



## The Power of Podcast Advertising in Connecting Brands & their Audiences



**+20ppt** lift in awareness



**+36ppt** lift in favorable perception



**+33ppt** lift in likelihood to sign up for the product

### OBJECTIVE

Operating in a highly competitive and saturated landscape, a leading B2B platform was seeking data and insights around the efficacy of their audio advertising to increase their brand awareness, favorability, and intent among adults 18+ in the U.S. that listen to a curated set of podcasts.

Additionally, they were seeking data and actionable insights around the creative elements of their audio ads within those podcasts that resonated most among their target audience.

### APPROACH

Utilizing a pixel-based approach, the technology platform harnessed Veritonic's Brand Lift technology and AdvertiseCast's network and robust host-read catalog to identify, measure, and compare the overall impact of each audio ad in terms of brand awareness, favorability, and intent among the exposed audience.

In addition, Veritonic's research capabilities enabled the platform to track performance across multiple podcast publishers, even the ones that did not support an ad placement directly on the impression.

### RESULTS

The platform's audio ads generated positive results for overall brand awareness and likeness, as exemplified through Veritonic data:

- **+20ppt lift** in awareness among the total exposed audience
- **+36ppt lift** in favorable perception
- **+33ppt lift** in likelihood to sign up for the leading B2B platform

When taking a holistic view at all collected data and analytics from the Veritonic platform, the client was able to identify significant successes, including a 5% conversion rate to their website, and actionable areas for improvement to continue to build the brand's omni channel presence.