



PPB

Podscribe Performance Benchmarks

[Report →](#)



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.**



The **Podscribe Performance Benchmark report** dives into 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.

Fast Figures

Data Used:

12mo
(Aug '24-Sep '25)
Timeframe

79K+
Campaigns

600+
Advertisers

200+
Publishers

20B+
Impressions



0.26% ↑4%

Visitor Rate

\$6 ↓14%

Cost Per Visitor



5.0% ↓4%

Attributed Visitor
Purchase Rate

0.20% ↑43%

Install Rate

0.57% ↑3%

SmartPromo Converted
Device Rate

0.48% ↑14%

SmartPromo New
Converted Device Rate



0.014% ↓7%

Conversion Rate

\$119 0%

Cost Per Acquisition

Key Takeaways



The more new listeners a campaign reaches, the better it performs – particularly for advertisers spending over **\$400K/mo** in podcast ads.



Incrementality percentage varies not only by the size of an advertiser, but also by the **industry**. Marijuana companies have the highest incrementality.



Host-read, episodic buys, and show-specific buys (versus programmatic or RON) perform better **per impression** than their alternatives, yet are comparable on their **CPAs** due to higher CPMs



Comedy and **Society & Culture** podcasts perform well across most advertiser industries and benchmark metrics, making them a staple in an advertiser's plan to drive effective performance.



Simulcast

YouTube Simulcast Snapshot

64%



Of simulcast consumption happens on **YouTube**

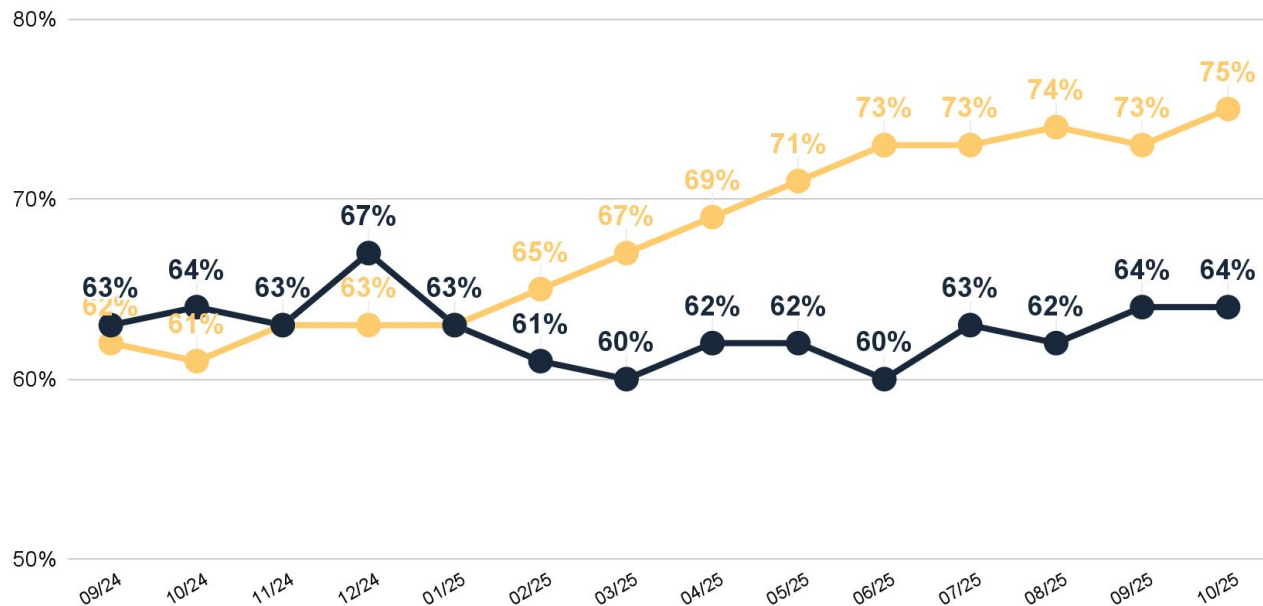
21%

Growth of episodic campaigns that have a video (**YouTube**) component

Simulcast refers to campaigns that have both podcast downloads and YouTube views.

Simulcast continues to experience growth this quarter

Simulcast Growth per Month (Sep 2024-Oct 2025)

**75%**

% of episodic campaigns that are simulcast

64%

% of impressions in simulcast campaigns that are YouTube

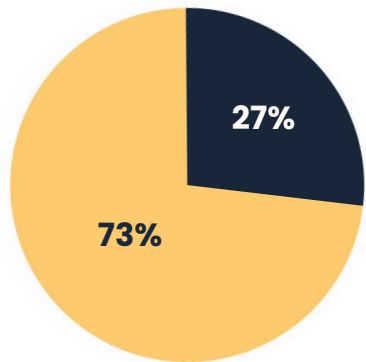
Advertisers are diversifying their audio buys to include a video component (simulcast), making up **75%** of all episodic campaigns measured through Podscribe.

YouTube represents nearly two-thirds of all simulcast impressions.



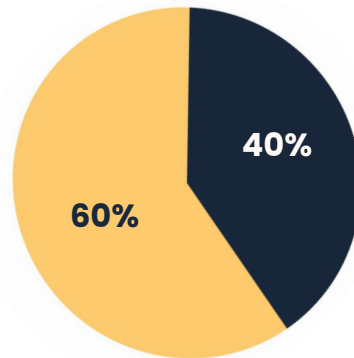
Net-New Reach

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



Brands that see correlation between CPA and NNR

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

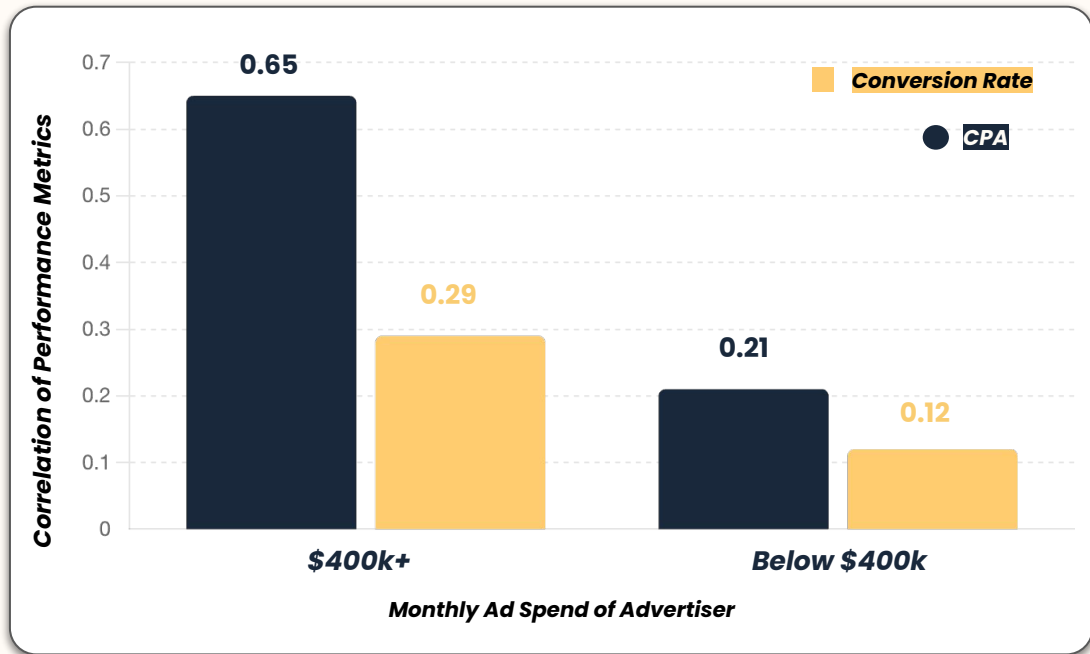


Brands that see correlation between conversion % and NNR

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.

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

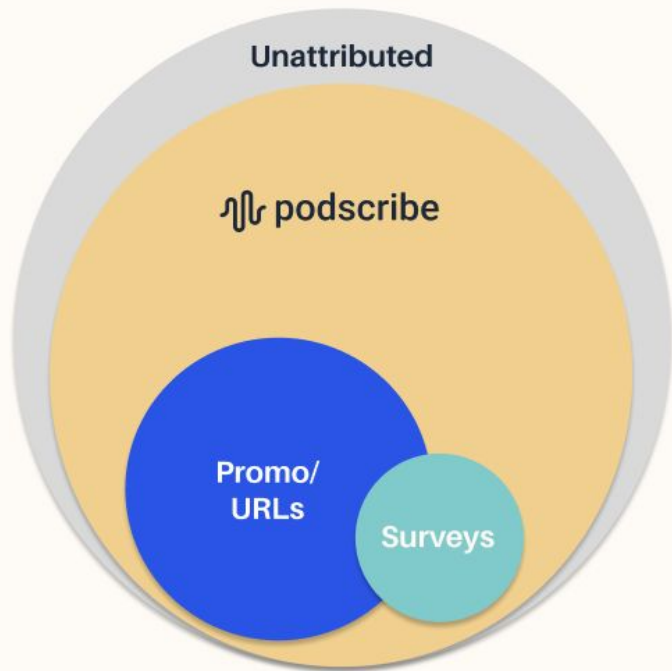
Brands are more likely to see improved CPA than conversion rate as Net New Reach rises.

*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.



Pixel vs **Promo** vs **Survey**

Pixels capture **~5.9x** more podcast conversions than surveys and **~4.9x** more than promo codes & URLs



~80% Unattributed

Our data shows that **advertisers could miss up to ~80%** of actual engagement without pixel-based attribution.

Promo/ URLs

Promo codes and vanity URLs capture only about 21% of the total conversions attributed to podcast ads, and ~75% when assuming an average incrementality of 28%.

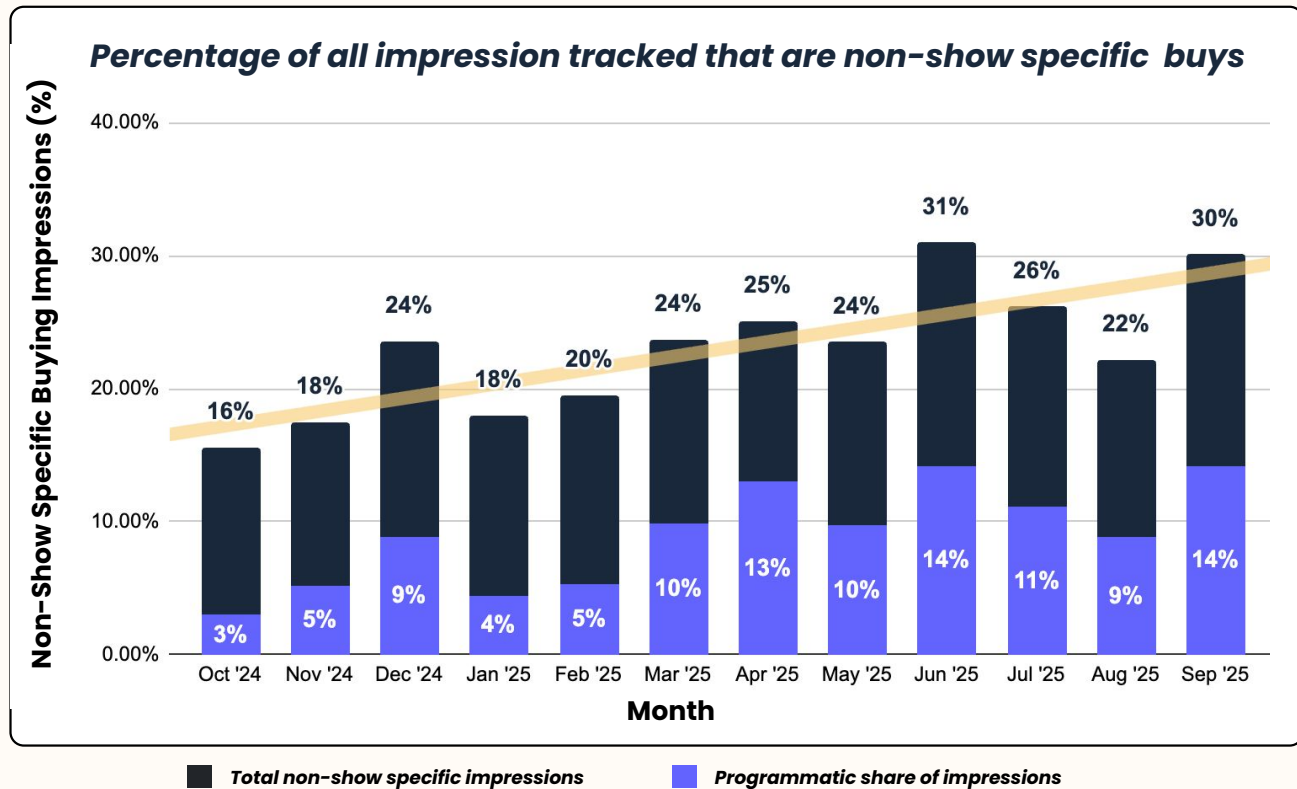
Surveys

Post-purchase surveys undercount podcast conversions too. On average, pixel attribution captures **~5.9x** more conversions than surveys, or ~2x more when factoring in an average survey response rate of 33%.



Buy Types

Non-show specific buys trend upwards



Show specific Buys: a campaign running on one (1) show only.

Non-show Specific Buys: a campaign whose impressions are served across multiple shows.

The programmatic share of impressions is also on the rise—reaching **14% in September 2025 vs. October 2024 only accounting for 3%.**

Show Specific vs. Non-Show Specific

Visitor Rate

0.32%

0.24%

Purchase Rate

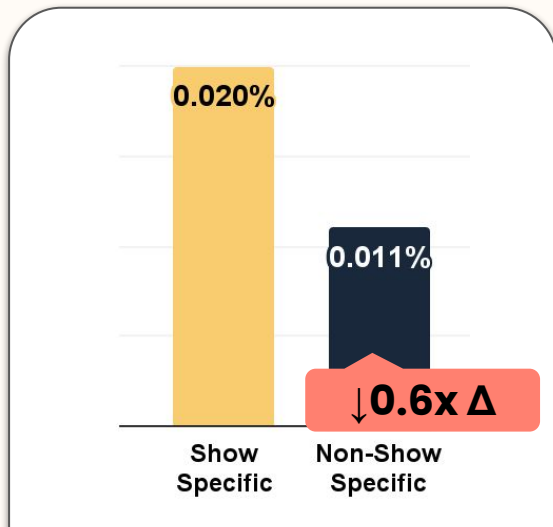
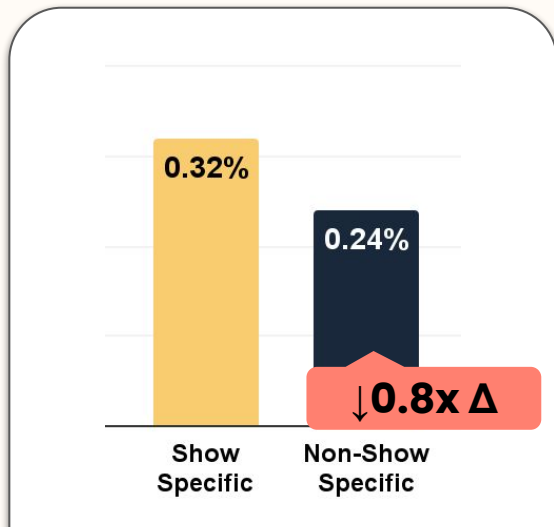
0.020%

0.011%

CPA

\$89

\$95



Note: A show specific buy is a campaign running on one (1) show only, while a non-show specific buys is a campaign whose impressions are served across multiple shows.

Episodic vs. Impression-based

Visitor Rate

Conversion Rate

CPA

Frequency

% of Impressions with
frequency of 15+

0.40%

0.025%

\$98

1.2

0.2%

0.28%

0.017%

\$115

2.1

11.3%

Visitor Rate

0.40%

0.28%

0.7x Δ

Conversion Rate

0.025%

0.017%

0.7x Δ

CPA

\$98

\$115

1.2x Δ

Frequency

1.2

2.1

1.8x Δ

% of imps w/ freq of
15+

0.20%

11.30%

56.5x Δ

Host vs. Producer Read

Visitor Rate

0.29%

0.28%

Conversion Rate

0.021%

0.019%

CPA

\$129

\$127

Median Visitor Rate (%)

0.29%

0.28%

1.0x Δ

Host

Producer

Median Conversion Rate (%)

0.021%

0.019%

1.1x Δ

Host

Producer

Cost Per Acquisition (CPA)

\$129

\$127

1.0x Δ

Host

Producer

Apple iPhone vs. Android Phone

% of Total Impressions

Visitor Rate

Conversion

CPA



77%

0.35%

0.024

\$151

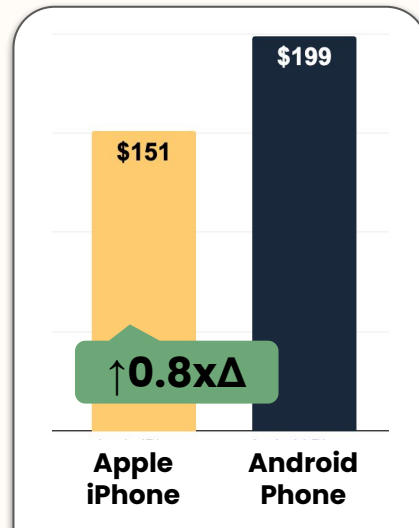
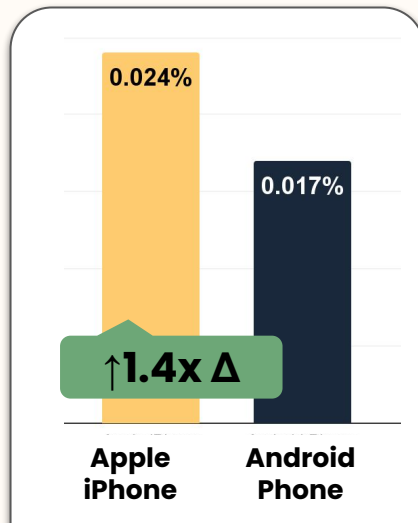
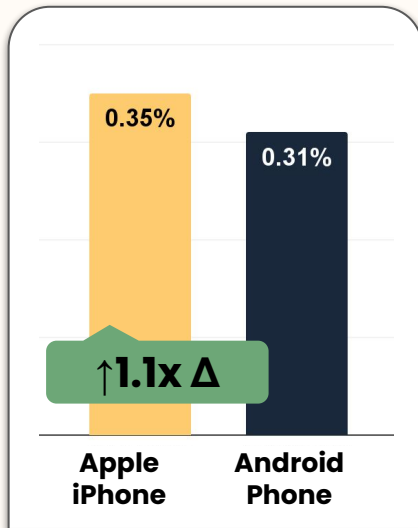
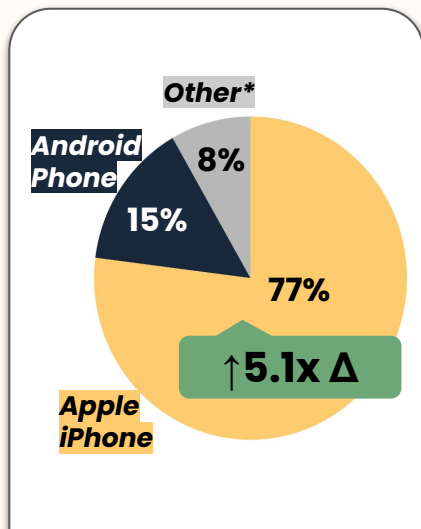


15%

0.31%







0.017%

\$199



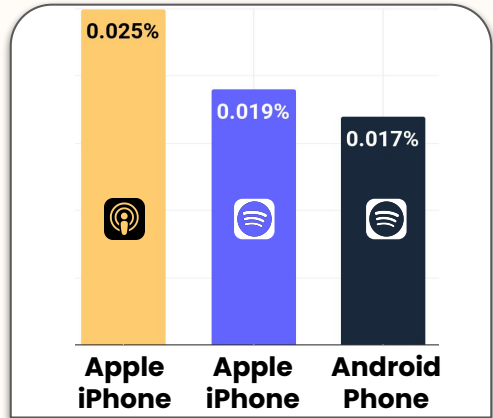
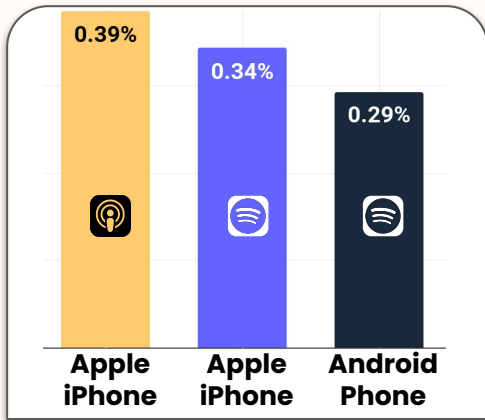
*Other includes other smart devices that are not Android or Apple phones.

By Device, By Application

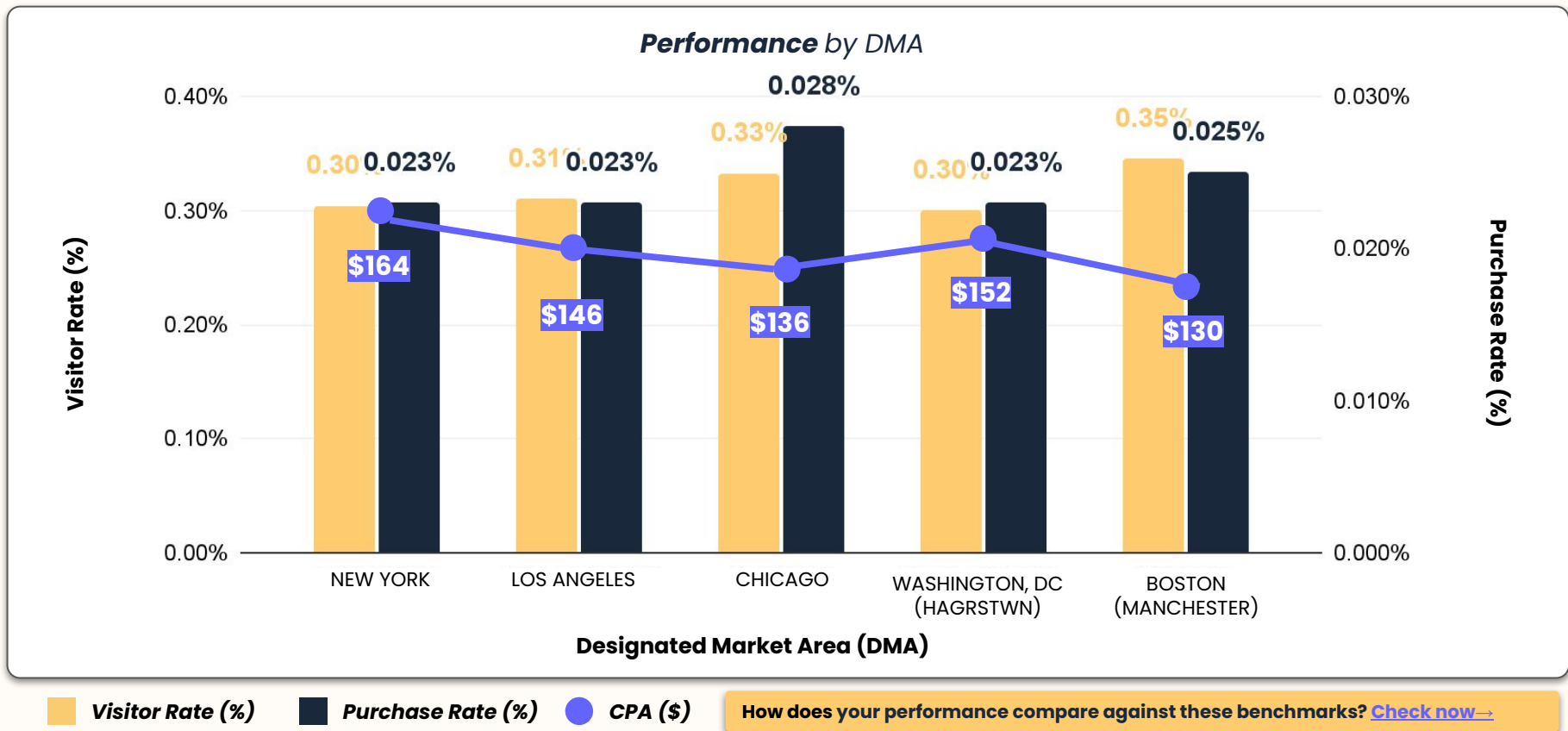
		Visitor Rate	Conversion Rate
	 Apple Podcasts	0.39%	0.025%
	 Spotify	0.34%	0.019%
	 Spotify	0.29%	0.017%

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

Spotify on Android shows the weakest performance across both metrics.

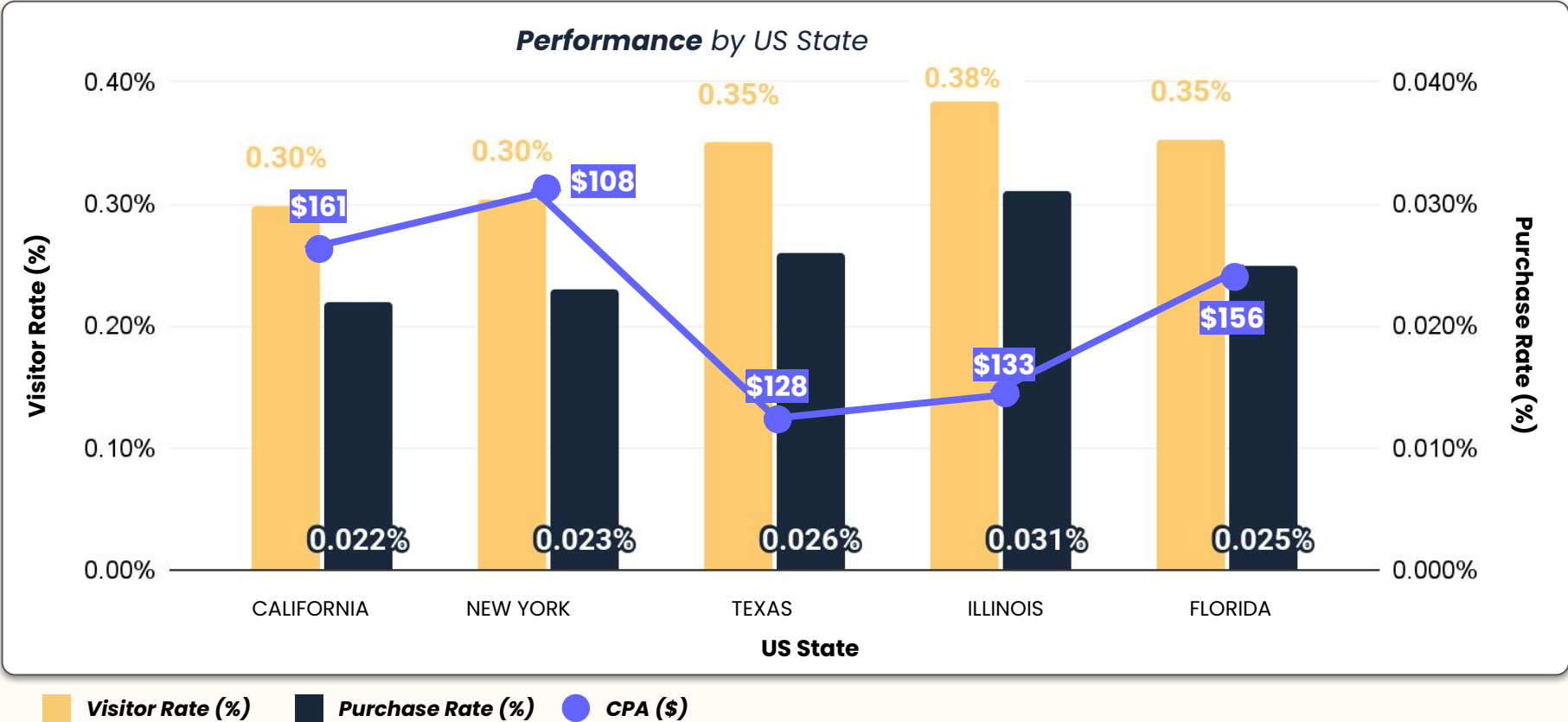


Podcast ad performance varies widely by DMA



Note: This chart shows the top five DMA based on impressions.

Not all states perform the same—targeting matters!

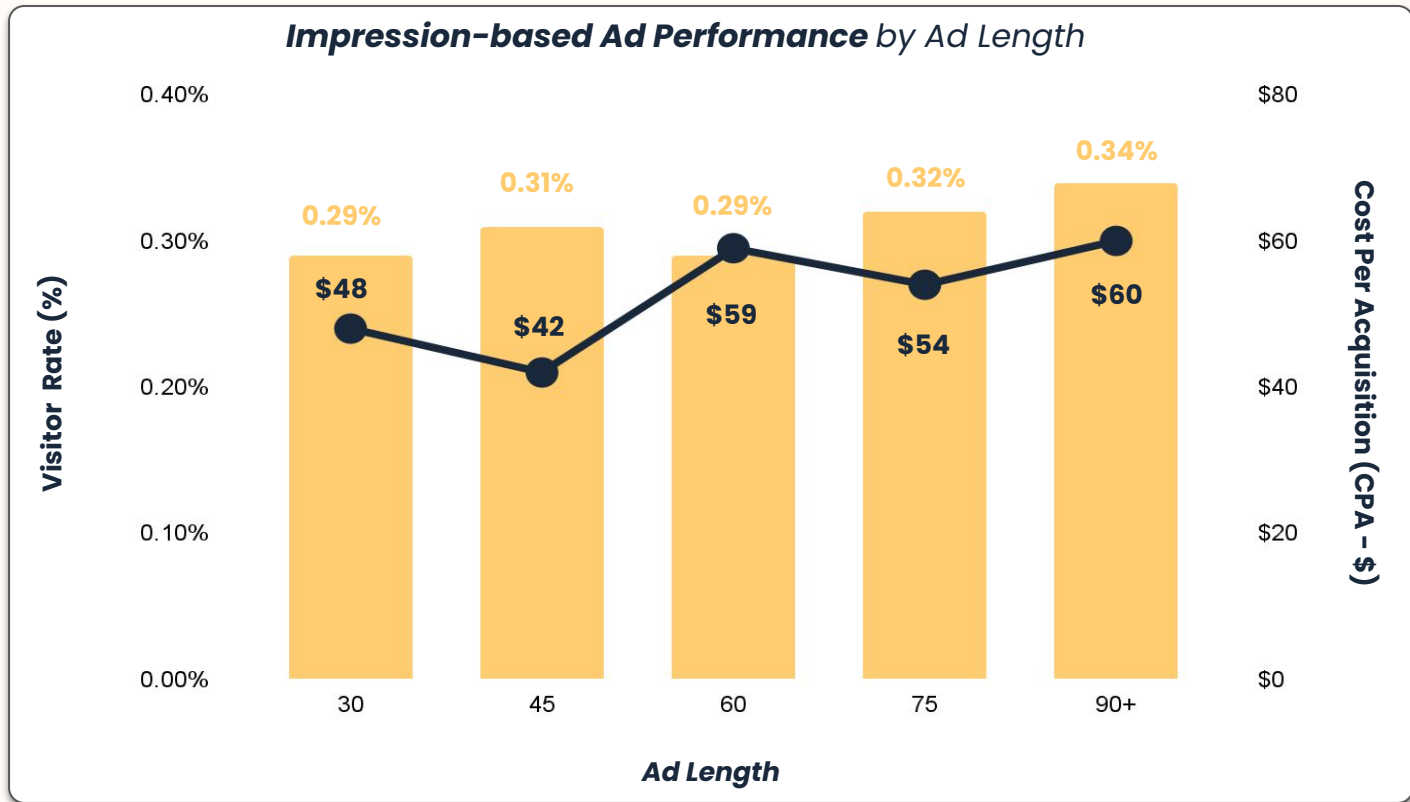


Note: This chart shows the top five US states based on impressions.

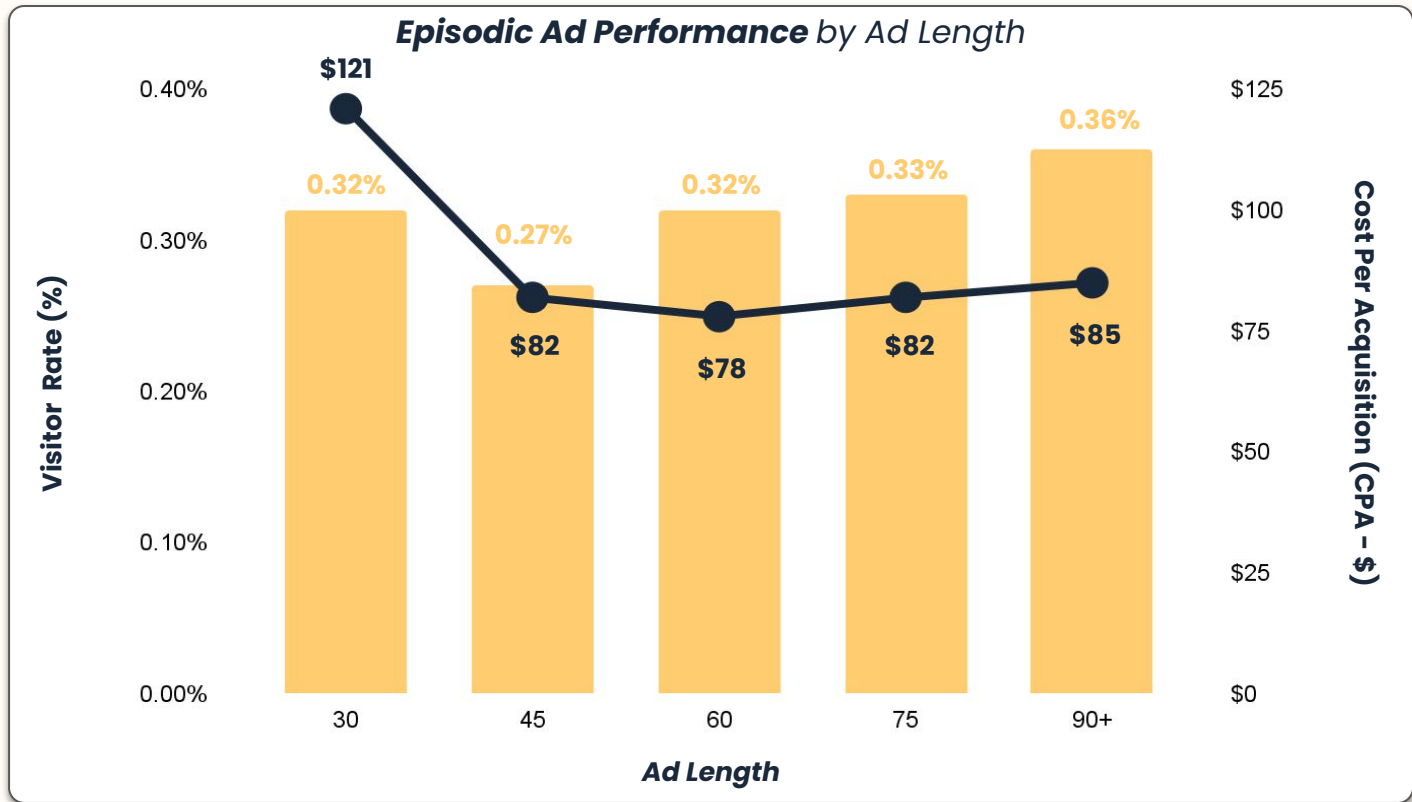


Ad Length

For impression buys, longer ad reads are more efficient per impression



For episodic buys, efficiency increases with ad length

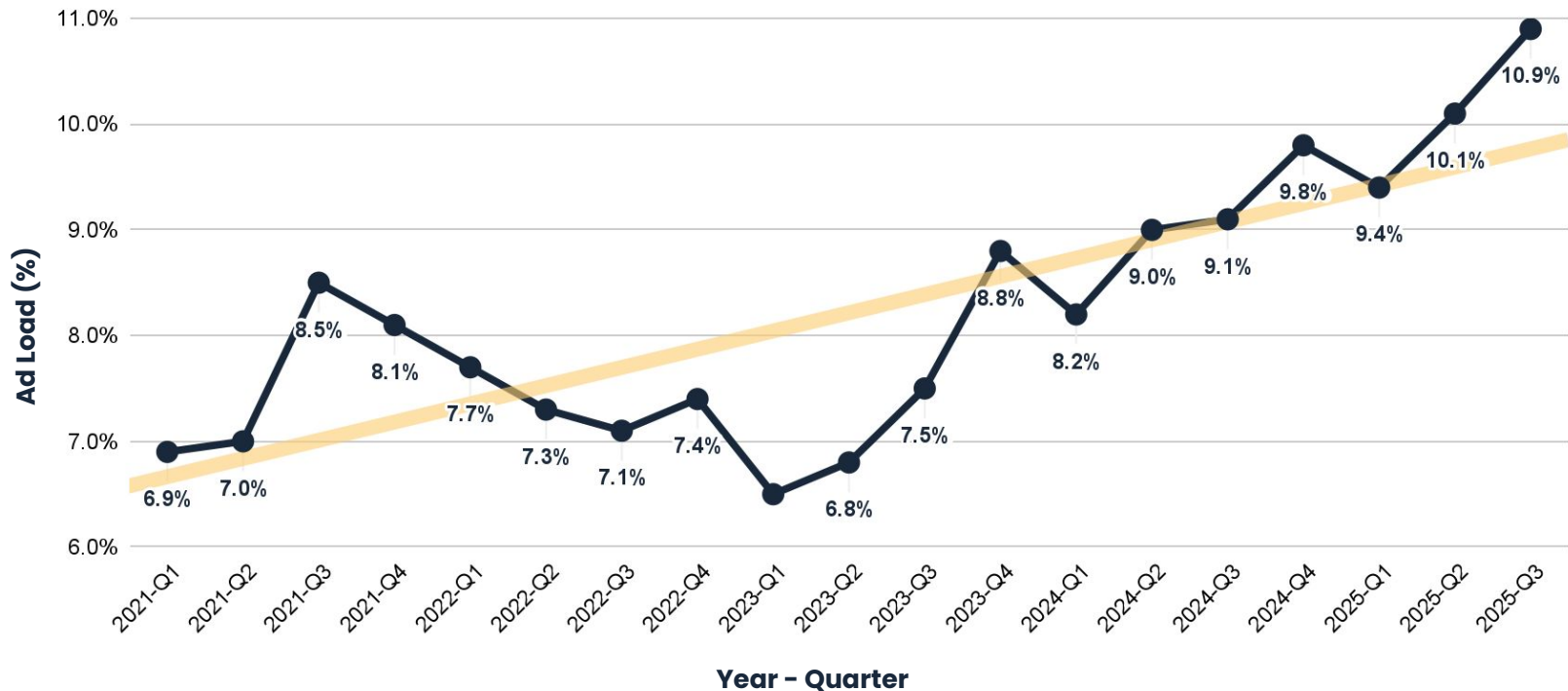




Ad Load Trend + Performance Comparison

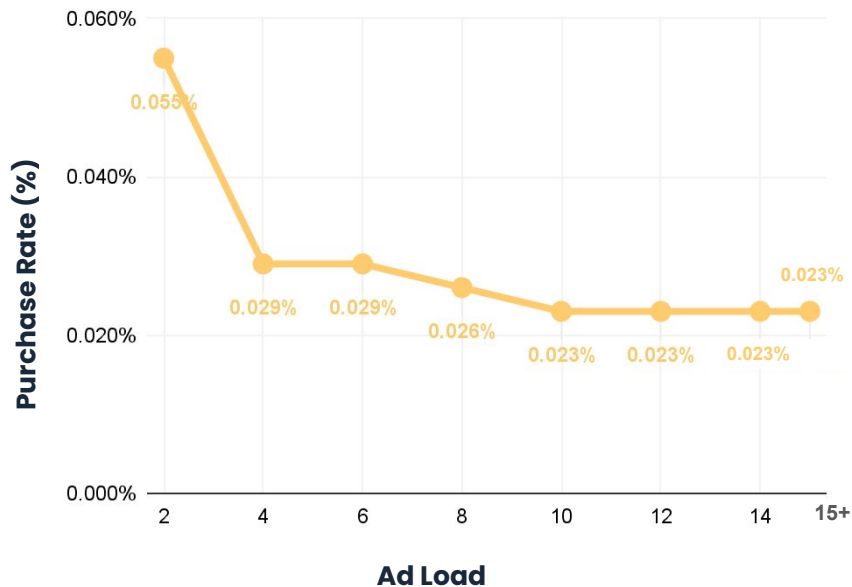
Ad load rises again this quarter, setting another record at **10.9%**

Ad Load by Quarter (Q1 2021-Q3 2025)

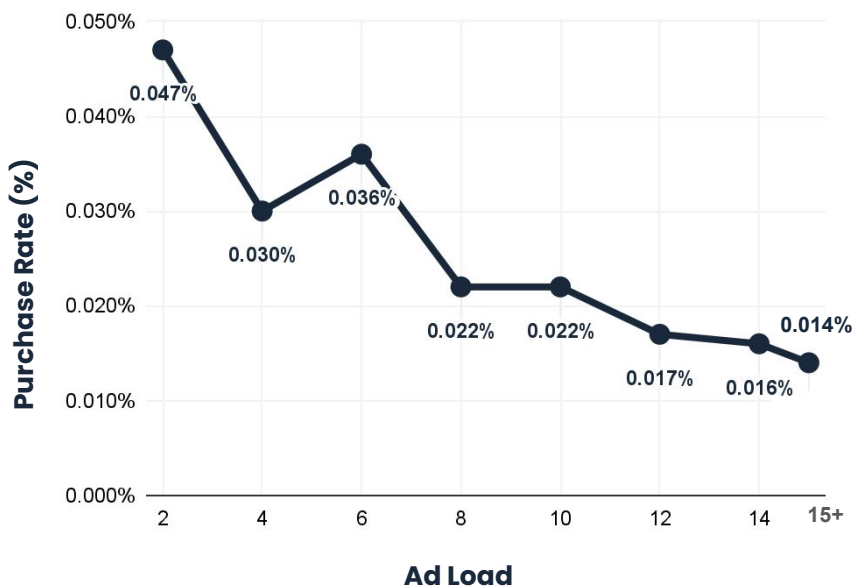


Host-read ads hold up better under higher ad load than producer-read ads

Host-Read Ads



Producer-Read Ads





Purchase Incrementality

Podcast ads deliver **higher purchase incrementality** than streaming audio ads



Podcasting

28%

Median incrementality % per brand

Podcast listeners are harder to reach elsewhere, making **each ad exposure more valuable.**



Podcasting

14%

Median incrementality % per brand

(For brands also buying ads on streaming audio)

Streaming audiences are easier to reach across different channels, **reducing the unique impact of streaming ads.**



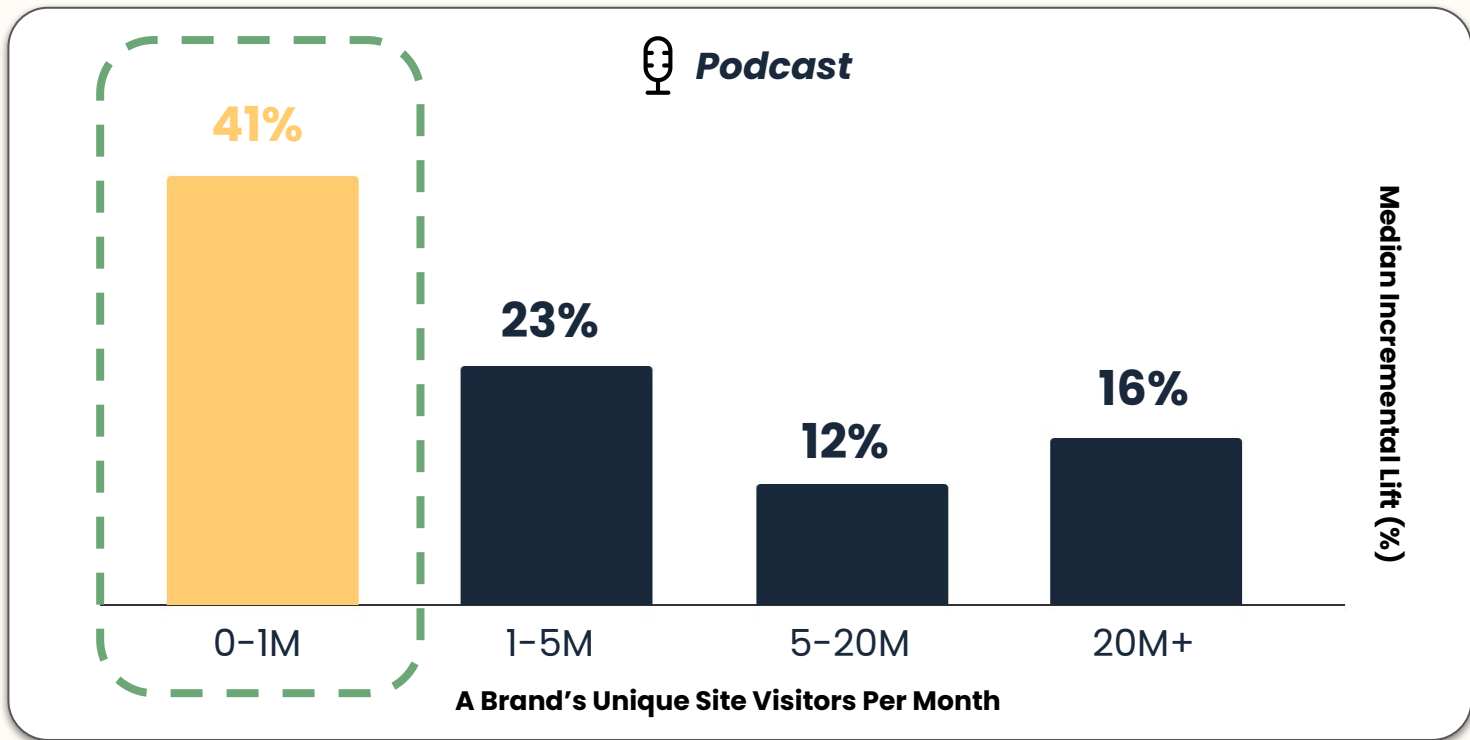
Streaming

15%

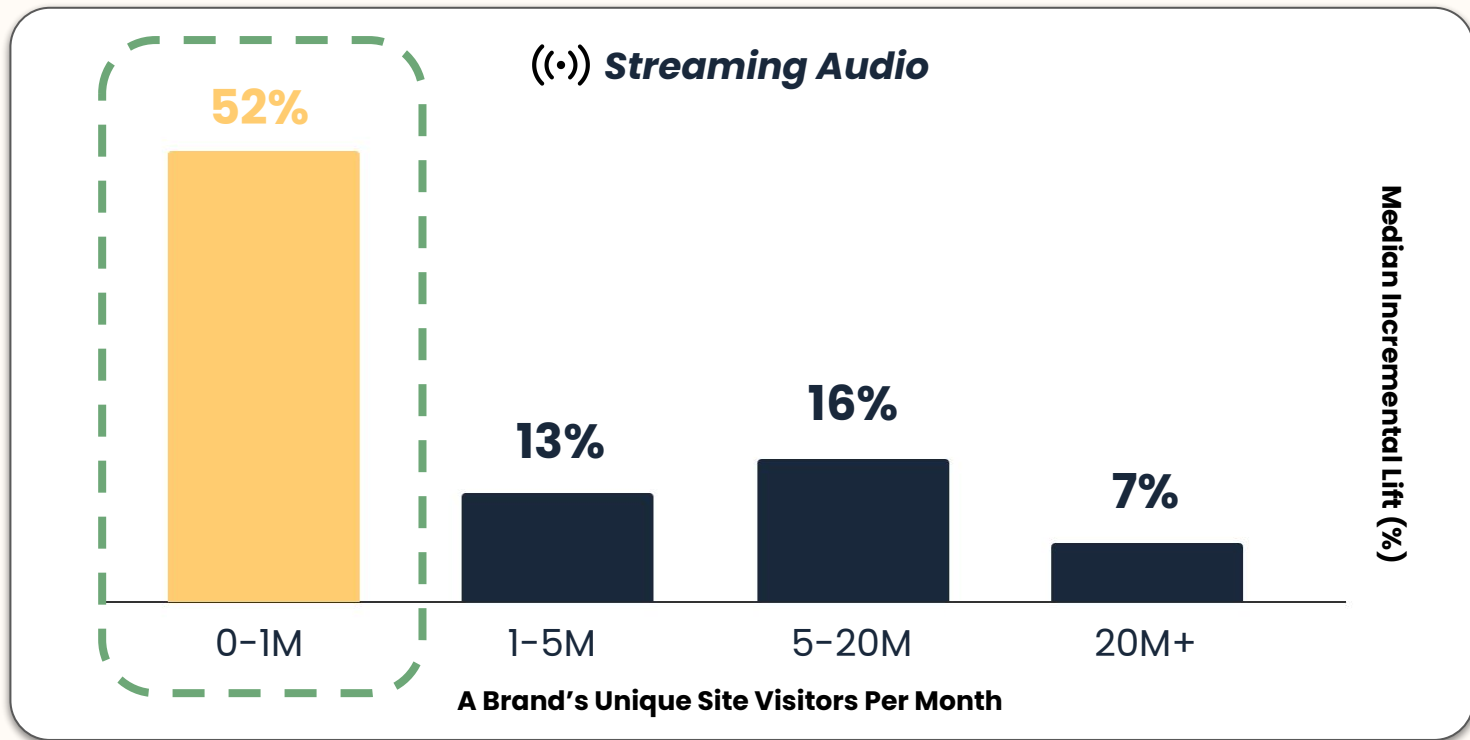
Median incrementality % per brand

Note: The incrementality % is the share of attributed events that were directly caused by an advertiser's ads in podcasts and streaming audio.

Smaller brands see higher incremental lift percentages with podcasting



For larger brands, their diverse channel mix adversely impacts incrementality from **streaming**



Incrementality by Advertiser Industry

Podcast

Top Performing Industries	Incrementality
Marijuana / Tobacco	61%
Supplements	53%
Technology	47%

Streaming

Top Performing Industries	Incrementality
Food & Beverages	28%
Financial Services	24%
Fashion Retail	23%



Podcast advertising delivers notably higher incremental lift on ***purchase rate*** than streaming for most categories.



Marijuana/tobacco and **Food & Beverages** dominate in podcasts and streaming respectively.



Supplements stand out in podcasts (at #2) with 40+ advertisers in the category, signaling high reliability.



By Country

Measuring Audio Ads Internationally

Audio attribution & measurement globally is possible today but it comes with its challenges.

Challenges with International Attribution



No device graph access



Higher IP churn rate

172.16..

Truncated IP addresses



Higher share of IPv6 traffic

Podscribe ensures consistent & reliable audio analytics worldwide by...



Triple-backed IP matching using three industry-leading IP intelligence libraries: *IP2Location*, *MaxMind*, and *Digital Envoy*



Customizable lookback windows to adapt to regional IP churn rate

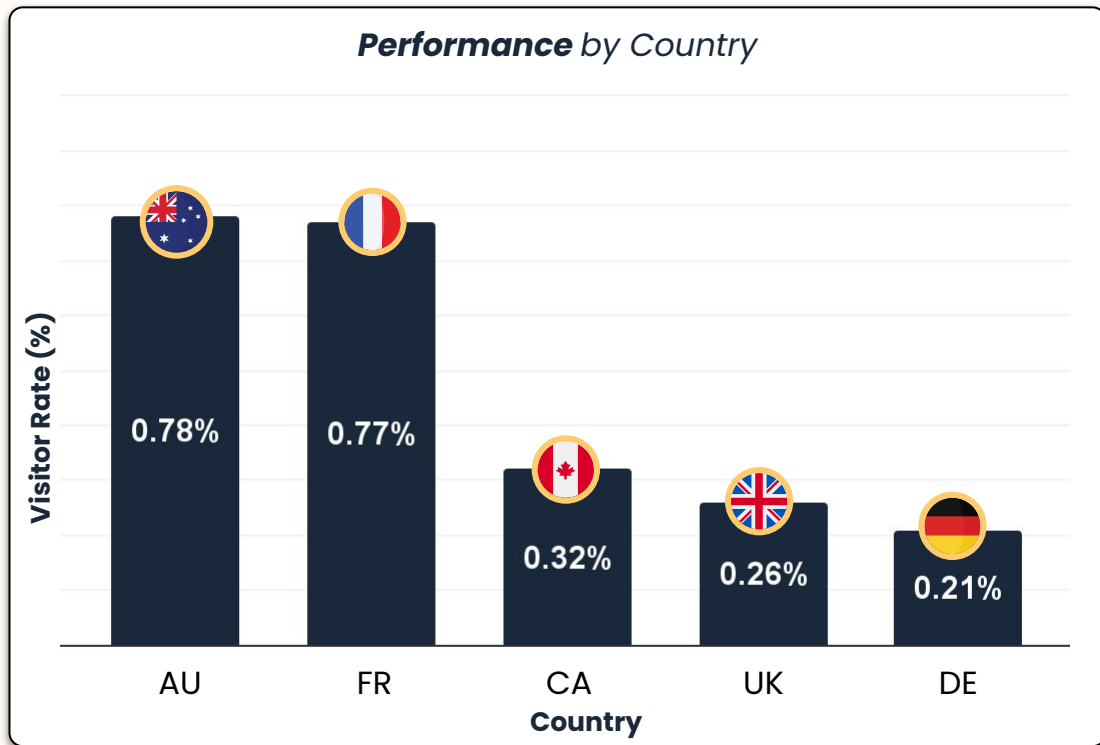


Truncated IP modeling to recover lost matches



Full IPv6 Support & Modeling for more accurate matches

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



Note: Not all international advertisers run in each of the 5 above countries.



GDPR Compliance for EU campaigns?

Check out our recent webinar
around this topic

[Watch webinar →](#)



IPv6

The IPv6 Gap in Podcast Ad Tracking

Most **ad servers** report impressions with **IPv4 addresses**.
But most **advertisers** send nearly half of their conversions with **IPv6 addresses**.

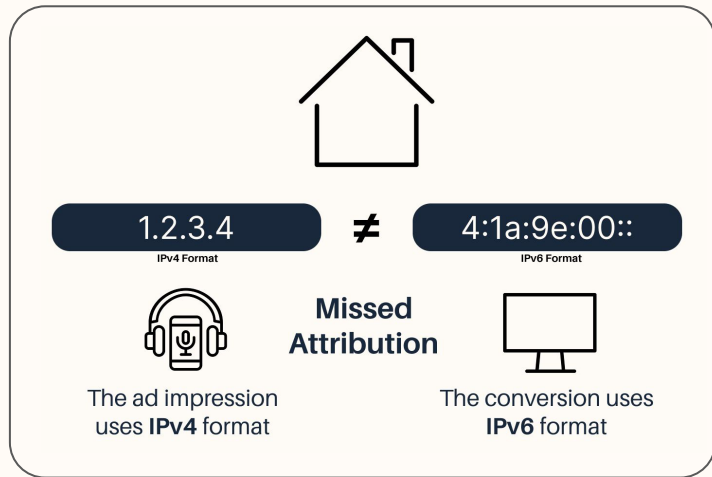
This leads to **lost and underreported conversions** by almost **50%**, unless handled properly.

Don't let invisible conversions skew your data.
See the whole picture with Podscribe:

- Full IP compatibility: Our tags collect both IPv4 + IPv6.
- Smart Modeling: Estimates conversions where a direct match isn't possible.

Why does this happen?

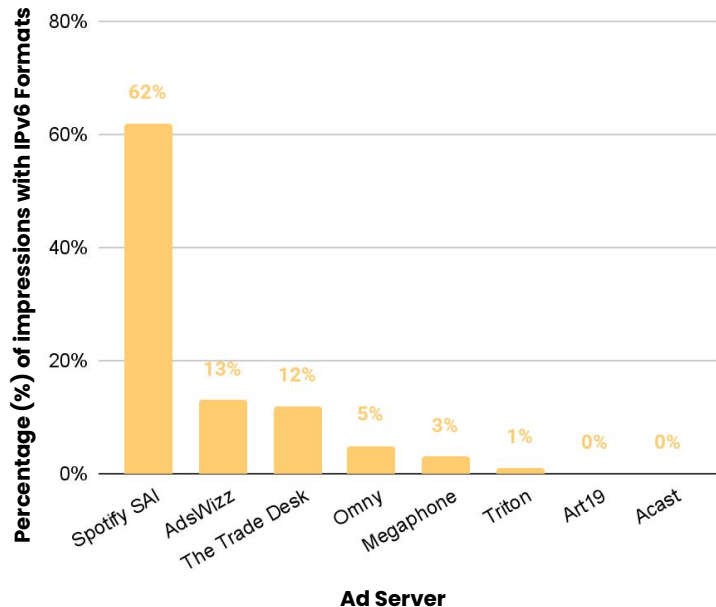
Most households have both IPv4 and IPv6 addresses.



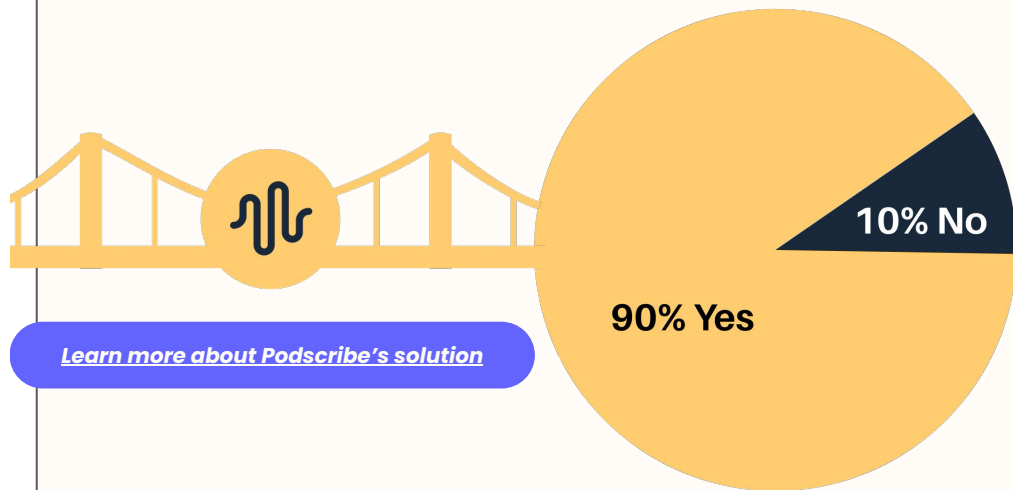
Without IPv6 support, a valid conversion like this wouldn't be counted

Podscribe bridges the gap between IPv6 and can help you see what other tools may miss

~26% of top publishers support IPv6



90% of advertisers send IPv6



[Learn more about Podscribe's solution](#)



Podscribe Lag Report

The Podscribe Lag Report

See how fast your audience actually acts.

The Lag Report reveals how fast listeners convert after an ad runs – whether that's within hours or over the next few days. So you can tell which publishers, channels, or shows spark quick engagement versus slower burn results.

It's also useful for getting an early read on performance and projecting outcomes before a campaign wraps.

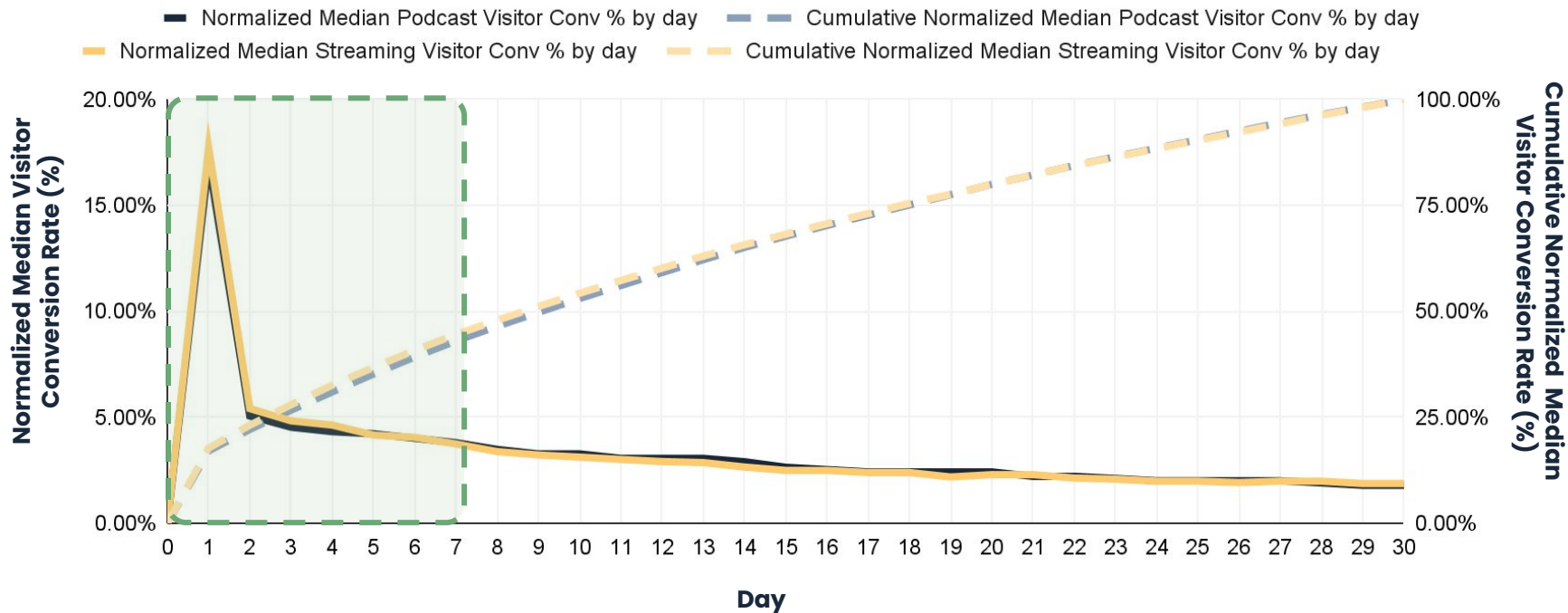
Why this matters?

- Identify which media drives fast vs. slow response
- Spot if performance is pacing ahead or behind
- Predict how results will evolve over time

Channel Publisher Campaign Show <input checked="" type="radio"/> Just for time range				
Publisher	0 - 24 hrs	24 - 48 hrs	2 - 3 days	3 - 7 days
Publisher	14.8%	5.6%	5.1%	17.0%
Publisher	4.8%	3.0%	2.3%	9.4%
Publisher	12.9%	5.0%	4.8%	18.6%
Publisher	16.3%	5.4%	4.9%	16.7%
Publisher	17.1%	5.3%	5.1%	16.8%
Publisher	13.2%	4.8%	4.4%	16.8%
Publisher	16.6%	8.1%	5.2%	17.1%
Publisher	7.3%	2.3%	3.1%	18.3%
Publisher	9.2%	3.1%	2.9%	11.3%
Publisher	22.6%	9.4%	6.1%	24.1%

Podcasts & streaming show a strong immediate response to exposure with a spike on Day 1 and start to level out by Day 7

Normalized & Cumulative Lag Report (30 Days)





Advertiser Industry Benchmarks

Advertiser Industry Highlights



Retail wins big!

Most efficient and effective

#1 in purchase rate (0.053%)

#5 in visitor rate (0.35%)

Lowest CPA (\$42) + CPV (\$0.63)



Media & Entertainment drives awareness

Great for awareness and effective at driving conversion

#3 in purchase rate (0.025%)

#1 in visitor rate (0.64%)

#2 CPA (\$71) + #5 CPV (\$6.99)



Telecom is mixed

Great visitor rate but hard to convince visitors to purchase

#9 in purchase rate (0.014%)

#2 in visitor rate (0.53%)

Mid CPA (\$145) + CPV (\$10.26)

Honorable Mention 🏆



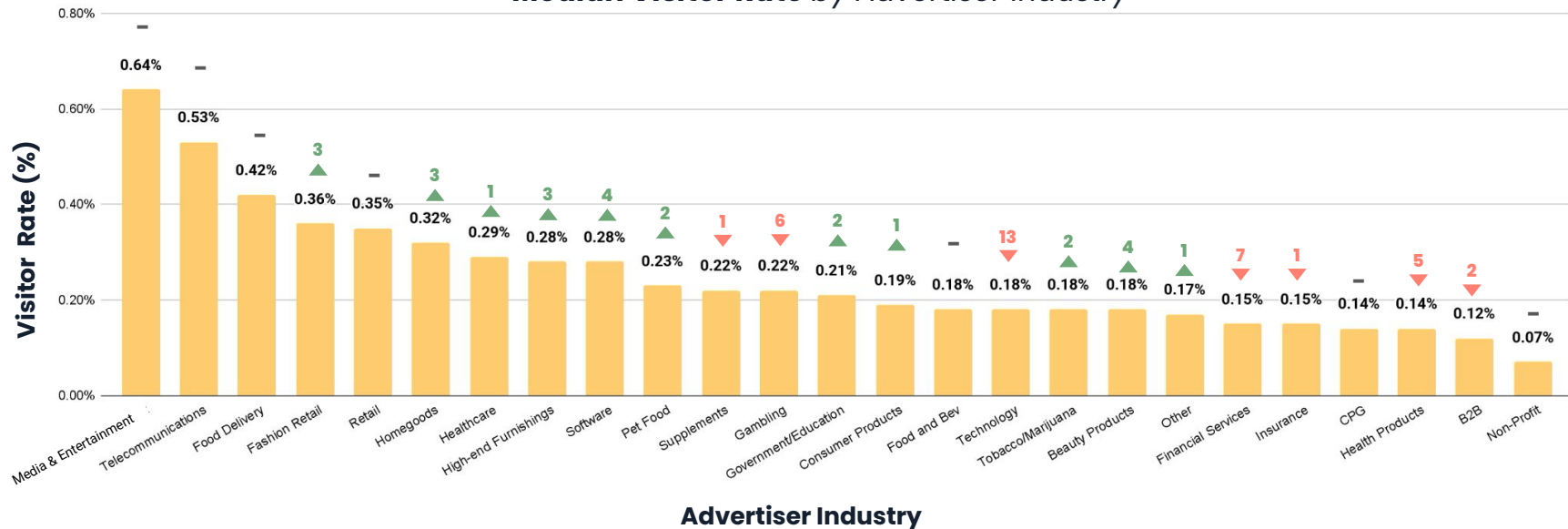
Gambling

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

Very high CPVs (\$30+) but #3 in CPA (\$79)

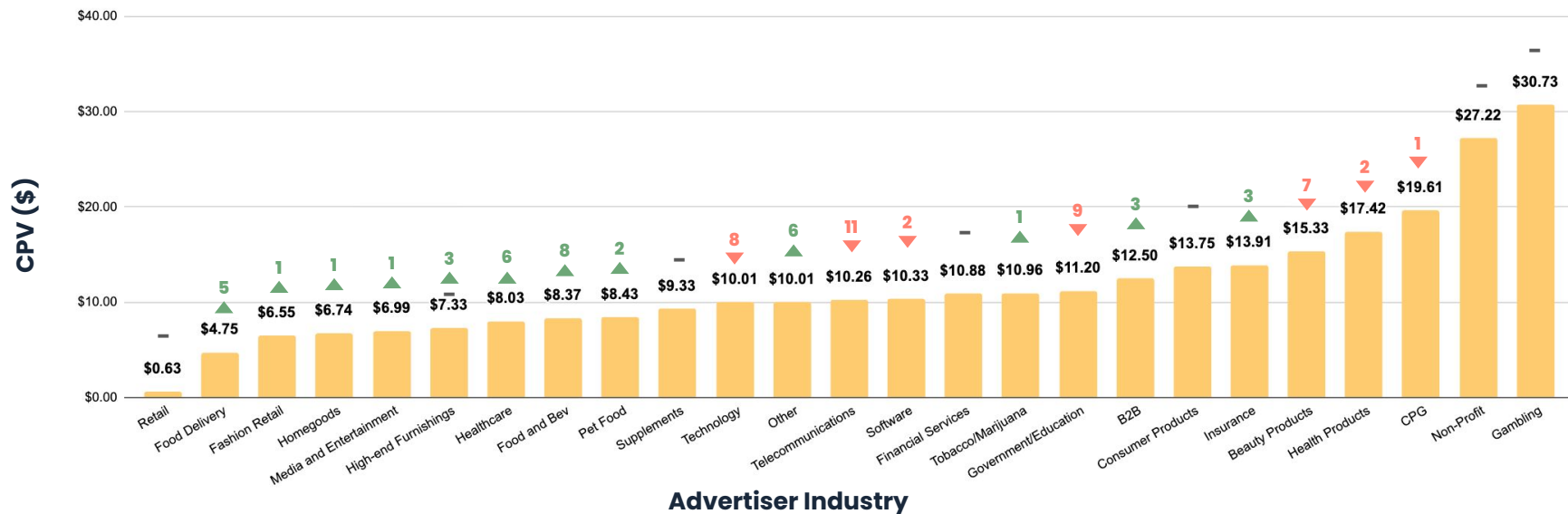
Media tops in visitor rate as Telecom and Food Delivery follow up closely once again

Median Visitor Rate by Advertiser Industry



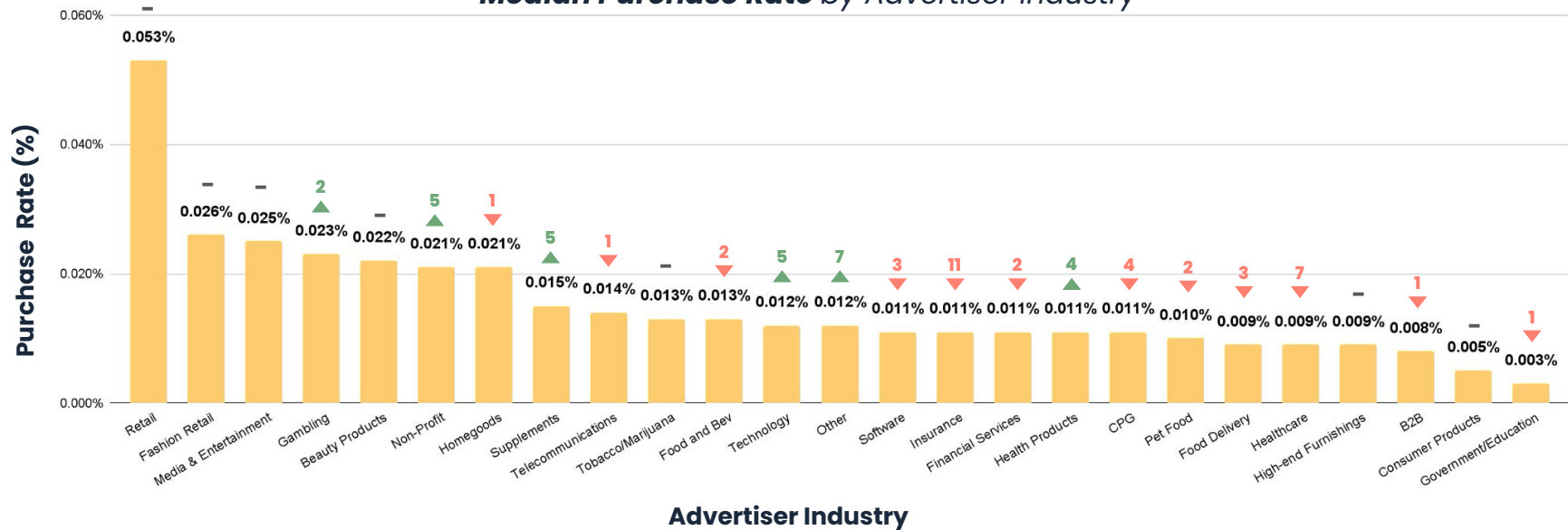
Retail, Food Delivery, & Fashion are the most efficient in driving engagement per dollar

Median Cost Per Visitor (CPV) by Advertiser Industry



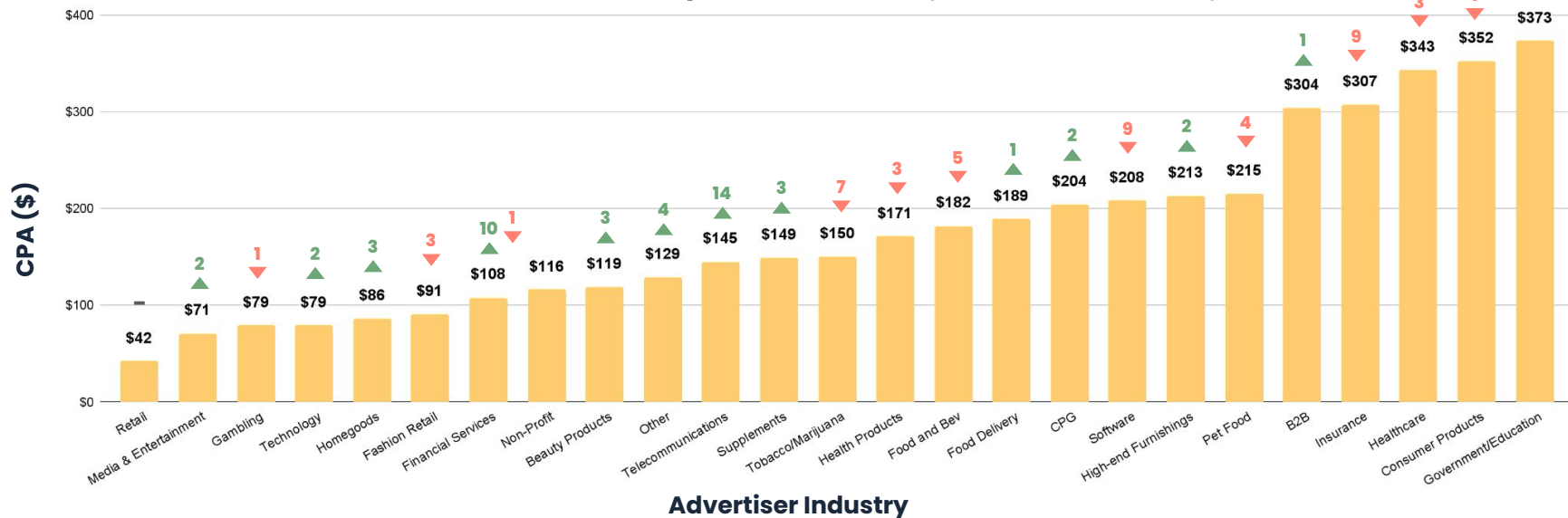
Podcast listeners convert at the highest rate for **Retail**, **Fashion** and **Media** advertisers

Median Purchase Rate by Advertiser Industry



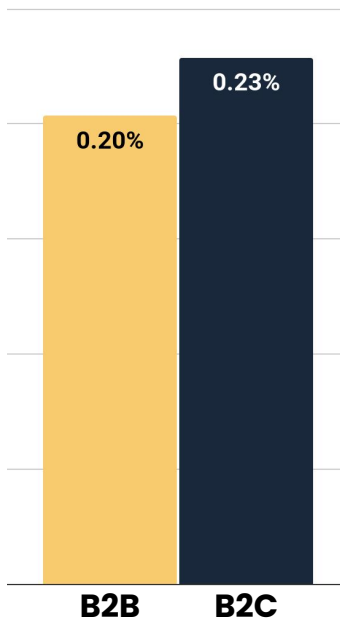
Retail, Media and Gambling drive the most efficient purchase performance per dollar

Median Cost Per Acquisition (CPA) by Advertiser Industry

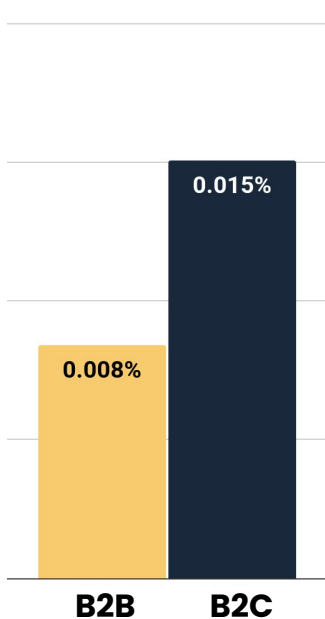


B2B vs. B2C Advertiser Performance

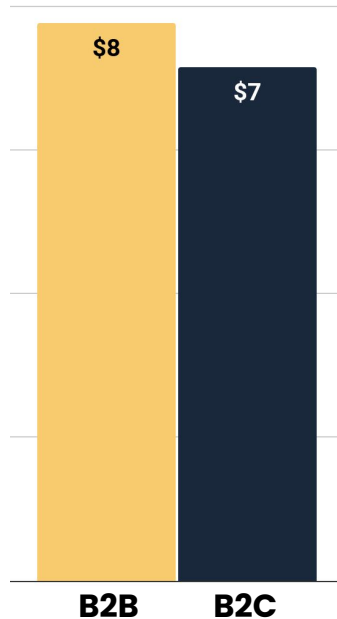
Median Visitor Rate



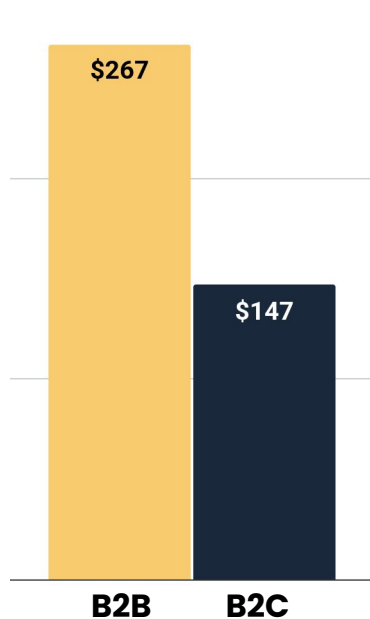
Median Purchase Rate



Median Cost Per Visitor (CPV)



Median Cost Per Acquisition (CPA)



Visitor Rate By Time of Week

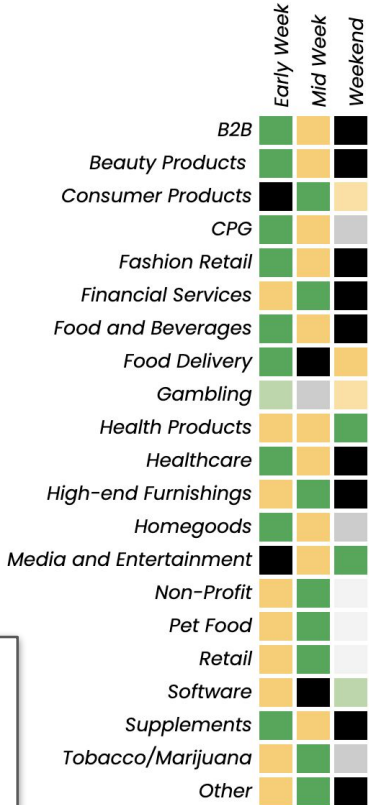


Majority of the advertisers across industries **see higher visitor rates early and mid-week** as compared to the weekend.

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

Advertiser Industry

Time of Week



*Calculated by taking median by time of the week, advertiser industry

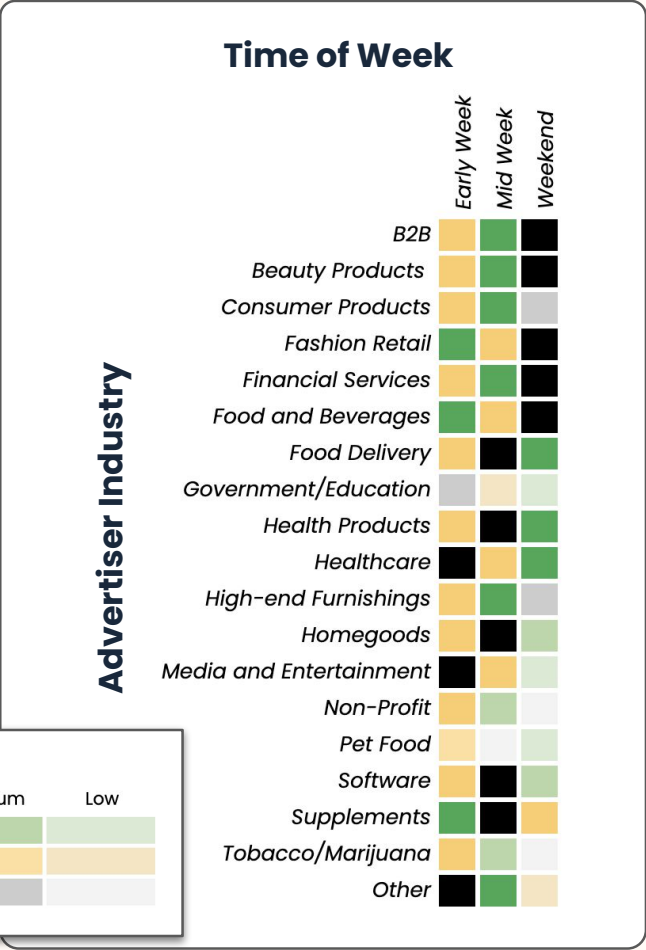
CPV

By Time of Week



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

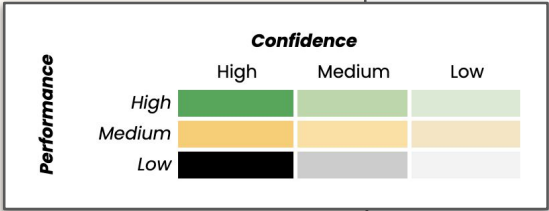
*Calculated by taking median by time of the week, advertiser industry



Purchase Rate By Time of Week



Weekdays are the best for purchase rates across most advertiser industries. On a per-impression basis, weekends underperform by comparison



*Calculated by taking median by time of the week, advertiser industry

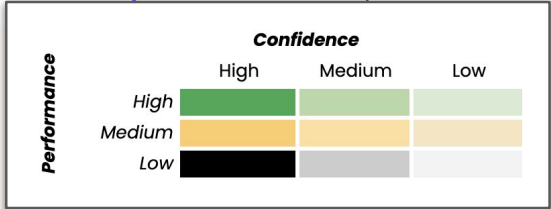
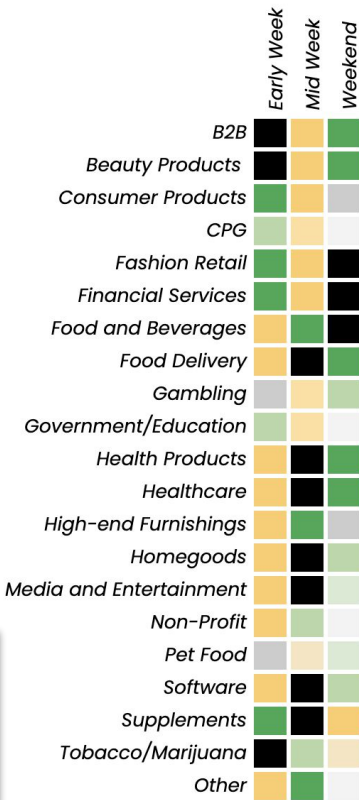
CPA By Time of Week



Although most industries seem to drive efficient purchase rates on a per-impression basis, **on a per-dollar basis the weekend is a very efficient time** for many industries to find your audience and drive purchase behaviors.

Advertiser Industry

Time of Week



*Calculated by taking median by time of the week, advertiser industry



Show Genre Benchmarks

Show Genre Benchmark Highlights



Business leads the pack!

Overall top performer

#1 in visitor rate (0.54%)

#1 in purchase rate (0.06%)

#8 CPA (\$72) + Lowest CPV (\$0.87)



Kids & Family drives conversions for less

Cost more per visit but less per conversion

#3 in visitor rate (0.5%)

#5 in purchase rate (0.05%)

#1 CPA (\$60) + #16 CPV (\$4.70)



Health & Fitness & Education are consistent performers

These two genres sits in the the top half across all benchmark metrics.

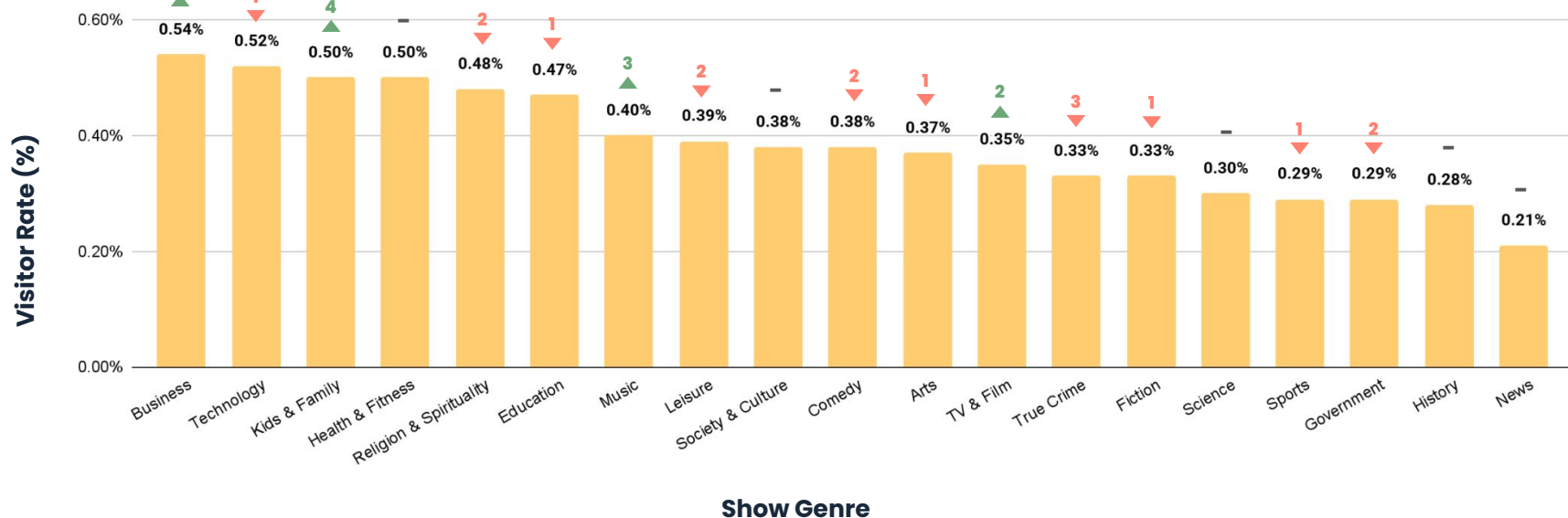


News underperforms but should not be ignored

News performs under the overall benchmark in many instances, however some industries still see success.

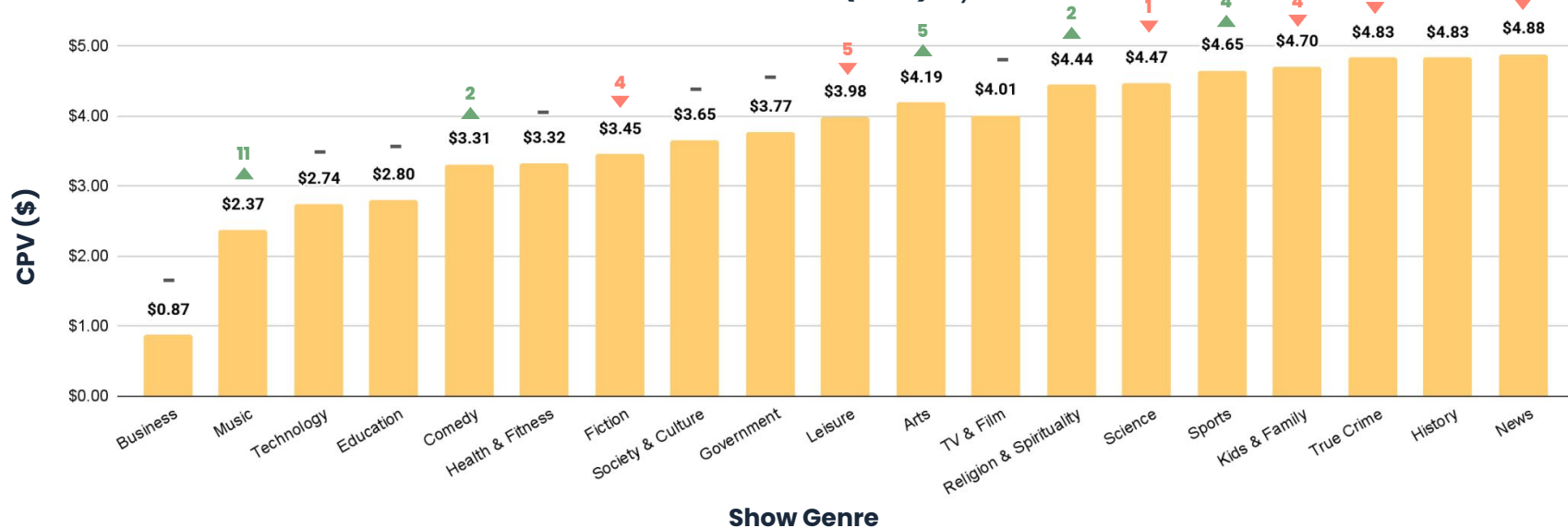
Business and Technology swap places in median visitor rate

Median Visitor Rate by Show Genre



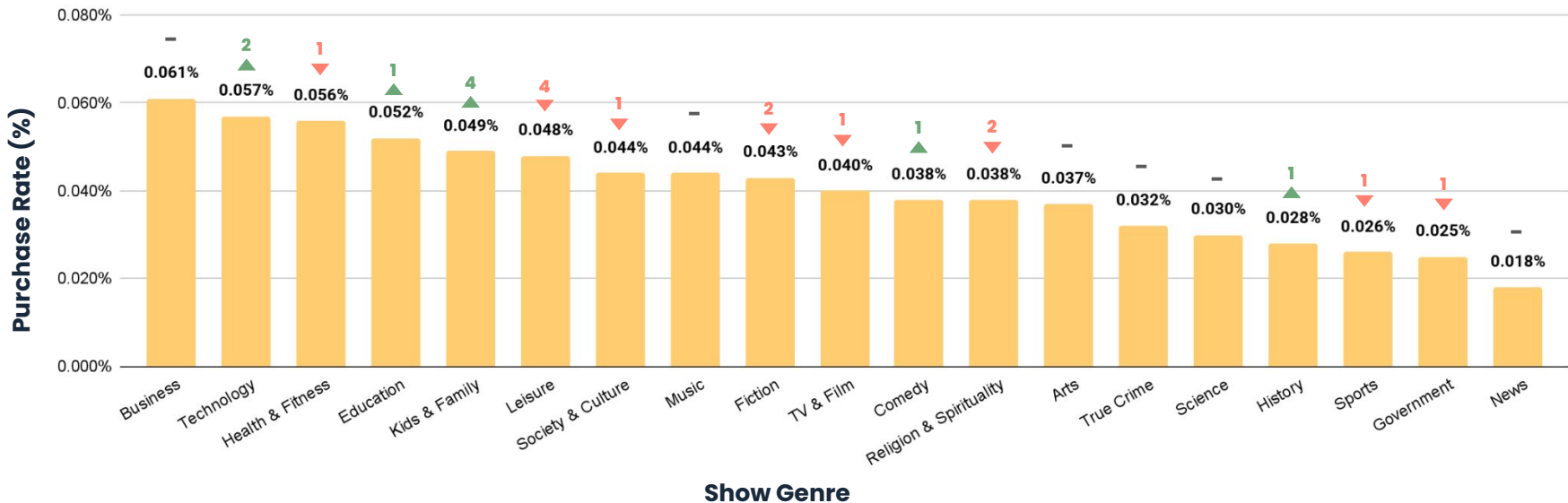
Business stays on top while Music propels 11 spots to #2 in median CPV

Median Cost Per Visitor (CPV) by Show Genre



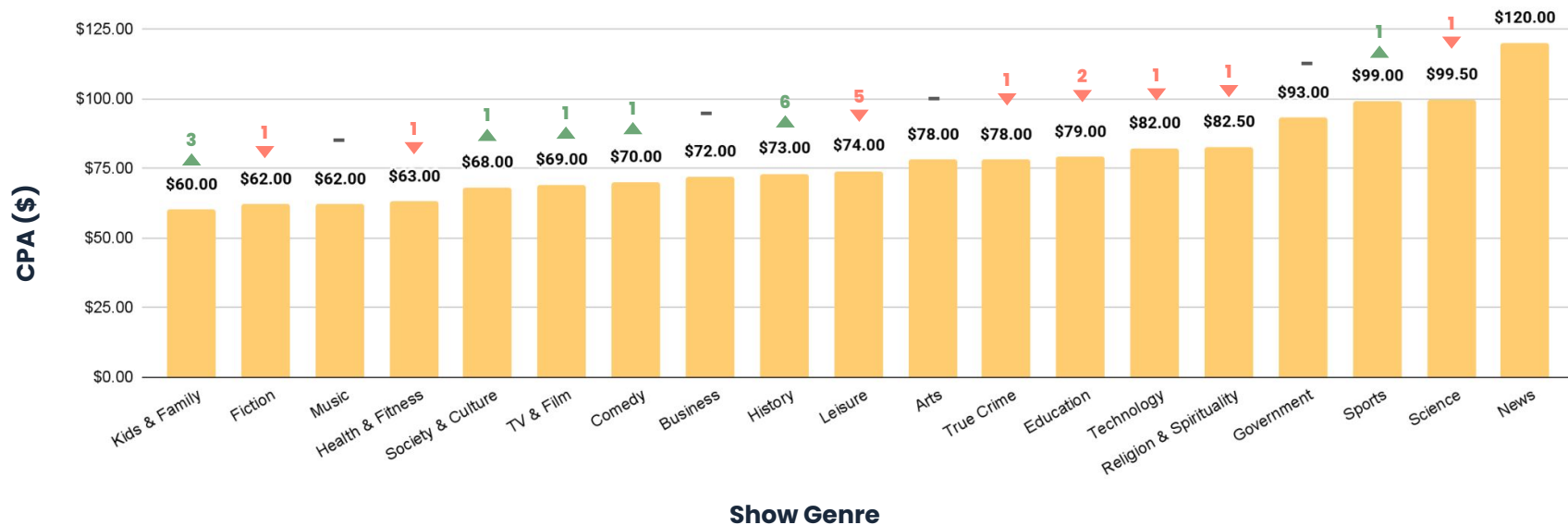
Business continues to outperform with the highest median purchases rate

Median Purchase Rate by Show Genre



Kids & Family jump three places as the most cost efficient genre in median CPA

Median Cost Per Acquisition (CPA) by Show Genre





Show Genre by Advertiser Industry Benchmarks

Visitor Rate Benchmark Matrix



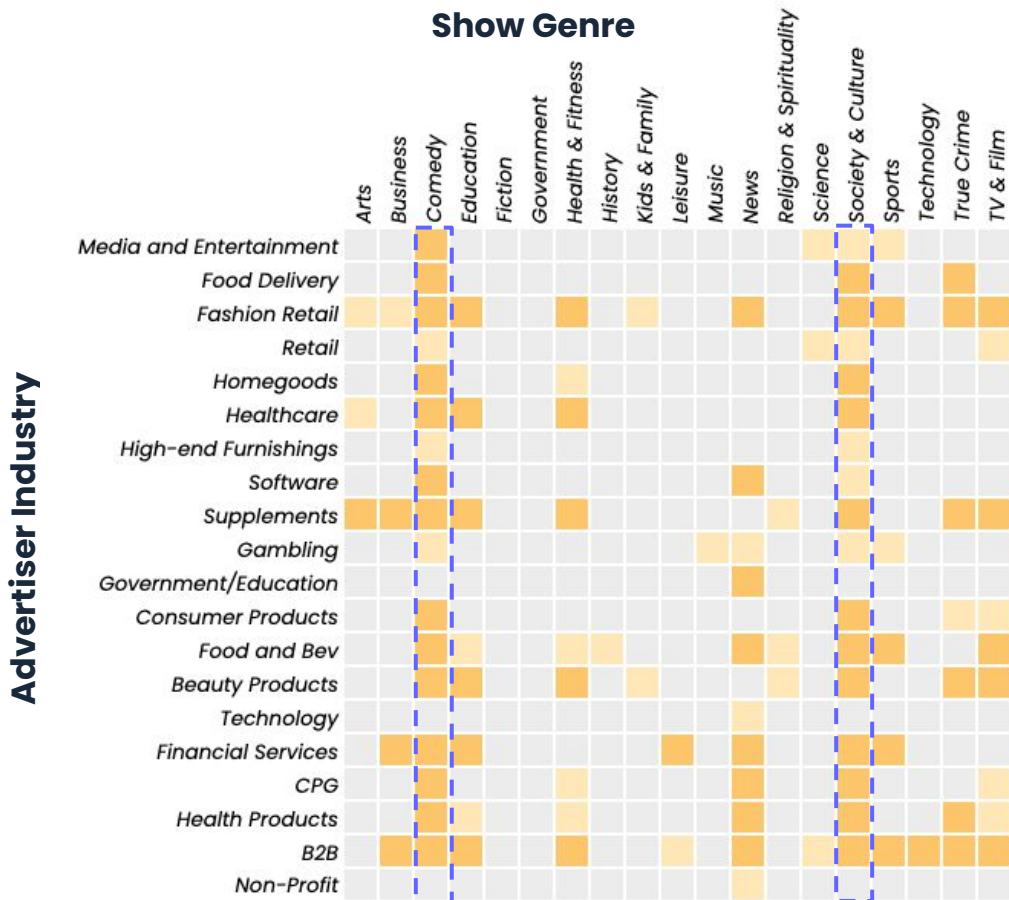
Comedy and **Society & Culture** consistently drive audience engagement across most advertiser industries.

Supplements perform well across several show genres.

Above benchmark, **higher confidence**

Above benchmark, **lower confidence**

**Comparison benchmarks are at the advertiser industry level*



Cost Per Visitor (CPV) Benchmark Matrix

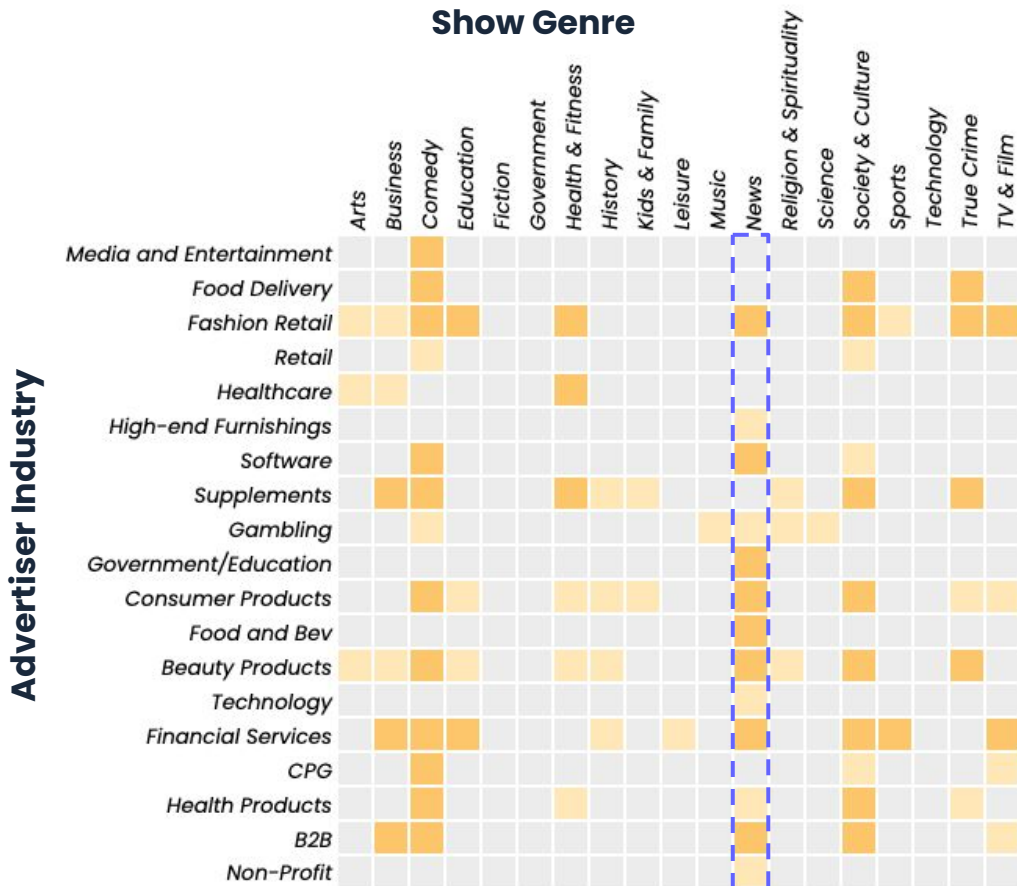


News shows, on a per dollar basis, drive efficient engagement across many expected and unexpected industries.

Above benchmark, **higher confidence**

Above benchmark, **lower confidence**

**Comparison benchmarks are at the advertiser industry level*



Purchase Rate Benchmark Matrix

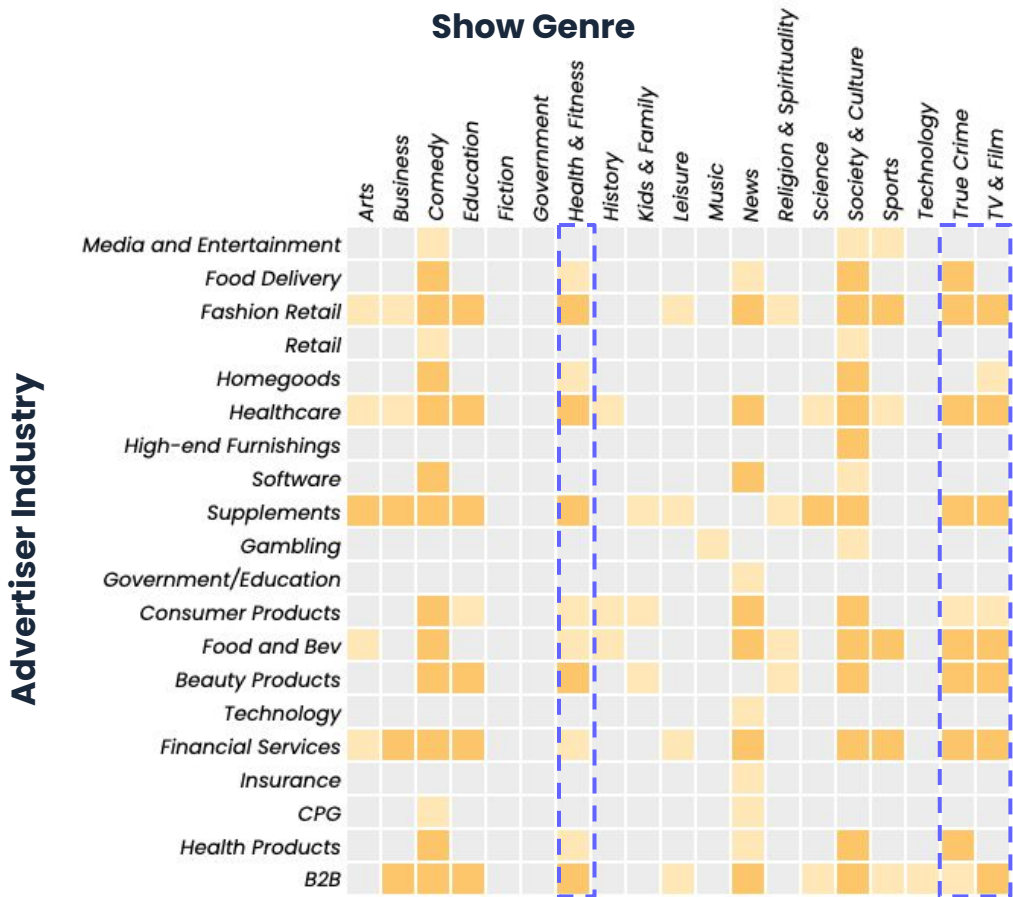


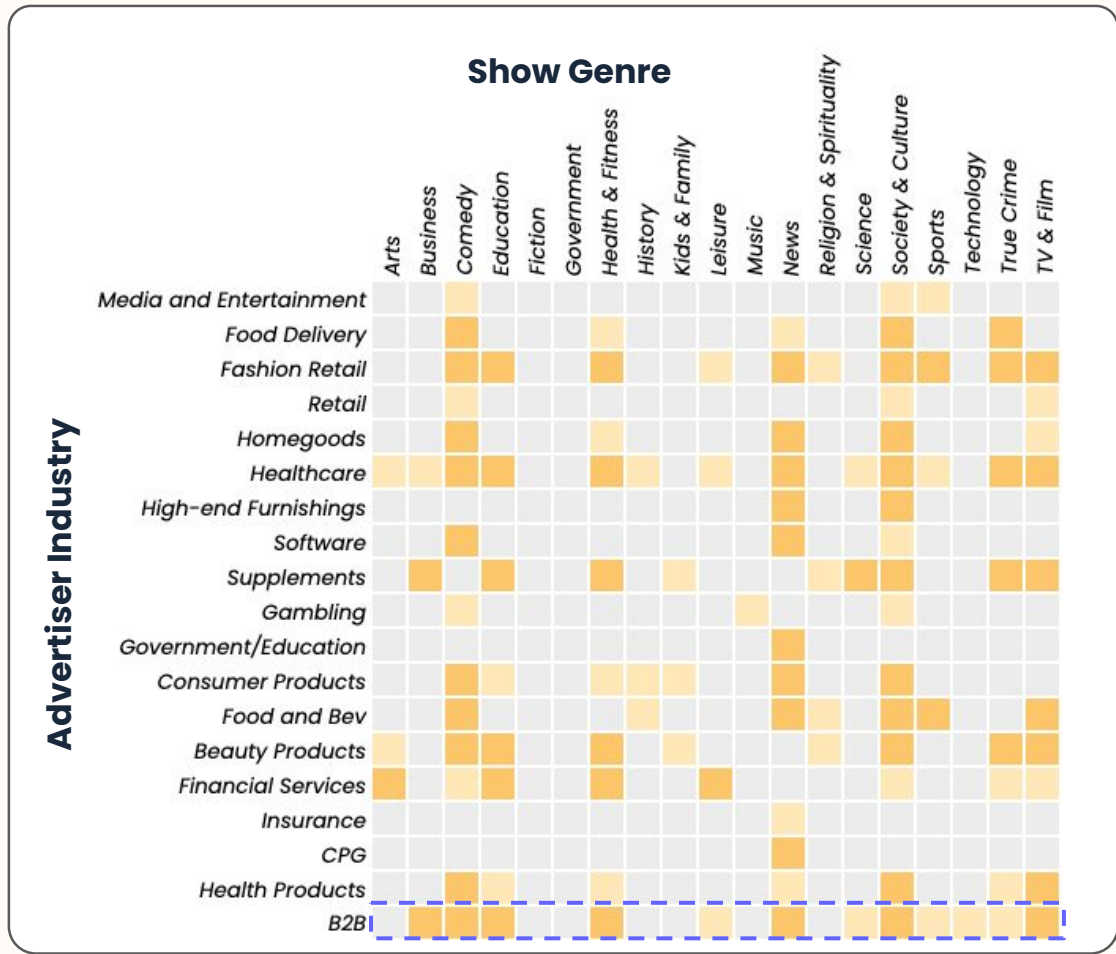
Health & Fitness, True Crime, and TV & Film
shows drive strong purchase rates across many expected industries.

Above benchmark, **higher confidence**

Above benchmark, **lower confidence**

**Comparison benchmarks are at the advertiser industry level*





Thank you for checking out our report!

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.

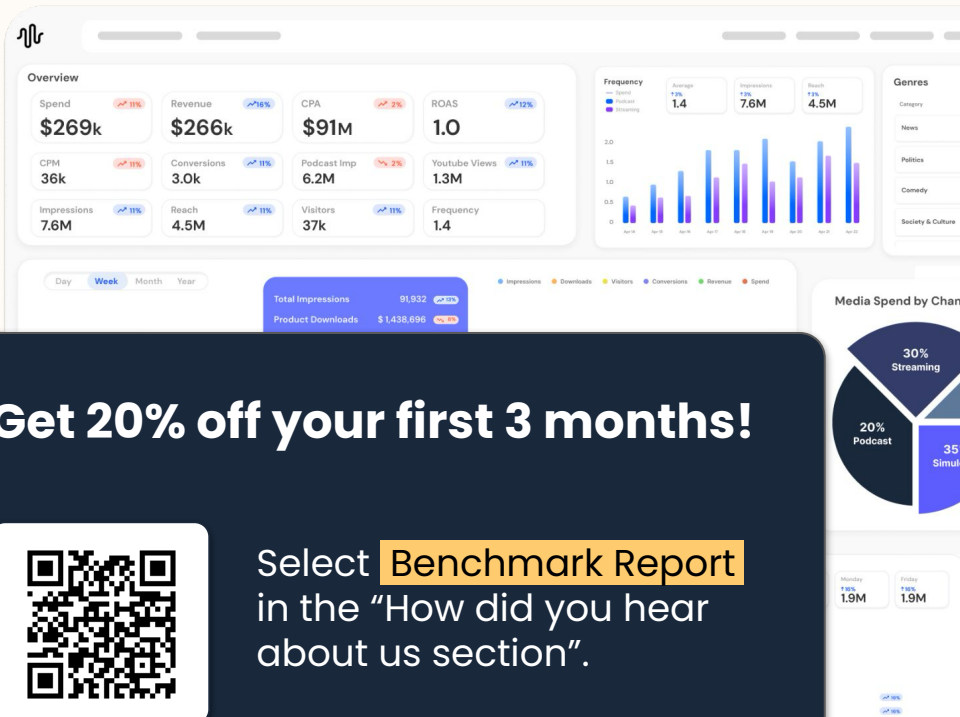
1 Platform, 3 Core Products

- 1 **Measurement**
- 2 **Verification**
- 3 **Research & Planning**

Get 20% off your first 3 months!



Select **Benchmark Report** in the "How did you hear about us section".



Limited Time Offer!

From now until December 10, 2025:

Get a [FREE Podscribe hat](#) by sharing your thoughts about the insights shared in this report on **LinkedIn** and tag us [@Podscribe](#)

Once we see your post, we will get in touch to send you a hat!

Your LinkedIn post must be posted on/before December 10th, 2025 to be eligible.



Appendix

Methodology

To be more relevant for the primary readers of this report, this benchmark focuses only on US campaigns, and campaigns with over 10k impressions. For this reason, numbers in this report are not directly comparable to those in prior reports.

Performance varies widely across advertisers and industries, so we start with the median visitor/purchase rate for each advertiser. We next take the median of the median rates for each advertiser to compute what a 50th percentile advertiser can expect, without factoring in industry, average order value, etc.

We compute our rates from impressions, not reach (unique listeners), because a) advertisers buy based on impressions b) frequency does not need to be factored in and c) calculating reach precisely can be challenging, while impressions are clearer.

We define 'campaigns' as a single show, a single audience target, or a single RON line item. Keep in mind that advertisers and agencies typically think of 'campaigns' as a cluster of these line-items based on a particular budget or season that is allocated across multiple publishers and shows.

Q4

Industry Benchmark Methodology

25

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

Visitor Rate (%) =

The percentage of impressions that result in a site visit.

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

Purchase Rate From Attributed Visitors (%) =

The percentage of visitors that go on to make a purchase.

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

Conversion Rate (%) =

The percentage of impressions that lead to an action..

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

Cost Per Acquisition (CPA - \$) =

The average cost to acquire one purchase through campaign spend.

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

Purchase Rate (%) =

The percentage of impressions that lead to a purchase.

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

Incremental Lift (%) =

The lift in performance attributable to the campaign, measured as the difference between exposed and control groups.

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

Install Rate (%) =


The percentage of impressions that result in an app install.


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

How to read: Benchmark Matrix

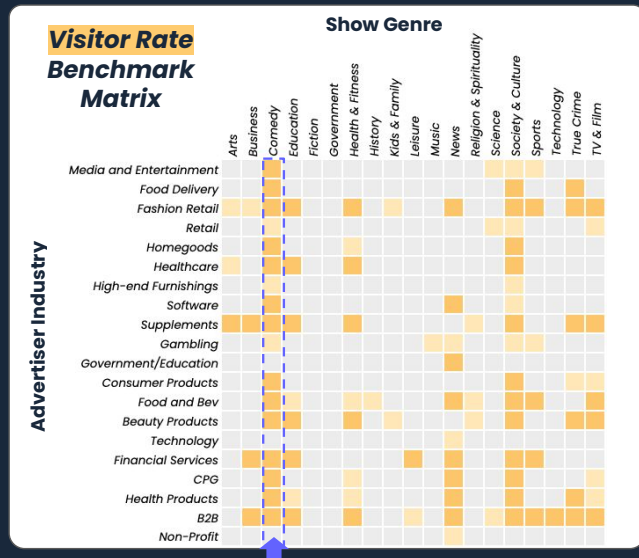
Use this guide to read the matrices shown in the **Show Genre by Advertiser Industry Benchmarks** section

Note the legend for the matrix:

 Above benchmark, **higher confidence**

 Above benchmark, **lower confidence**

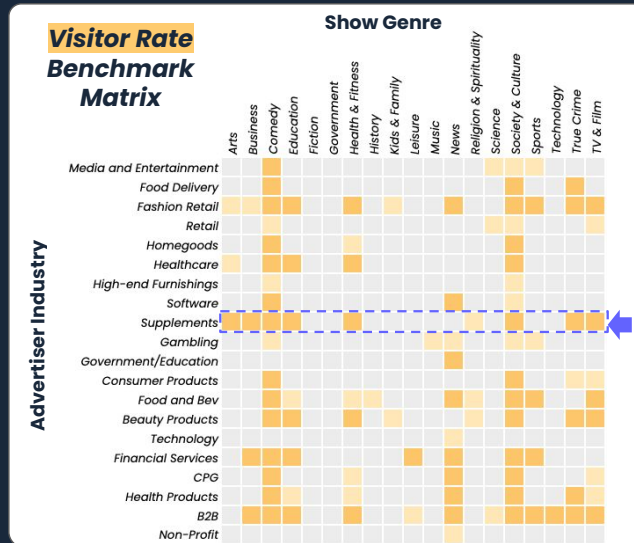
Any square you see that has a yellow fill, it means that advertiser industry and genre together are performing above benchmark. This matrix view should help you determine where you should place your focus on based on your industry/genre.



BY SHOW GENRES (COLUMNS)

Example: Comedy has a lot of the boxes in those columns filled. They are consistently driving above benchmark performance.

If you are a Media & Entertainment or Food Delivery advertiser, then Comedy shows are good staple to start investing in.



BY ADVERTISER INDUSTRIES (ROWS)

Example: Supplements has a lot of the boxes in those rows filled. They are consistently driving above benchmark performance.

If you are an advertiser for a Supplements brand, then you may want to consider buying shows in the Arts, Business, Comedy, Education, Health & Fitness, Society & Culture, True Crime and TV & Film.

Note: Comparison benchmarks are at the advertiser industry level



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

In this section, we've included some legacy data and stats pulled directly from previous reports.

These figures are **archival only** taken from **previous 2025 PPB reports** and have not been updated.

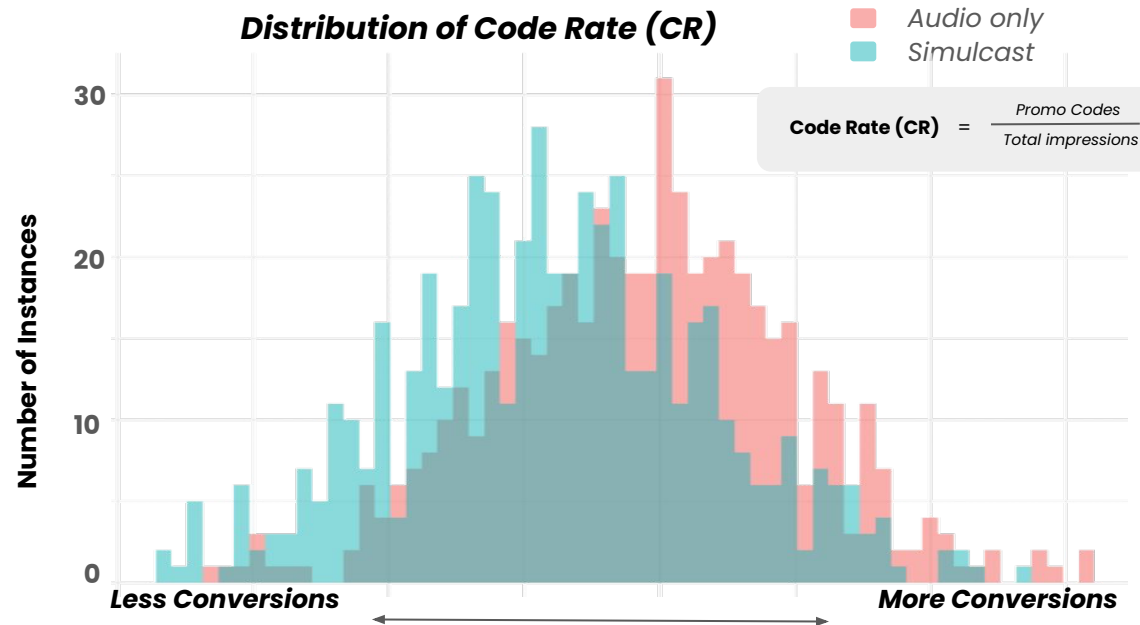
That means:

- You only ever need to download one report to access both the latest and historical data.
- New readers get the freshest insights up front, without wading through older stats.
- Long-time readers still have access to the archival numbers for context and comparison.

Historical Data
(For Reference Only)

Audio campaigns are more efficient at driving performance than simulcast campaigns

SNEAK PEEK! 🧐



-34%

Lower aggregate CR for YT Simulcast campaigns than for Audio-only campaigns

Example: If a campaign of audio downloads has 100 website purchases attributed, an equal number of YouTube Simulcast views would drive **~66 purchases**, based on an analysis of promo codes.



White paper to be released soon.

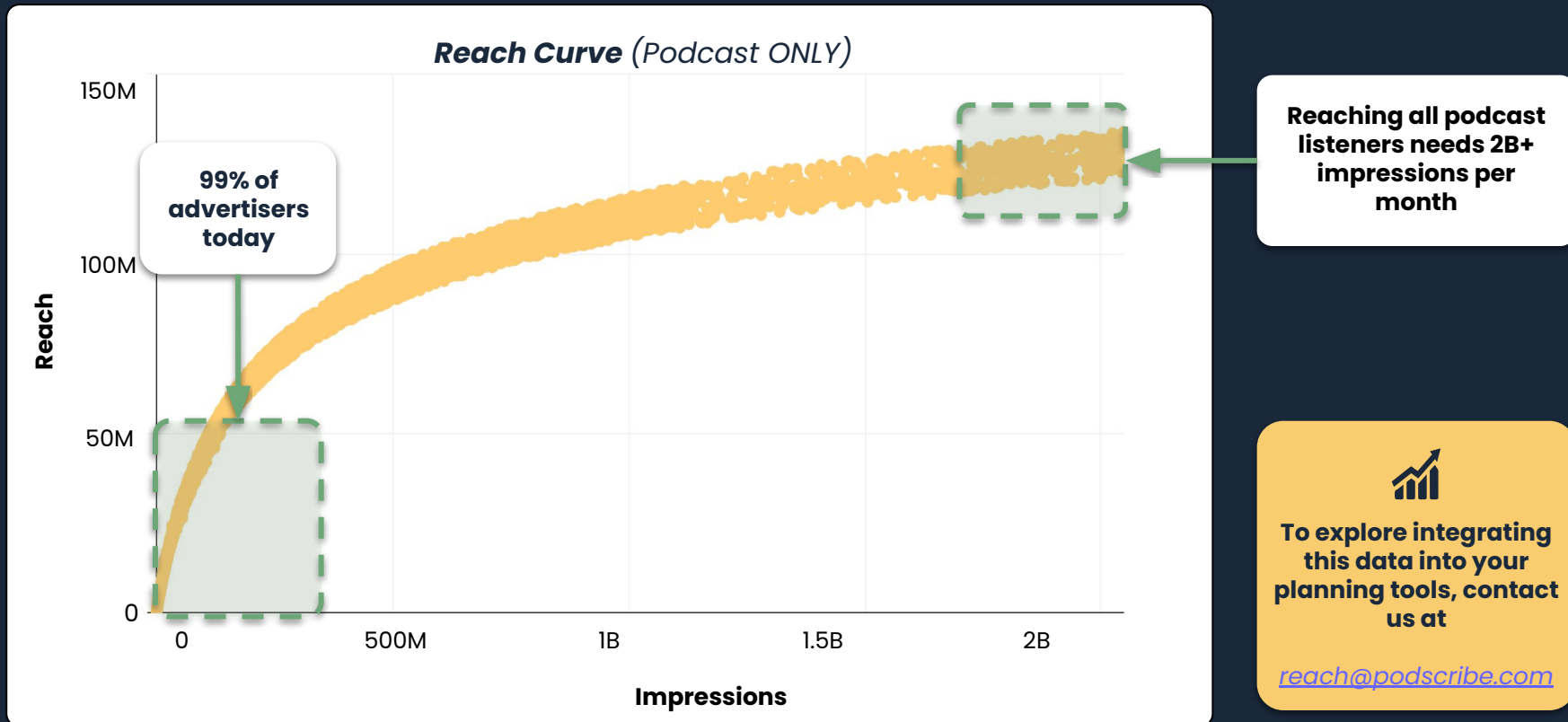
Register to receive it first!



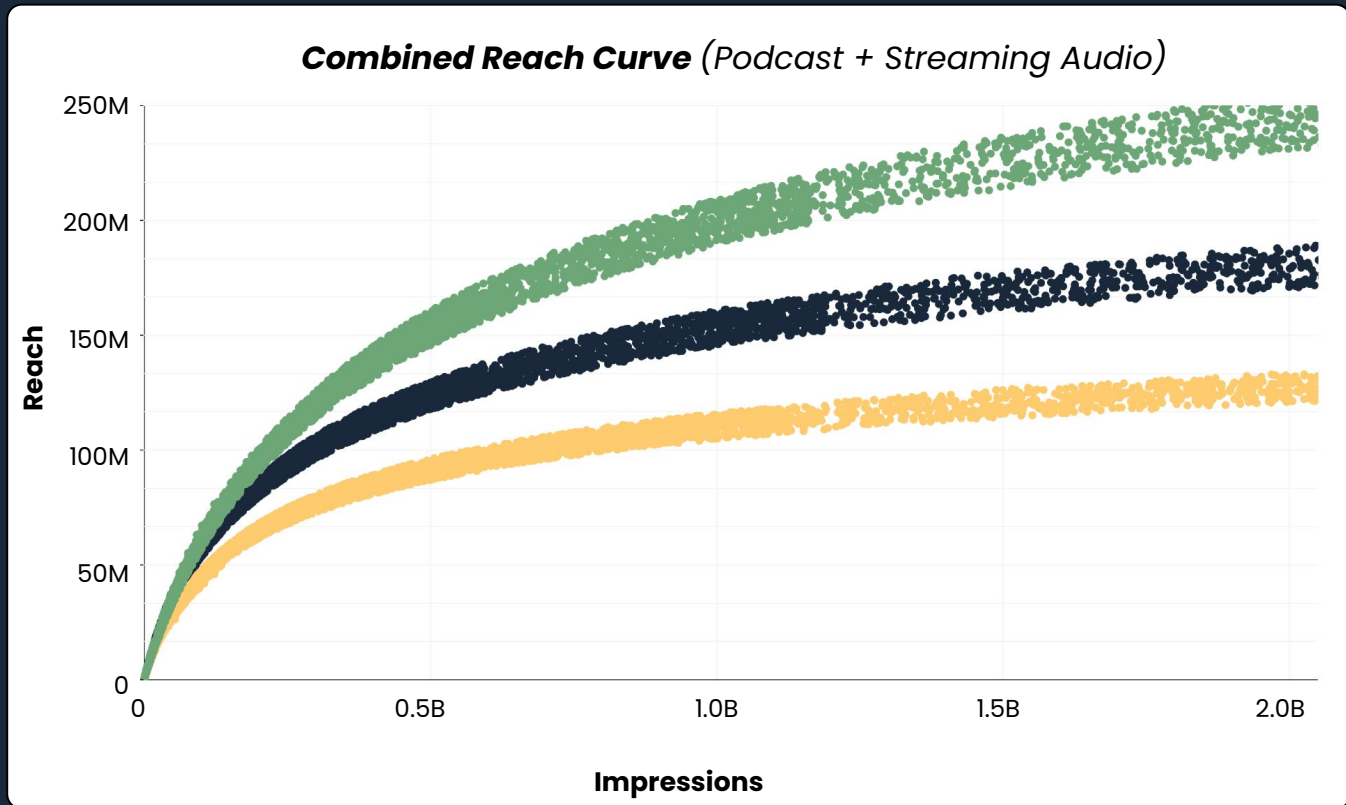
Podscribe Reach Curve

[Q3 2025]

Currently, advertisers are reaching about **one-third** of the podcast audience



Digital audio can hit **85%+** of the US adult population

**Combined**

Streaming audio (🎧)

Podcast (🎧)

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



Audience Segments

[Q3 2025]


Audience Segments

Understand, validate, and ensure you're reaching the right listeners.

Through our partnership with *TransUnion*, advertisers can now **tap into Audience Segments directly within Podscribe.**

As you continue to optimize your strategy, audience segments will be a key tool for uncovering new insights and opportunities for growth.

Access your brand's audience insights in your Podscribe dashboard:

 [Overview > Audience Tab](#)

Types of Audience Segments Available



Demographics

(age, gender, income)



Psychographics

(lifestyle, values, interests)



Shopping Behaviors

(purchase history and intent)



Behavioral Segments

(online and offline actions)



Attitudinal Segments

(beliefs, preferences, and motivations)

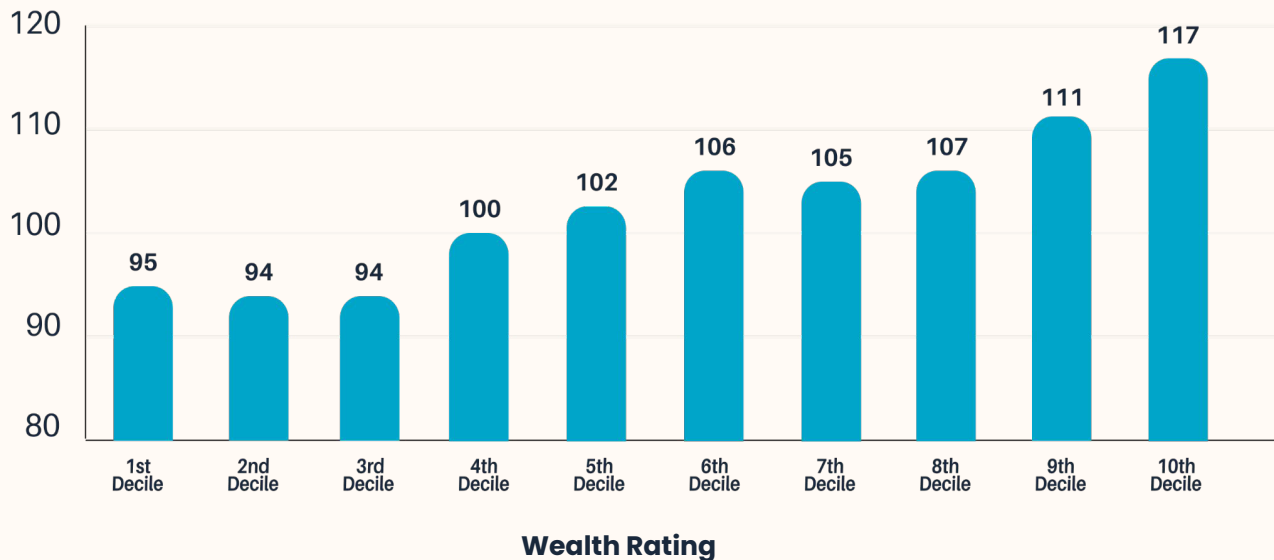
...and more!

More affluent audience segments perform **25%** better than less affluent segments.

Median Purchase Index

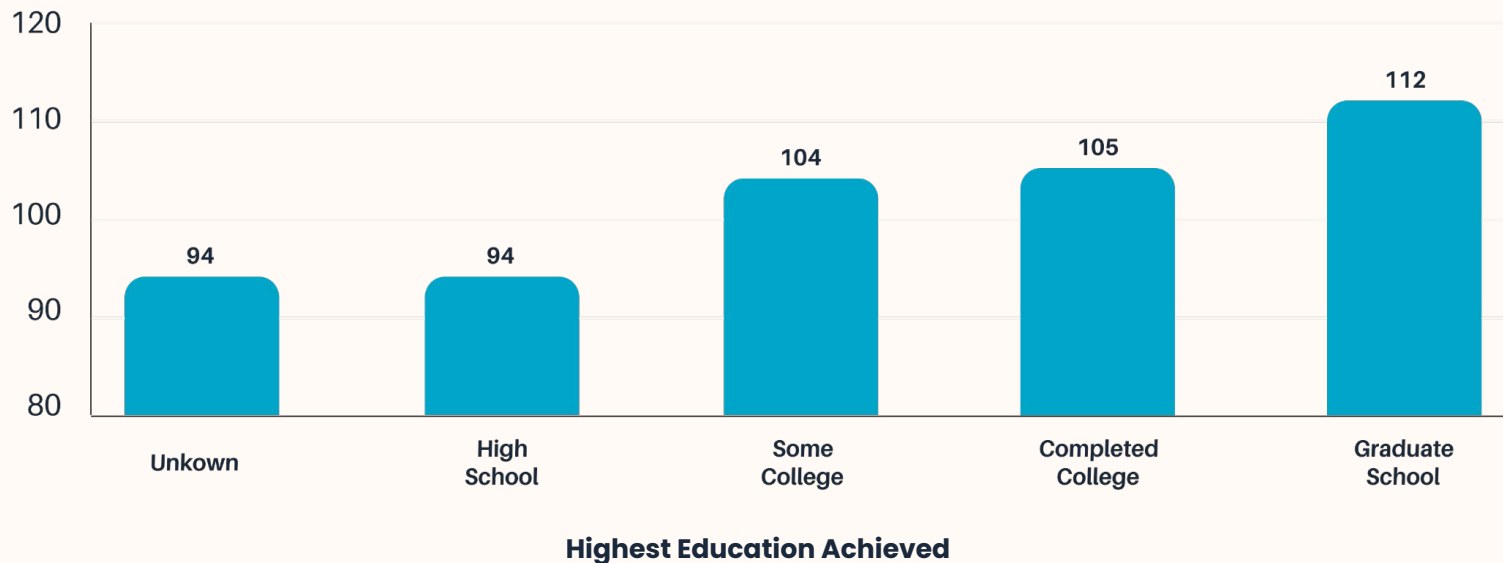
The share of purchases divided by the share of impressions, multiplied by 100.

Median Purchase Index by Wealth Rating



Similarly, listeners with the highest education levels convert up to 17% more

Median Purchase Index by Highest Education Achieved



Note: Median Purchase Index is the share of purchases divided by the share of impressions, multiplied by 100.

No clear pattern. Audience segments like interest in fitness vary in performance per advertiser.

Interest in Fitness: Purchase Index by Advertiser



Interested in understanding
the full suite of audience
profiles/segments?

Reach out to
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Additional Industry Resources

For any questions or data requests,
please email marketing@podscribe.com