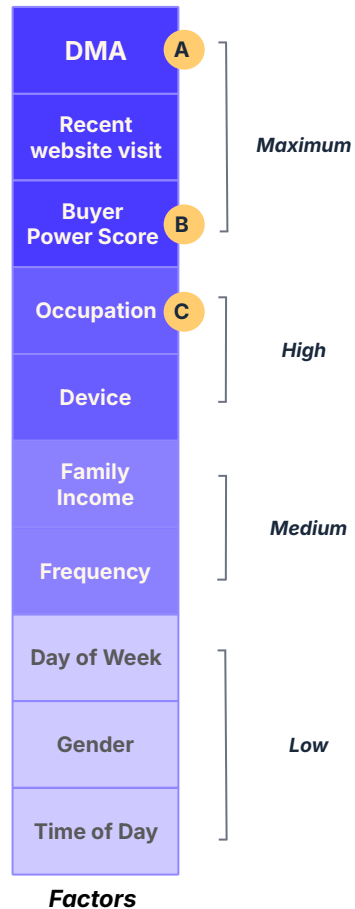
The targeting factors that affect campaign performance the most – and least.





Not all targeting signals are created equal.

Impact on Performance



A Designated Market Area (DMA)

+	Austin	-	Detroit
+	Los Angeles	-	Houston
+	New York	-	Indianapolis
+	Raleigh-Durham-Fayetteville	-	Minneapolis-St. Paul
+	San Francisco-Oakland-San Jose	-	Sacramento-Stockton-Modesto

C Occupation

+	Tradesman/Machine / Laborer	-	Occupational/Physical Therapist
+	Professional/Technical	-	Beauty (Cosmetology/Barber)
+	Upper Management/Executive	-	Retired

B Buyer Power Score (BPS)

A two-part code that estimates the financial resources of a household and how freely they can spend it.

★ **BPS = wealth rating + disposable income**
(1 is wealthiest) (A has most disposable income)

+	1A	2A	3A	2B
-	9D	8D	8C	6C

☐ AI Optimize

SmartServe AI Optimize analyzed a sample of features to identify which have positive or negative impact on campaign performance.



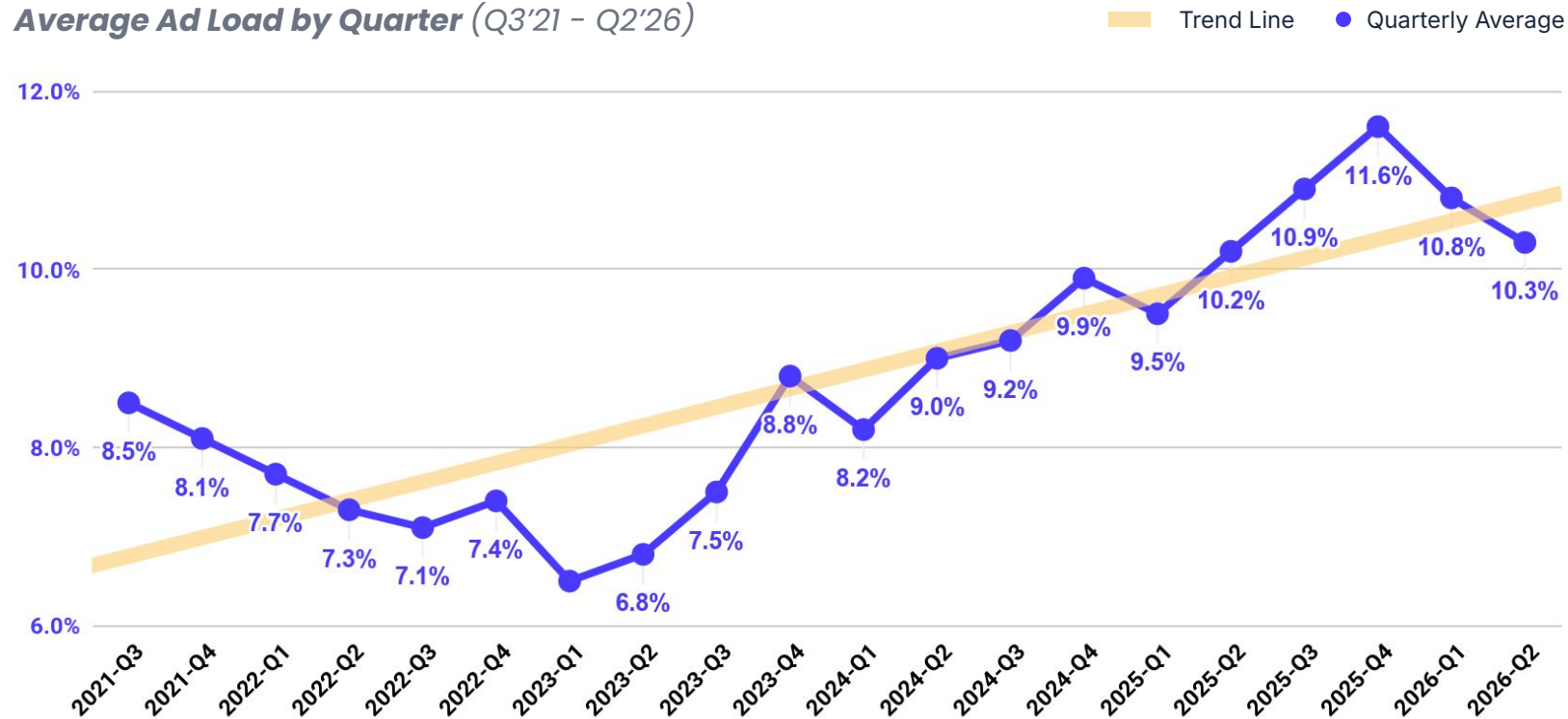
Ad Load





Ad load declined slightly from the previous quarter.

Average Ad Load by Quarter (Q3'21 - Q2'26)



Most Recent Completed Quarter:
Q2 2026

10.3% - 4.6%

Trend Analysis

Average ad load continues to trend upward, rising from **8.5%** in **Q3 2021** to **10.3%** in **Q2 2026**.

Ad load continues to trend downward compared to last quarter, which points to buyers diversifying where they're buying and adding more programmatic campaigns to their media mix



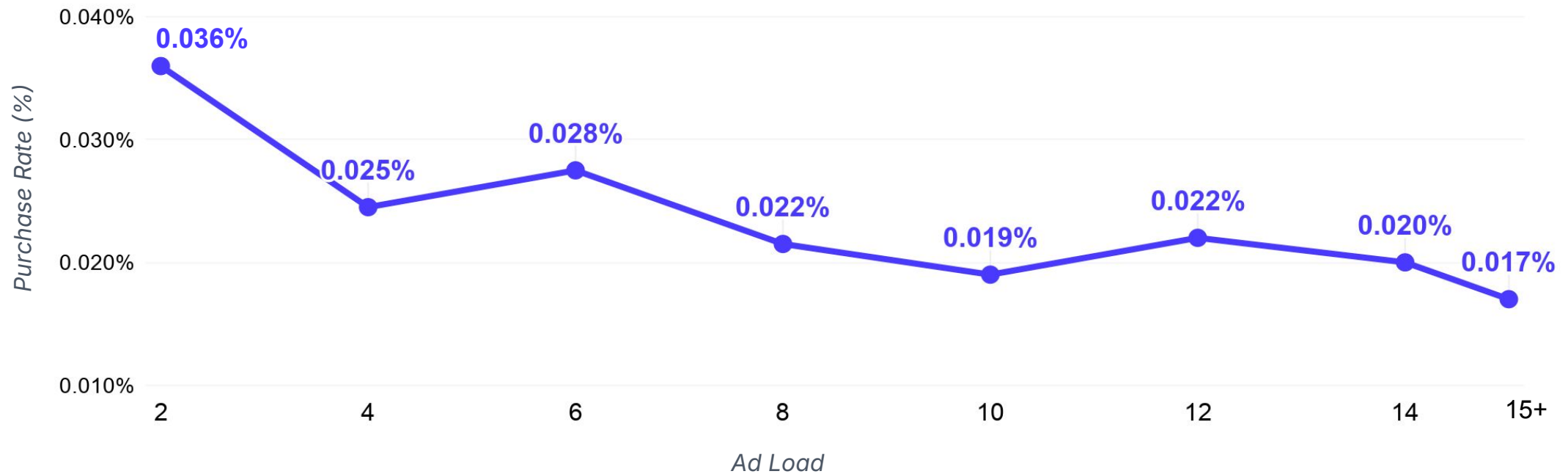
Definition

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



Performance per impression declines as ad load rises.

Ad Load Performance



💡 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%.



Conversion Windows & Incrementality

What is an attribution/conversion window?

Conversion Window

The determined period of time after a user is exposed to an ad during which any resulting conversion is credited to that ad.

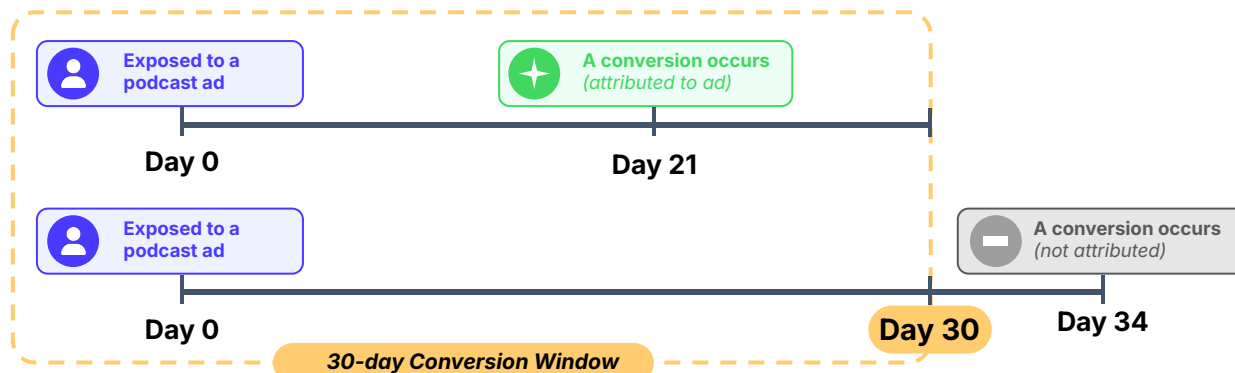
This window may be different depending on the brand/product and media channel.

Lookback Period

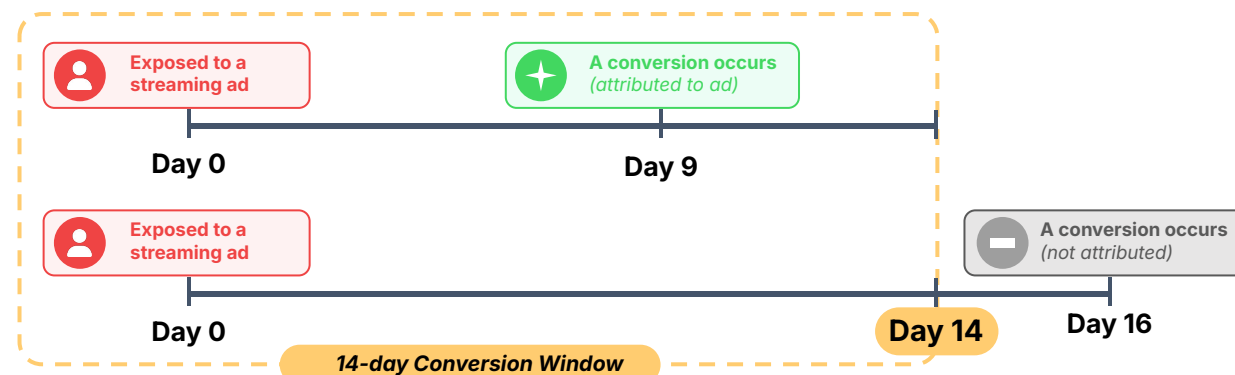
The duration, measured backward from the moment of conversion, during which a prior ad exposure can still be attributed as the driver of that conversion.

Examples:

Podcast (Standard 30-day conversion window)



Streaming (Standard 14-day conversion window)





What is incrementality in ad measurement?

Incrementality

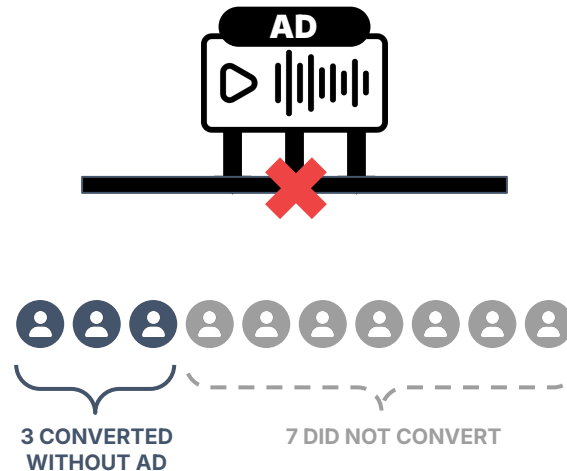
Measures the causal lift an audio ad campaign generates by comparing outcomes between **exposed** and **control** groups.

It shows how many customers would have converted anyway, even without being exposed to the ad—**isolating the campaign's true impact from conversions that would have happened regardless.**

Example:

CONTROL

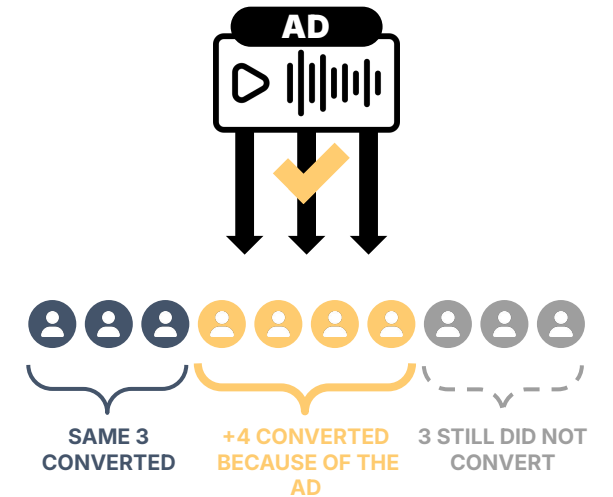
Users who **are not** exposed to the ad.



Used as a **baseline** to measure what would happen without the ad campaign.

EXPOSED

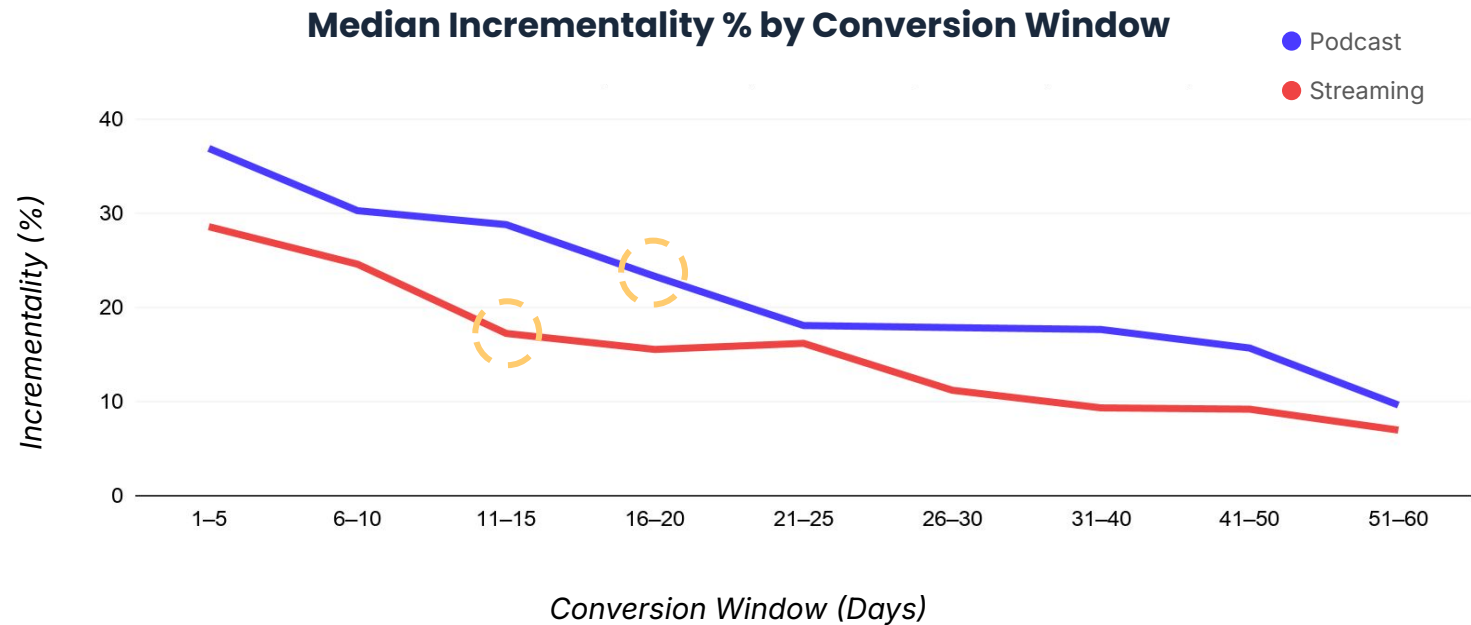
Users who **are** exposed to the ad.



Used to compare against control to determine **incremental impact** of the ad.



Rethinking Conversion Windows



Podcasting incrementality cross the halfway mark by **days 16-20**.

Streaming gets there by only **days 11-15**.



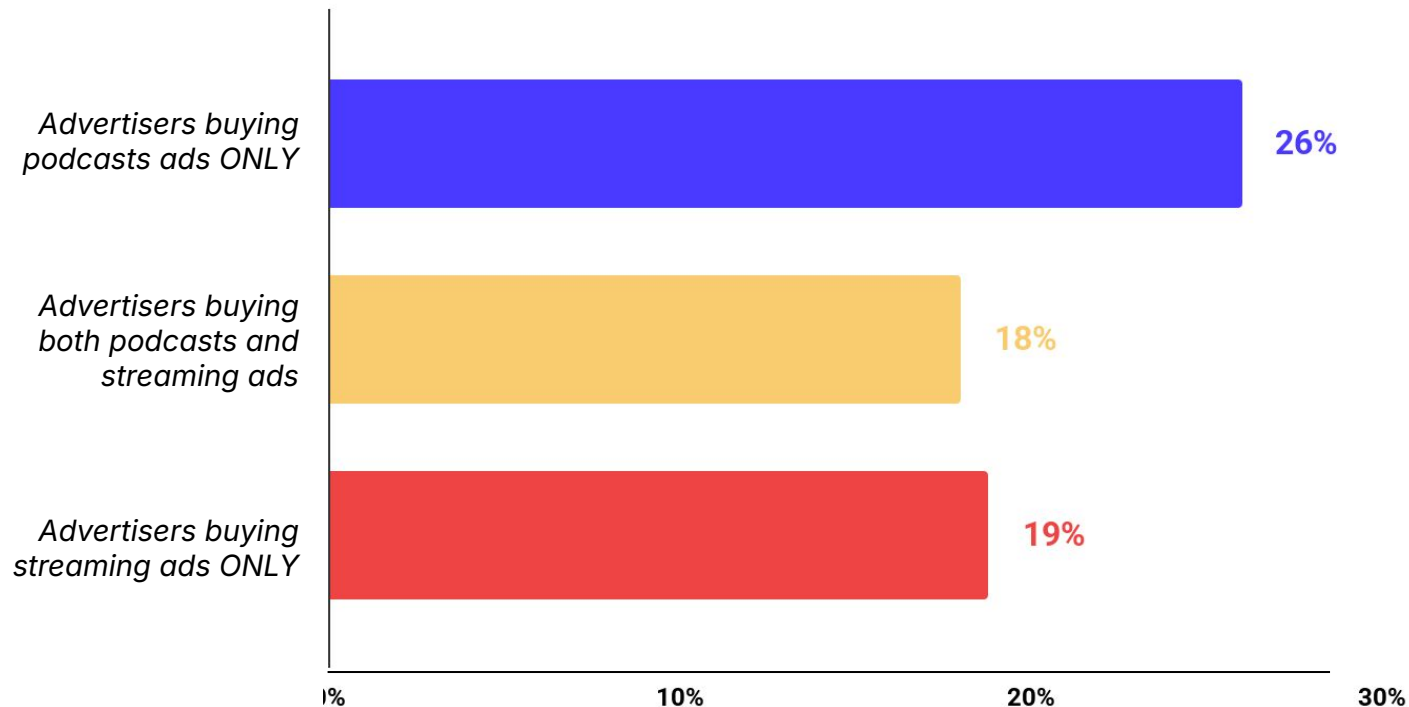
- Purchase incrementality from streaming starts to level out sooner than from podcast.
- Even out to **60 days** there is measurable incrementality in attributed events for both podcasting and streaming.



Podcast Streaming

Incrementality by Channel

Median Incrementality % by Channel



Podcast Leads

Podcasts continue to deliver the highest purchase incrementality at **26%**, confirming that podcast listeners remain harder to reach through other channels, keeping each ad exposure highly valuable.



Streaming Overlap

Streaming-only incrementality rose to **19%** from 14% 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.



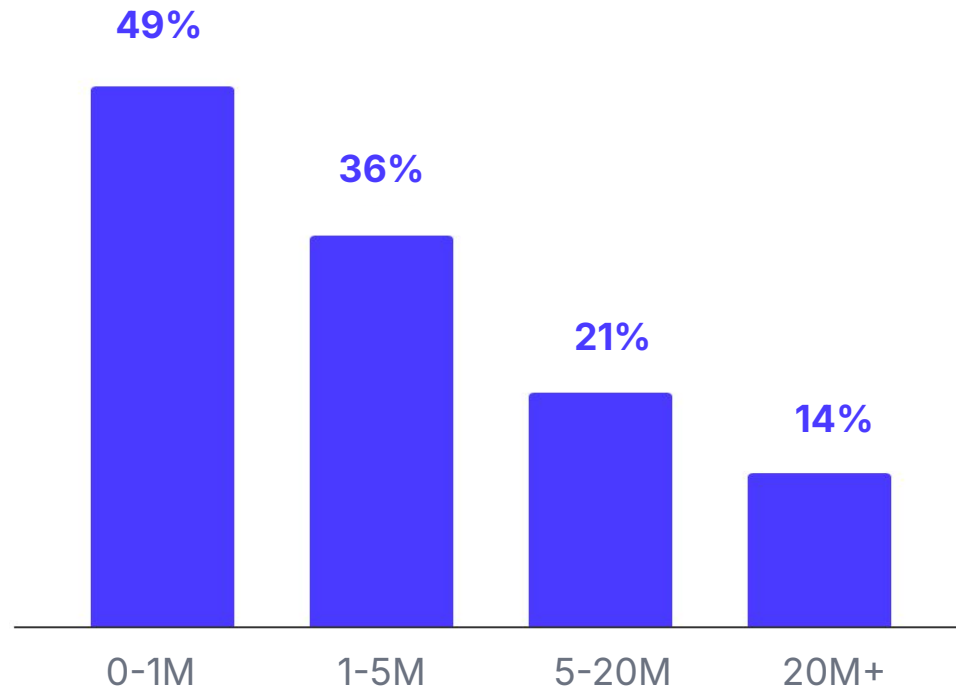
Podcast Streaming

Incrementality by Advertiser Size

Podcast

Median Incremental Lift %

Segmented by Brand's Unique Site Visitors Per Month

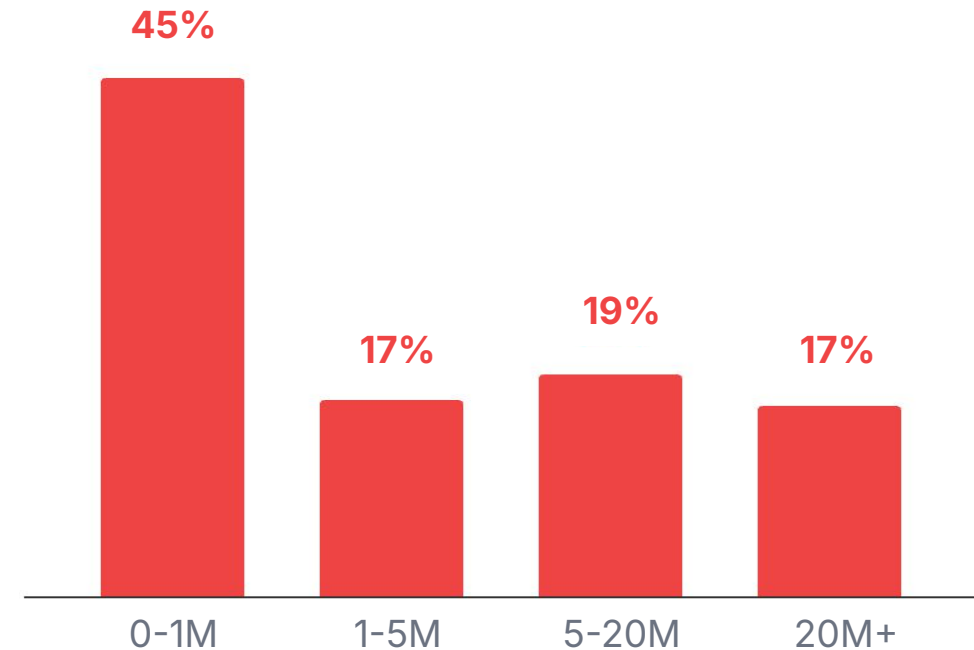


Smaller brands (0-1M visitors) see significantly higher incremental lift (**49%**) compared to larger established brands, likely due to tapping into completely new audiences with less market saturation.

Streaming Audio

Median Incremental Lift %

Segmented by Brand's Unique Site Visitors Per Month



Smaller brands (0-1M visitors) also see higher incremental lift (**45%**) when advertising on streaming audio.



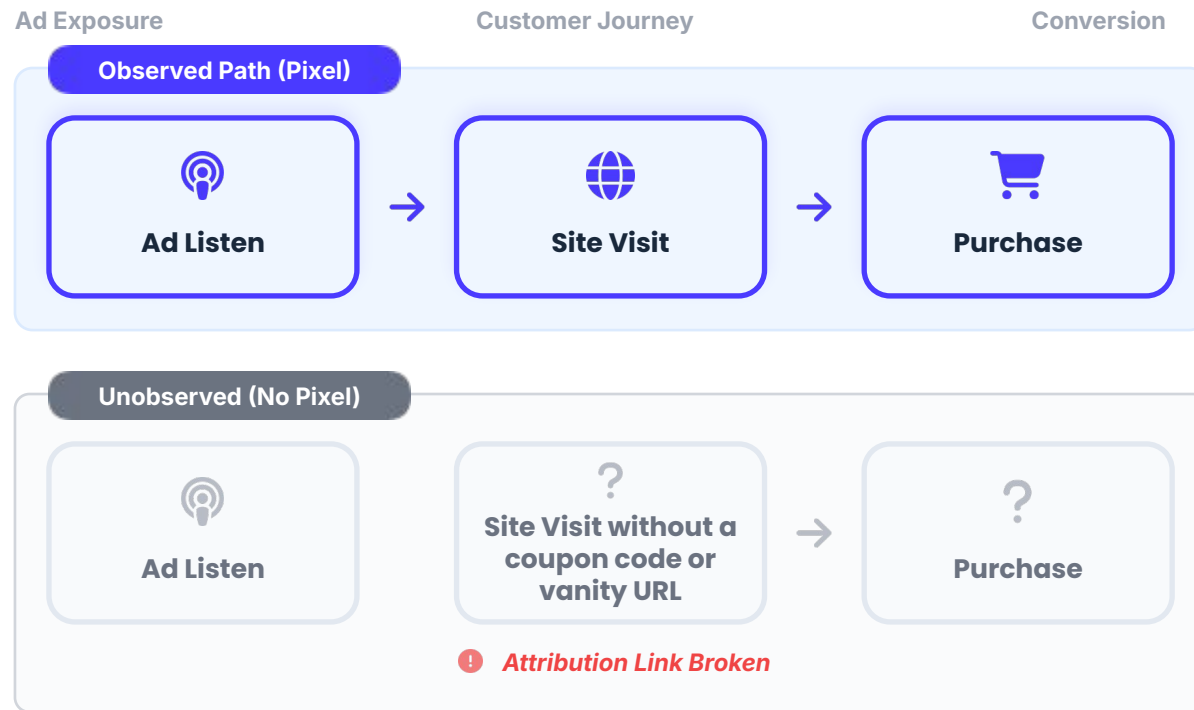
Pixel vs. Promo vs. Survey

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

~4.2x

More than Promo/URLs



Traditional Methods



Promo Codes & Vanity URLs

~24% Capture Rate

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

Post-Purchase Surveys

~16% Response Rate

Subject to recall bias and low completion rates.

Conversions Captured Multiplier

● Pixel-Based ● Traditional





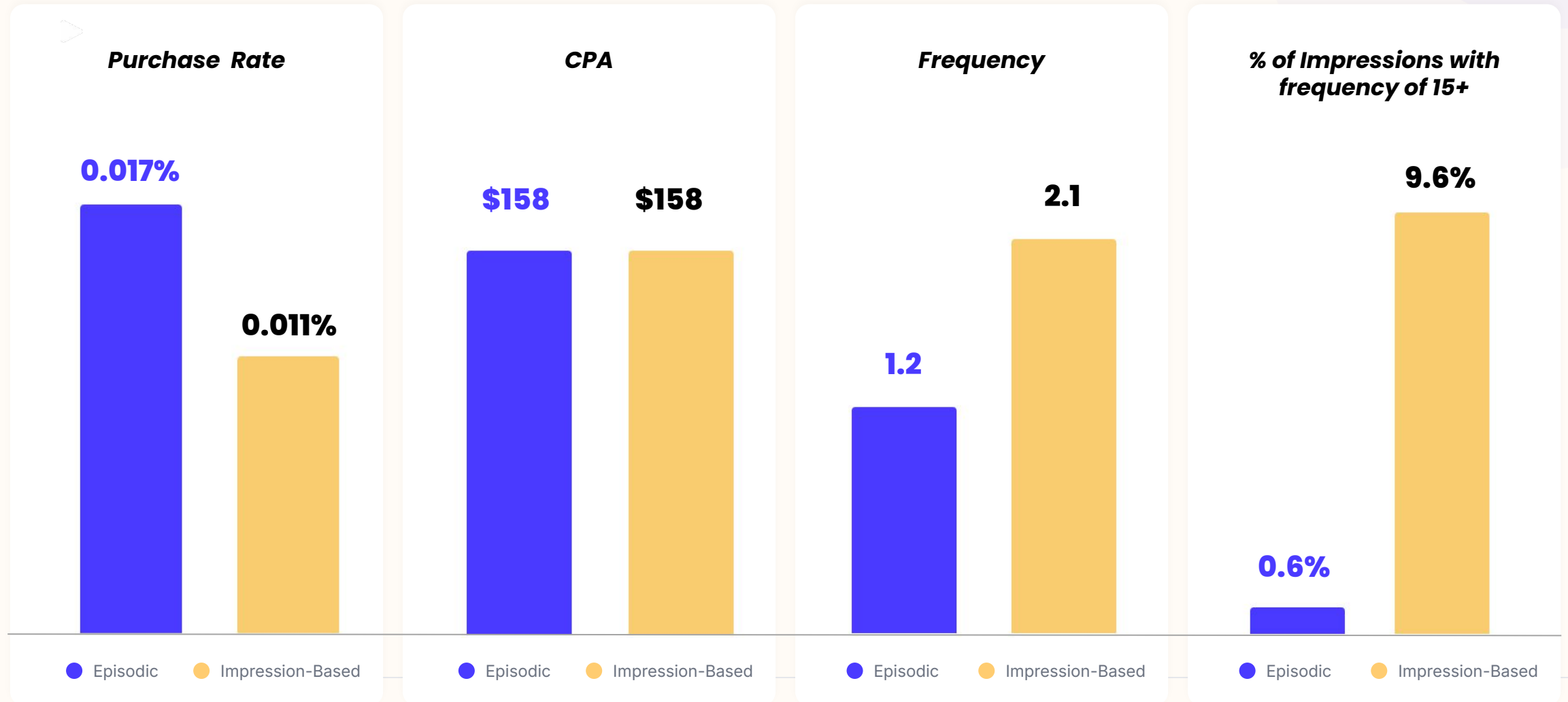
Buy Type

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





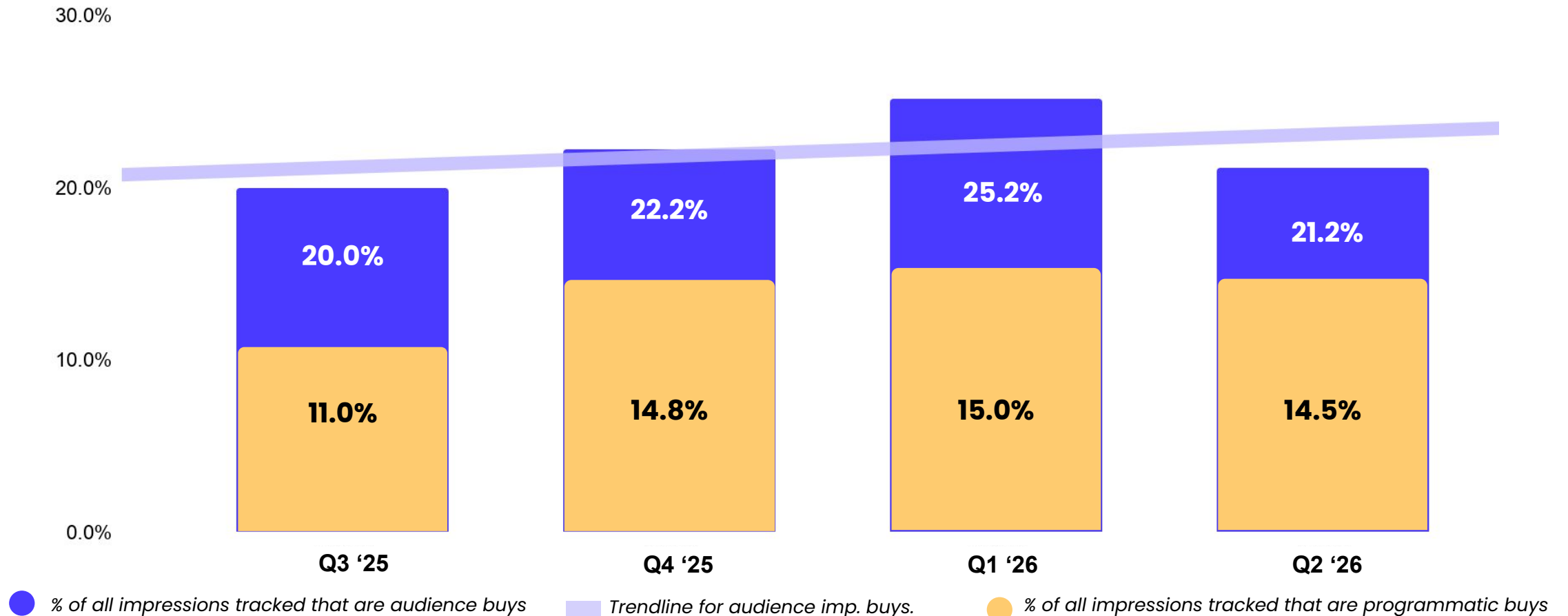
Episodic buys still outperform impression-based buys but are fairly equal in terms of effectiveness per dollar.





Slight decline in audience buys and programmatic buys

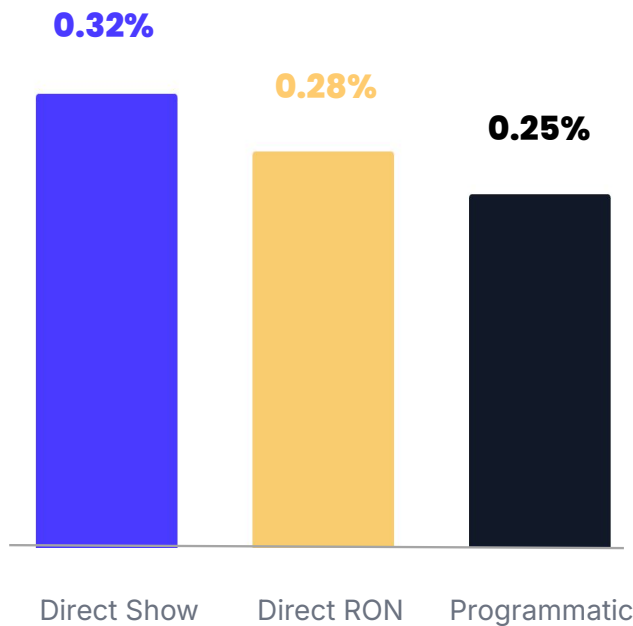
Percent of all impressions tracked that are audience or programmatic buys vs. direct show buys



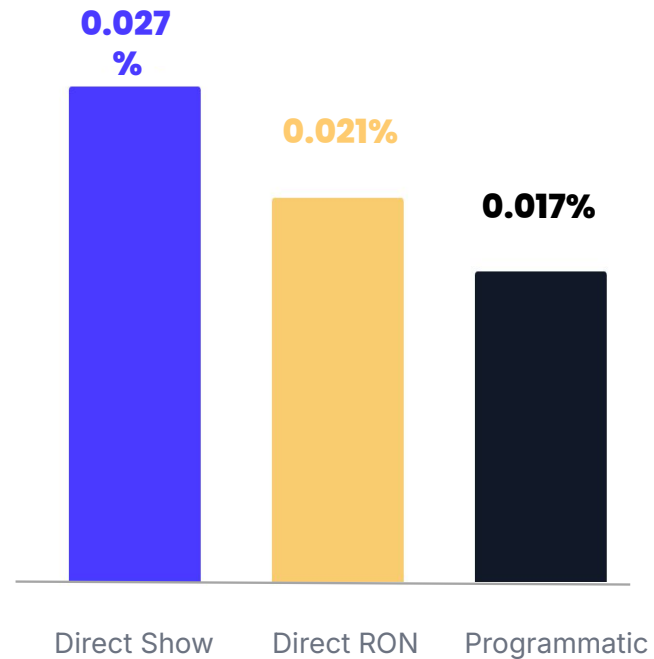


Direct bought impressions are more efficient but programmatic buys per dollar win.

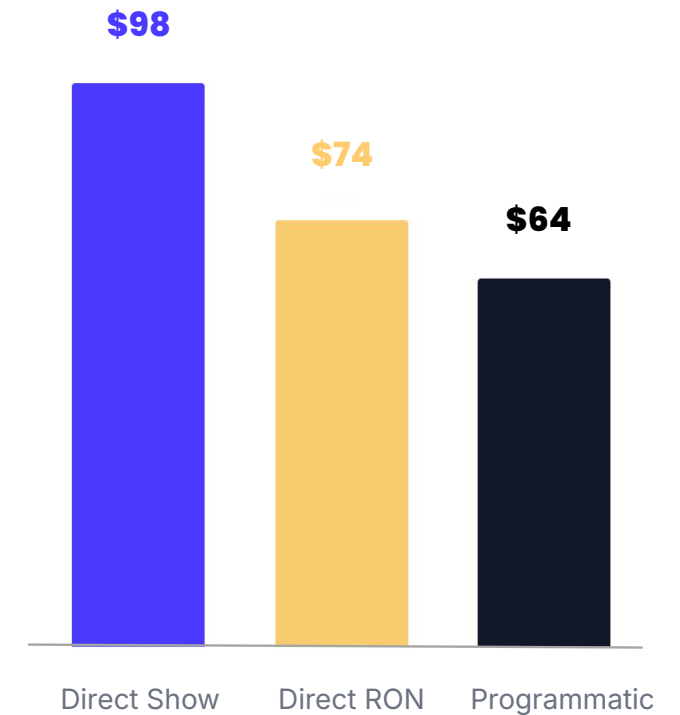
Visitor Rate



Purchase Rate



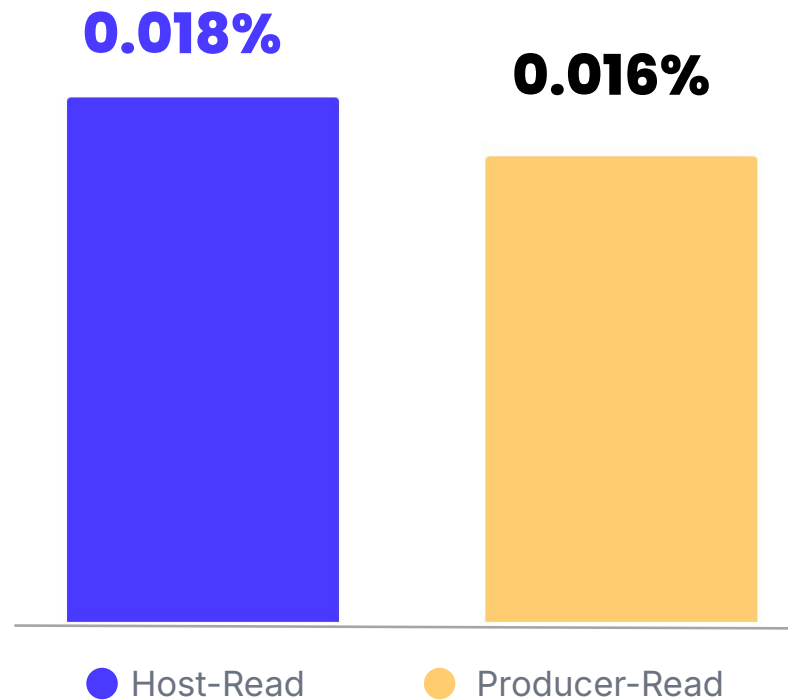
CPA



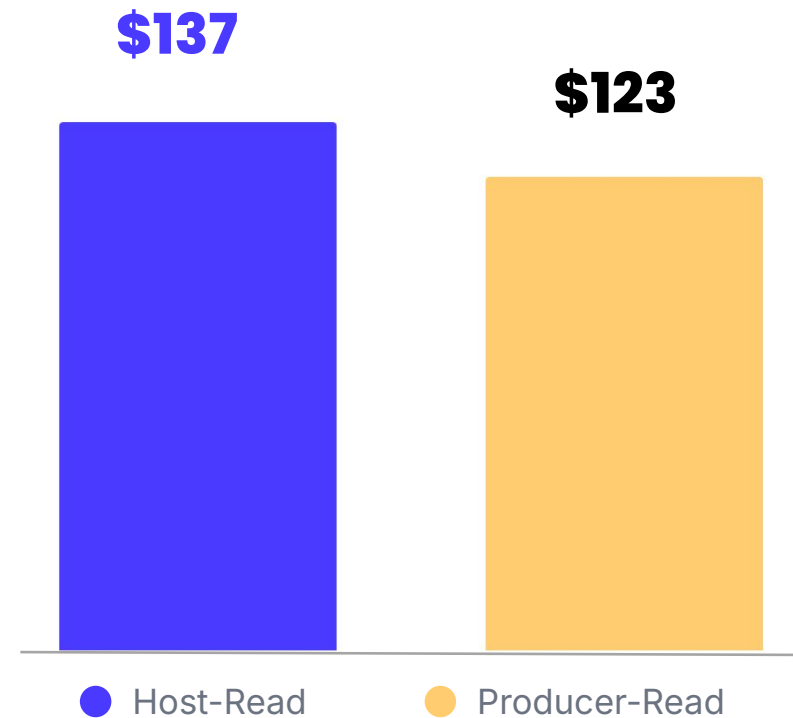


Host-read ads are still more efficient per impression but **less efficient per dollar** than **producer-read** ads.

Purchase Rate



CPA





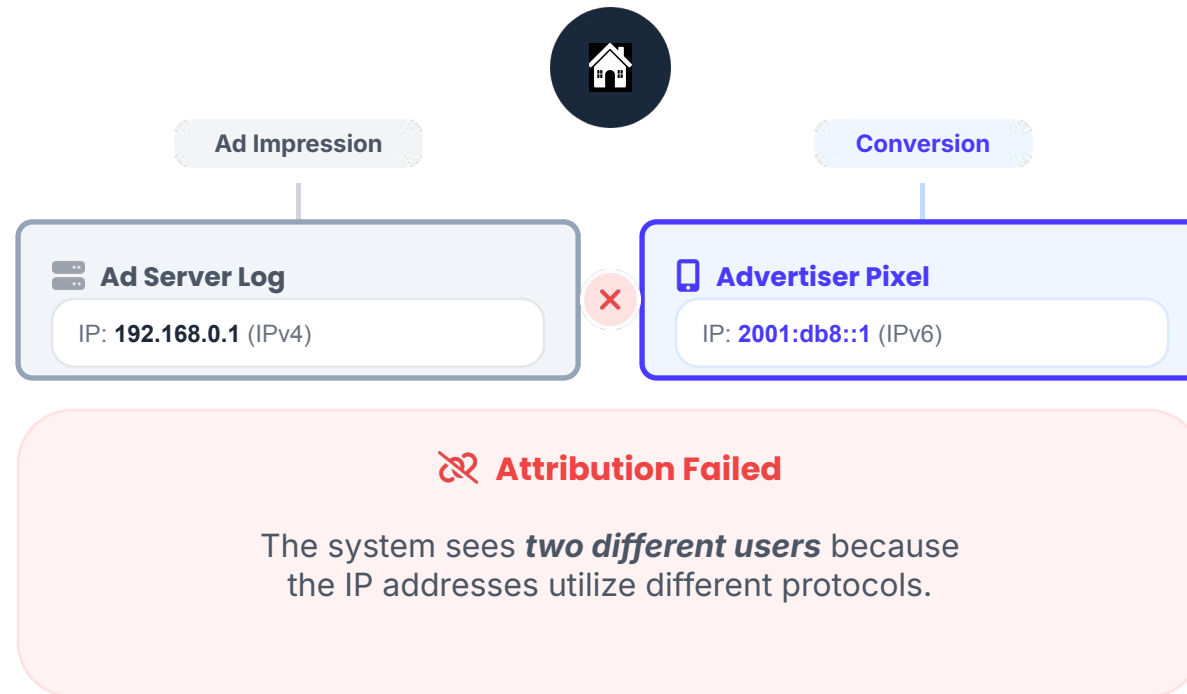
IPv4 vs IPv6

Attribution Performance



IPv4 vs IPv6: A technical nuance that can negatively impact performance reporting

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.



Did show performance change when switching hosting platforms?

IPv6 conversions
rates are
~20%
lower than IPv4.



Hosting platforms and ad servers should send the listener's associated IPv4 address alongside IPv6 whenever possible.

This allows attribution to match conversions across both address types, especially when advertisers can only pass IPv6 on conversion events.

We recommend advertisers to use Podscribe's JS web tag, since it captures both IPv4 and IPv6.

Ad servers currently sending IPv6 without associated IPv4:

1. Spotify Ad Server
2. Google Ad Manager (GAM)
3. AdsWizz (*campaign/network dependent*)



Industry & Genre Benchmarks



Podcast

Advertiser Industry Highlights



Retail On Top

Retail is #1 in all four categories: visitor rate (#1, 0.92%), purchase rate (#1, 0.080%), and lowest CPV (#1, \$1.35) and CPA (#1, \$26). 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 (#9, 0.22%), purchase rate (#2, 0.076%), maintaining efficient CPV (#2, \$3.85) and CPA (#2, \$31).



Fashion Retail Drives Visitors and Purchases At Scale

Fashion Retail maintains efficiency across visitor generation and customer acquisition: visitor rate (#2, 0.46%), purchase rate (#6, 0.024%), CPV (#4, \$6.21) and CPA (#6, \$82).



Honorable Mention

Travel

#13: 0.20% Visitor Rate

#26: 0.004% Purchase Rate

#19: \$12.99 CPV

#25: \$621 CPA

We are now able to report on Travel advertiser industry benchmarks.



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



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

0.09%

Median CPV

\$29.02

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

0.20%

Median CPV

\$10.51

Median Purchase Rate

0.014%

Median CPA

\$278.00



B2C Advertisers

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

Median Visitor Rate

0.12%

Median CPV

\$9.35

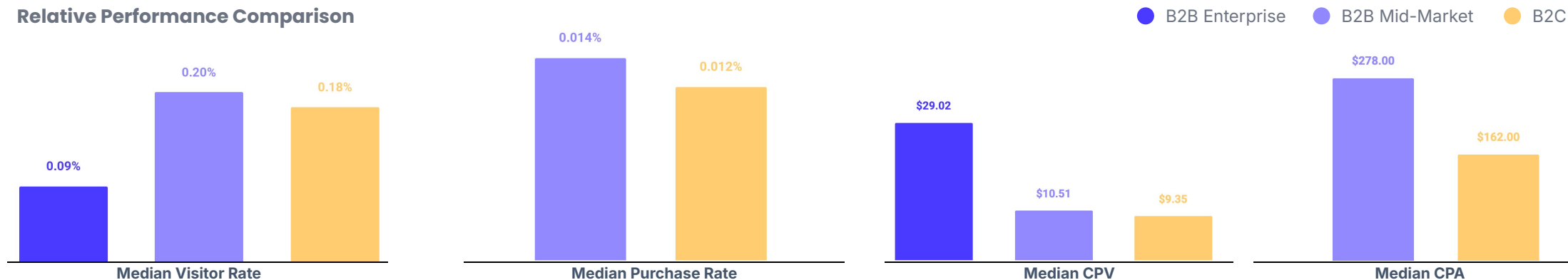
Median Purchase Rate

0.012%

Median CPA

\$162.00

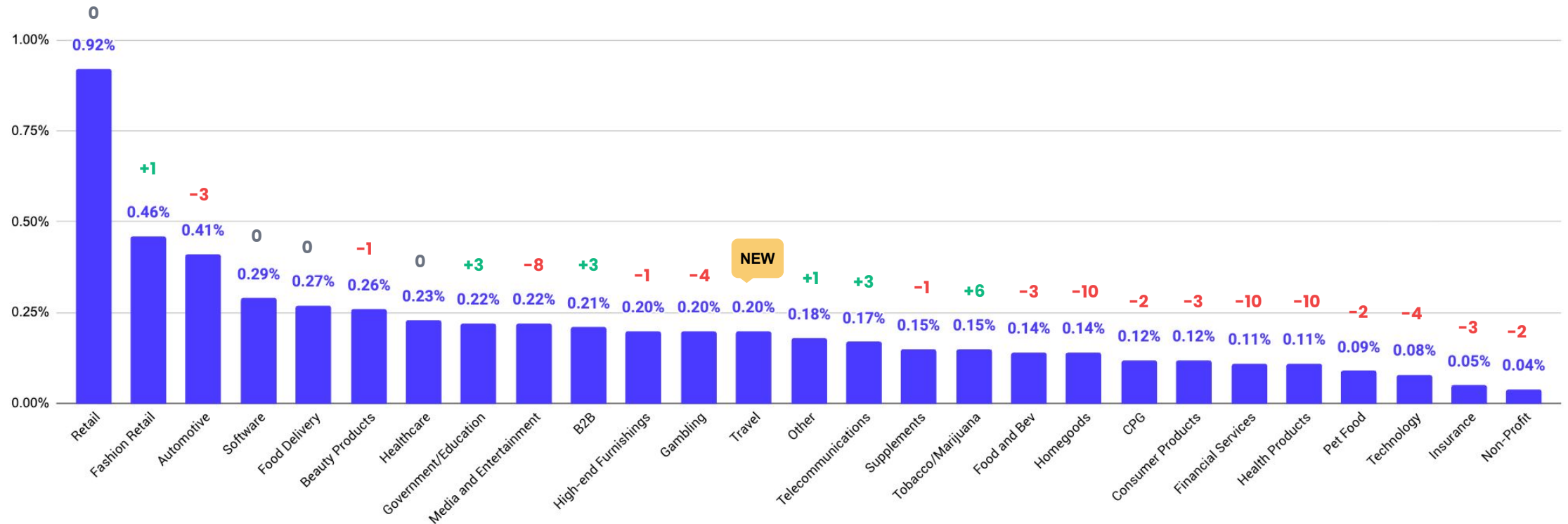
Relative Performance Comparison





Visitor Rate by Advertiser Industry

Median Visitor Rate (%)



Key Insights

Retail still leads with the highest visitor rate (0.92%) almost double from the previous report.

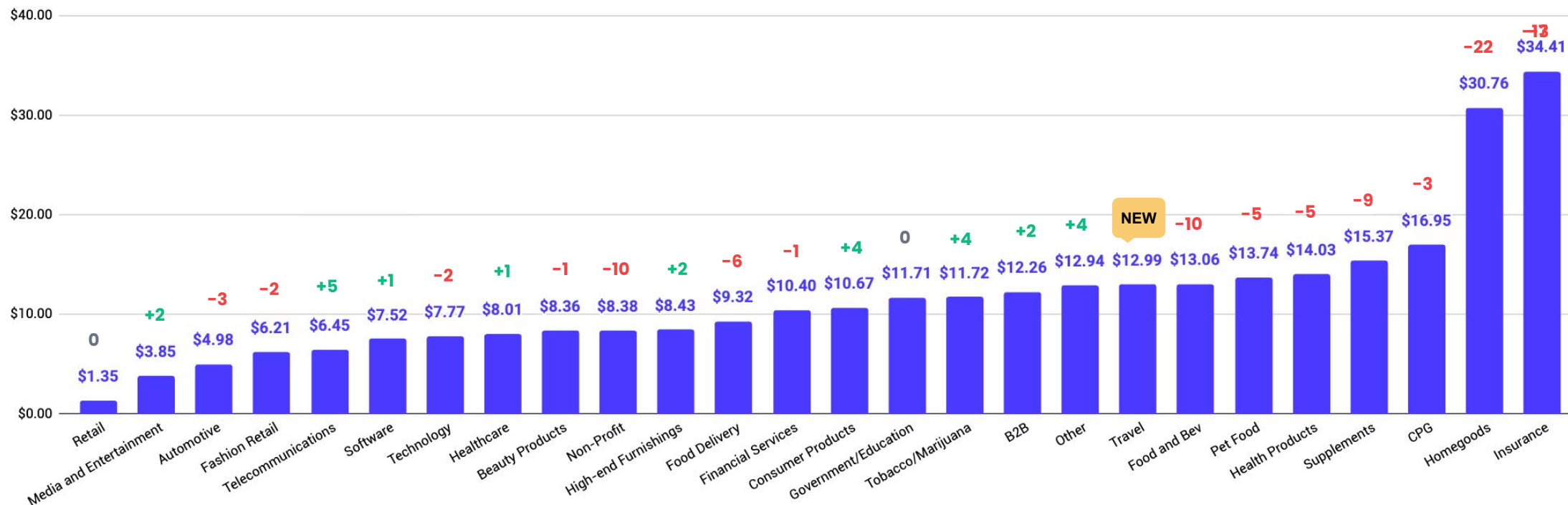
Fashion Retail moves up one place to #2 at (0.46%). **B2B** and **Government/Education** both saw +3 performance jumps.



Podcast

CPV by Advertiser Industry

Median CPV (\$)



Key Insight

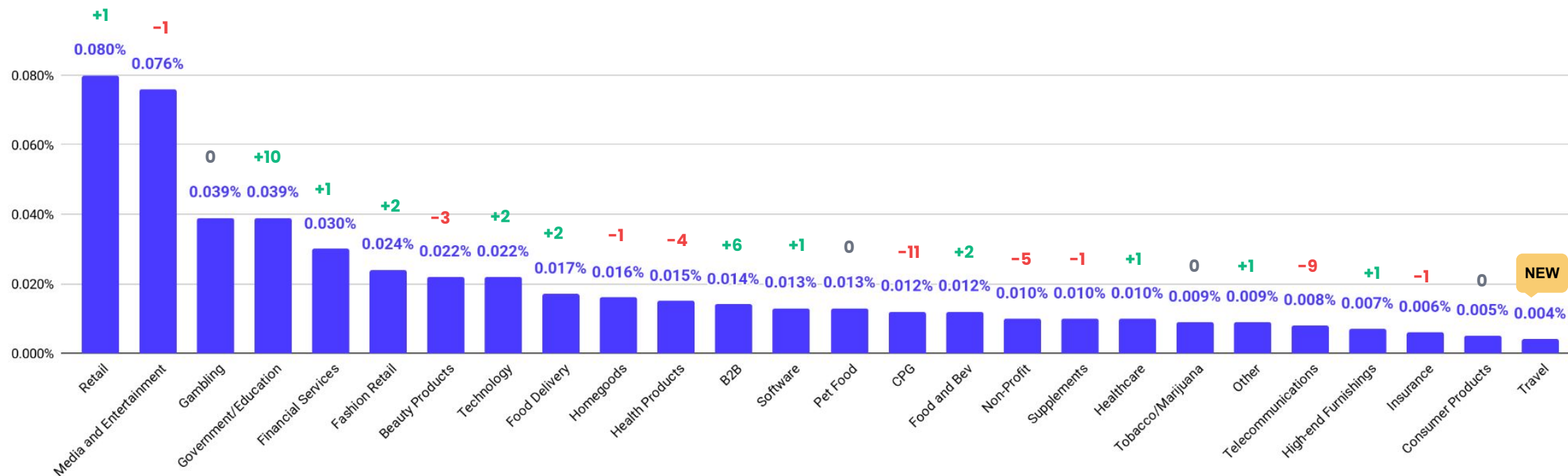
Retail (#1, \$1.35) and **Media and Entertainment** (#2, \$3.85) lead the pack with the lowest CPV.

We saw major gains for **Telecommunications** this quarter when it comes to CPV efficiency, moving up 5 places to #5 at \$6.45 CPV.



Purchase Rate by Advertiser Industry

Median Purchase Rate (%)



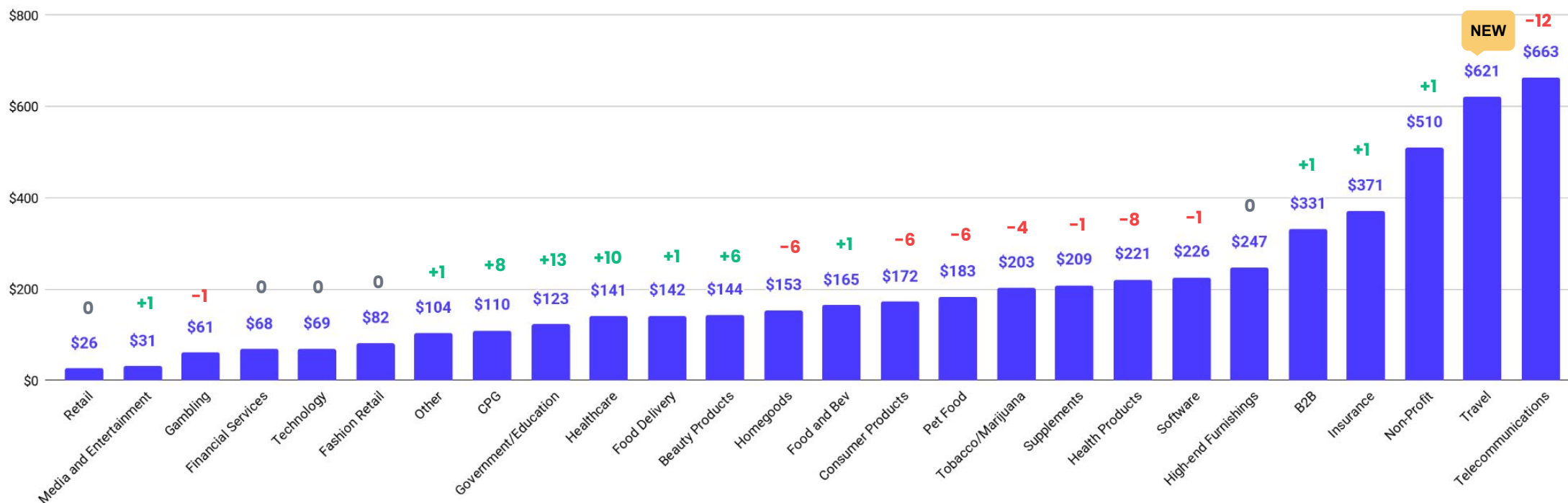
Key Insight

Retail (#1, 0.080%) and **Media and Entertainment** (#2, 0.076%) leads in purchase rate though they swapped position from last quarter. **Government/Education** saw a huge performance jump, moving up 10 places into #4 at 0.039% in purchase conversion rate.



CPA by Advertiser Industry

Median CPA (\$)



Key Insight

On a per dollar basis, **Retail** (#1, \$26), **Media & Entertainment** (#2, \$31), and **Gambling** (#3, \$61) still drive the most efficient purchase performance. **Government/Education** (#9, \$123) and **Healthcare** (#10, \$141) saw large performance increases CPA.



Podcast

Show Genre Highlights



Kids & Family podcasts performed well across the board.

Kids & Family shows were both #1 in visitor rate (0.55%) and most efficient CPA (#1, \$71.00) while performing fairly well in purchase rate (#2, 0.042%) and CPV (#6, \$3.86).



Music – Strongest conversion performer.

Music is now ranked #1 in purchase rate (0.0.47%) and ties for the lowest CPA at \$71. It has a middle-of-the-pack visitor rate of (0.30%), suggesting Music audiences may visit websites less often but are highly likely to convert once they do.



Leisure – Efficient throughout the funnel.

Leisure combines the #3 lowest CPV (\$2.78) with a \$71 CPA. While its visitor rate (0.30%) and purchase rates (0.029%) are more moderate, low media costs help Leisure delivery highly efficient acquisition.



Honorable Mention

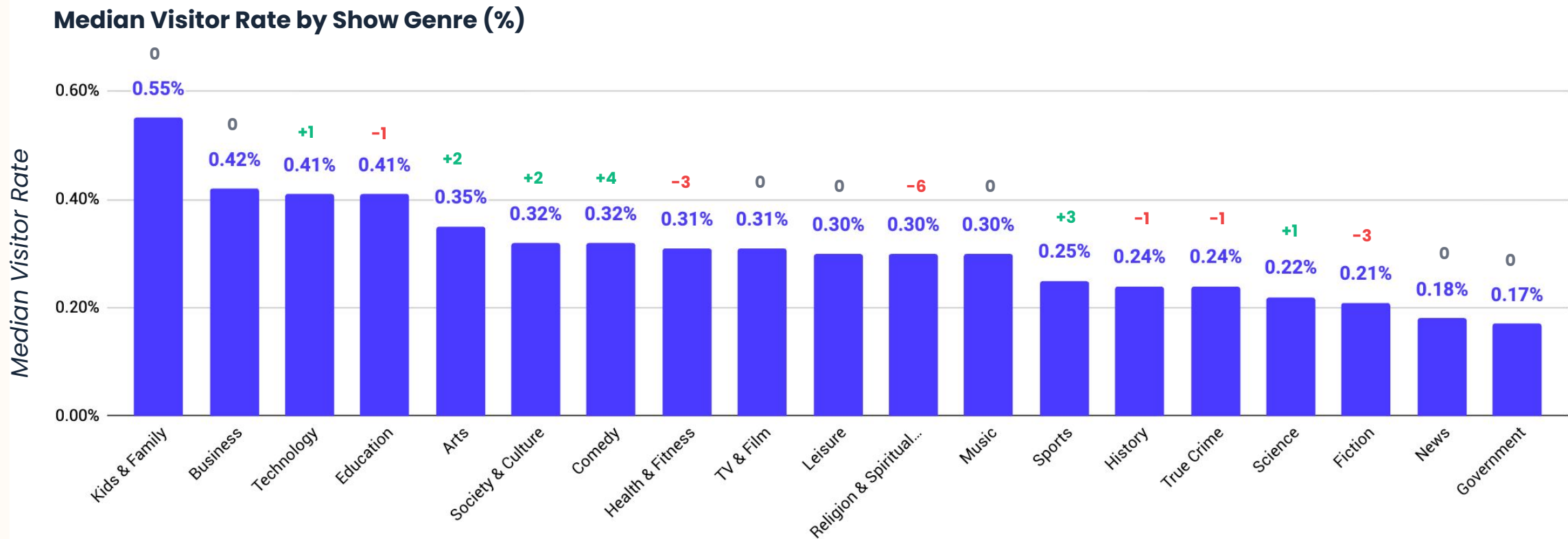
Business

**#2 in Visitor Rate, #2 CPV,
#5 in Purchase Rate & #6 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.



Visitor Rate by Show Genre



Key Insight

Kids & Family, Business and **Business** podcasts drove the most efficient visitation response this quarter. **Comedy** had the biggest movement by moving up only four places (#7, 0.32%).



CPV by Show Genre

Median CPV (\$)



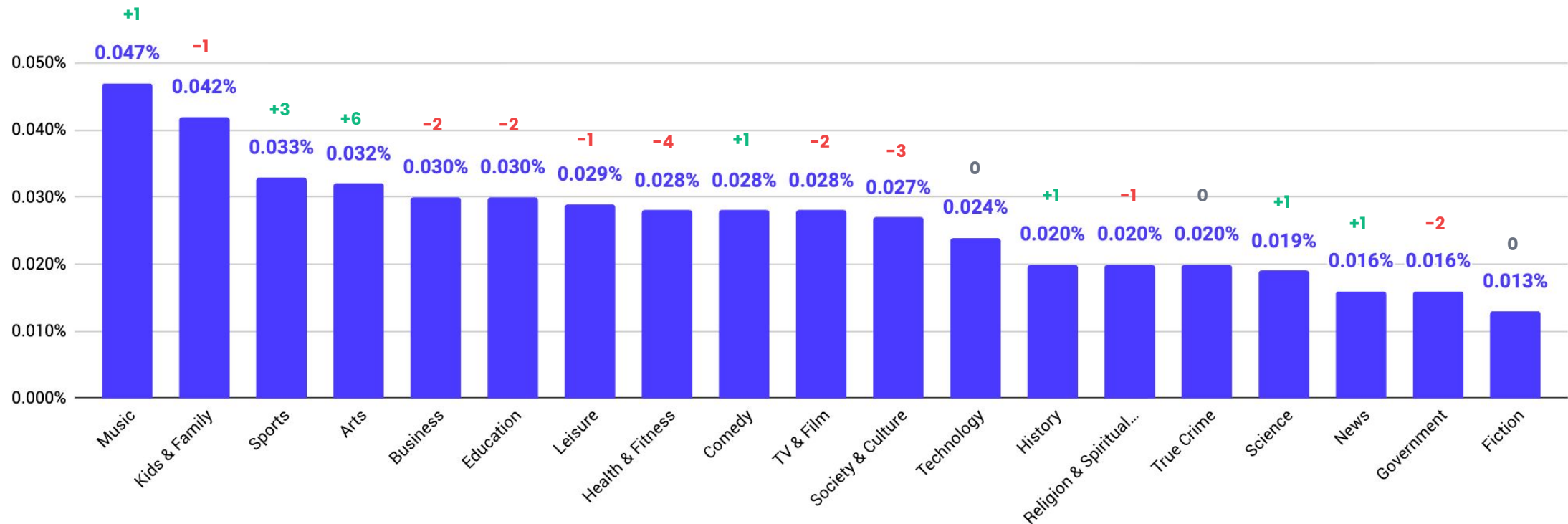
Key Insight

Government (#1, \$1.67), **Business** (#2, \$2.43), and **Leisure** (#3, \$2.78) podcasts drove the lowest cost per visitor. **Music** (#4, \$3.17) dropped back the three places gained in the previous quarter.



Purchase Rate by Show Genre

Median Purchase Rate (%)



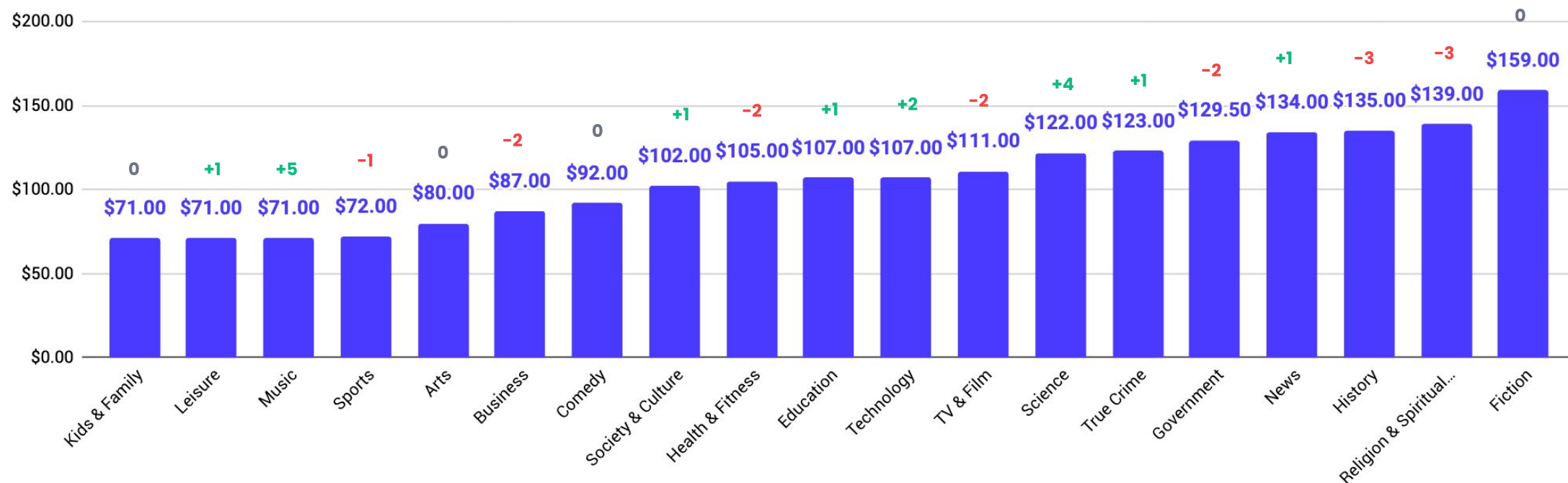
Key Insight

Music (#1, 0.047%) and **Kids & Family** (#2, 0.042%) swapped places but still outperformed other show genres in median purchase rate. **Arts** (#4, 0.032%) podcasts saw major improvement by moving up 6 places.



CPA by Show Genre

Median CPA (\$)



Key Insight

On a per-dollar basis, **Kids & Family** (#1, \$71), **Leisure** (#2, \$71), and **Music** (#3, \$71) shows are the most efficient in driving new customers. **Music** and **Science** (#13, \$122) podcasts saw gains this quarter, moving up 5 and 4 places respectively.



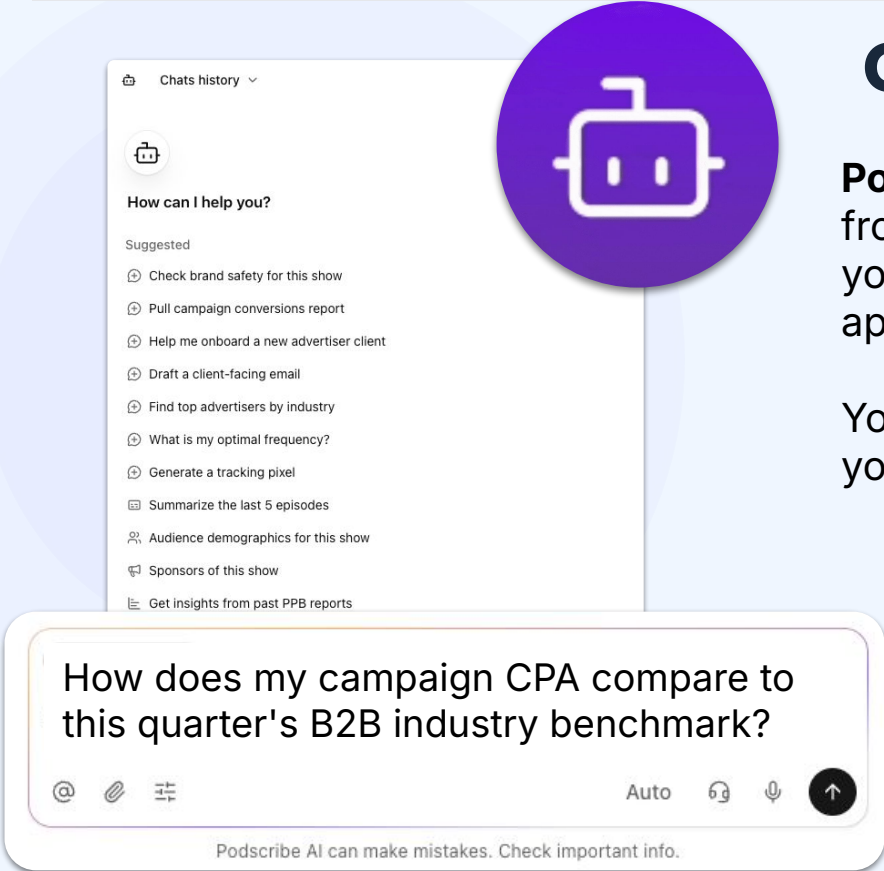
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Podscribe's AI chatbot makes every PPB easily searchable. It pulls directly from current and historical PPB data to surface the insights most relevant to you. Interact directly with all our past PPB reports conclusions and start applying it to your campaigns.

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?"*



How does my campaign CPA compare to this quarter's B2B industry benchmark?

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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 (%)

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



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