



THE PPB

Q3 2025

Podscribe Performance Benchmarks

Last updated: September 1, 2025

What is podscribe ?

We are the leading independent and IAB certified omni-channel advertising measurement platform.

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

What is the PPB Report ?

The **Podscribe Performance Benchmark report** digs 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.



Key Takeaways



Single-show campaigns decrease

Audience buys (e.g. RON, programmatic) grew **~2.5x in 10 months** to nearly one in three impressions in June 2025.



The sweet spot for advertiser channel frequency is **up to 5** per month



iPhone users convert **30%** better than Android users.

*Stay tuned to learn more about **app, device and geo** level benchmarks.*



Podcast & streaming audio together can reach up to **85%** of US listeners.

Fast Figures

Data Used:

12mo
(Jul '24-Jun '25)
Timeframe

66K+
Campaigns

500+
Advertisers

200+
Publishers

17B
Impressions

0.25% ↑4%

Visitor Rate

\$7 NEW

Cost Per Visitor

0.015% ↓6%

Conversion Rate

\$119 ↓2%

Cost Per Acquisition

5.2% ↓16%

Attributed Visitor
Purchase Rate

0.14% ↑7%

Install Rate

0.55% ↑20%

SmartPromo Converted
Device Rate

0.42% ↑14%

SmartPromo New Converted
Device Rate

YouTube Simulcast Snapshot

60%



30%

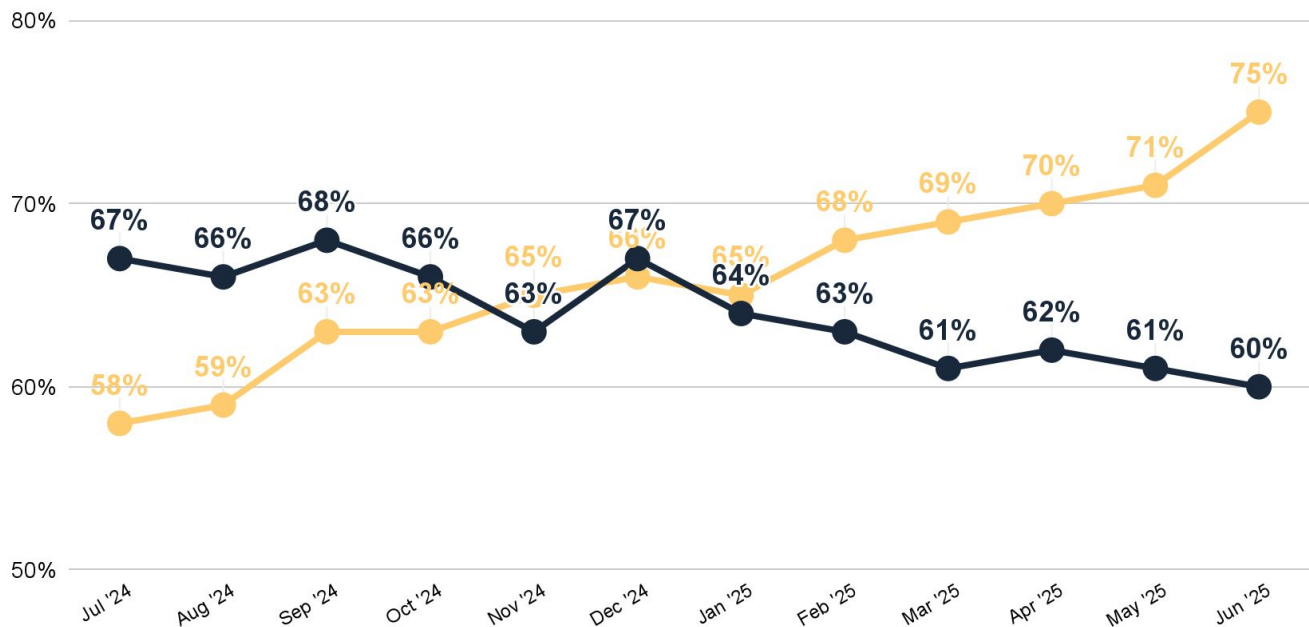
Of simulcast consumption happens on **YouTube**

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

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

Advertisers are buying simulcasts more than ever before

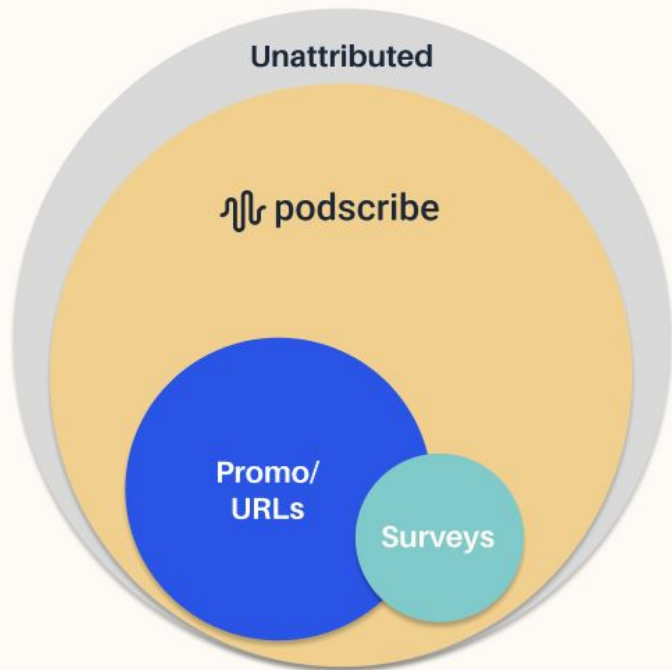
Simulcast Growth per Month (Jul 2024-Jun 2025)



- % of episodic campaigns that are simulcast
- % of impressions in simulcast campaigns that are YouTube

The share of episodic campaigns using simulcast grew steadily from 58% (Jul '24) to **75% (Jun '25)**, showing strong adoption across the year.

Pixels capture ~6x more podcast conversions than surveys and ~4.7x 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 ~66% when assuming an average incrementality of 32%.

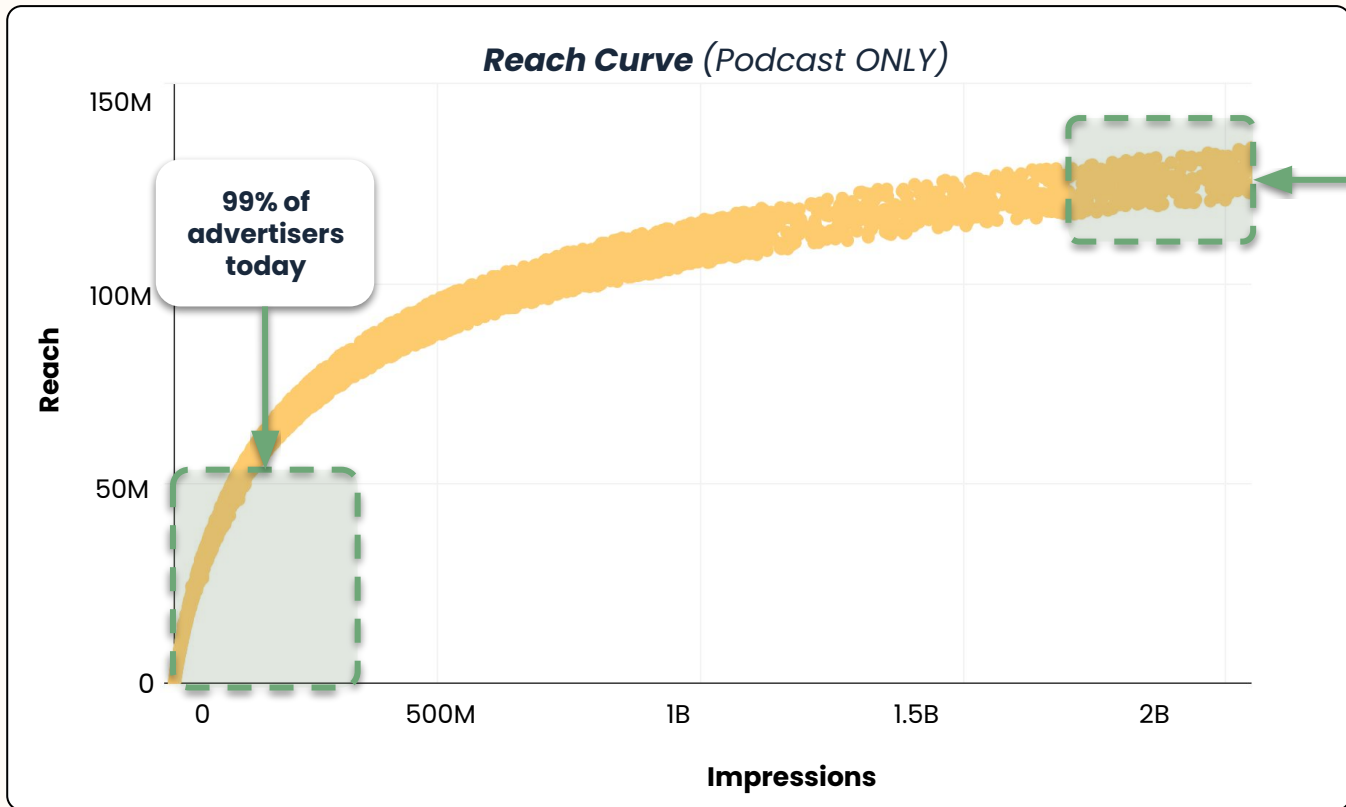
Surveys

Post-purchase surveys undercount podcast conversions too. On average, pixel attribution captures ~6x more conversions than surveys, or ~2x more when factoring in an avg survey response rate of 33%



Podscribe Reach Curve

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



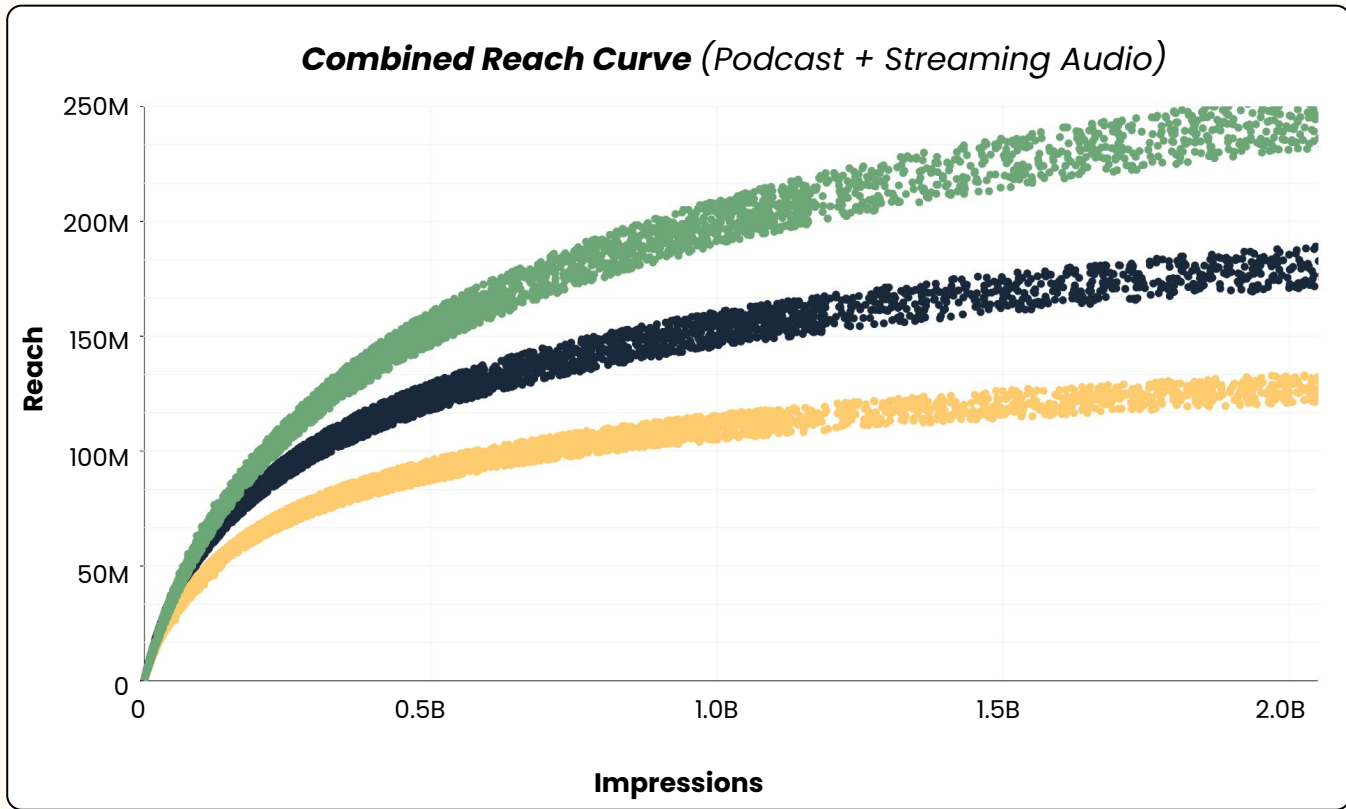
Reaching all podcast listeners needs 2B+ impressions per month



To explore integrating this data into your planning tools, contact us at

reach@podscribe.com

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



Combined

Streaming audio (◌)

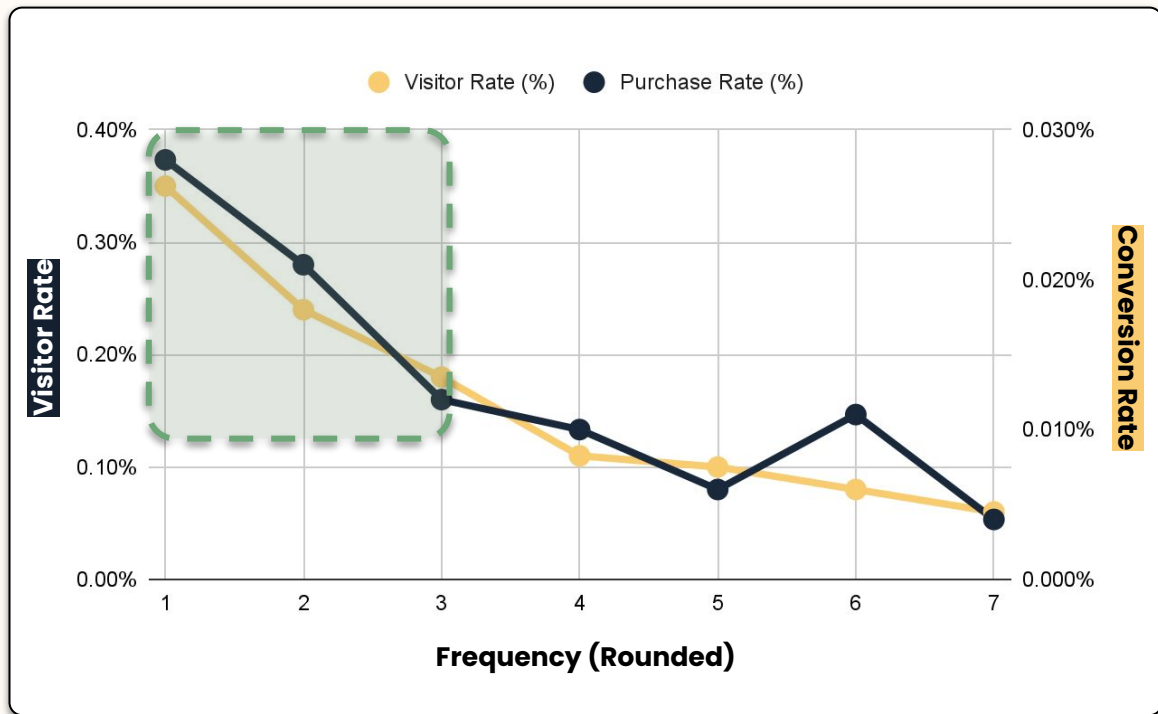
Podcast (◌)

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



Advertiser Frequency

The sweet spot for frequency within a single campaign is up to 3



**Frequency
up to 3**

0.26%

↑2.8x

Average Visitor Rate

**Frequency
4+**

0.09%

Average Visitor Rate

0.020%

↑2.5x

Average Conversion Rate

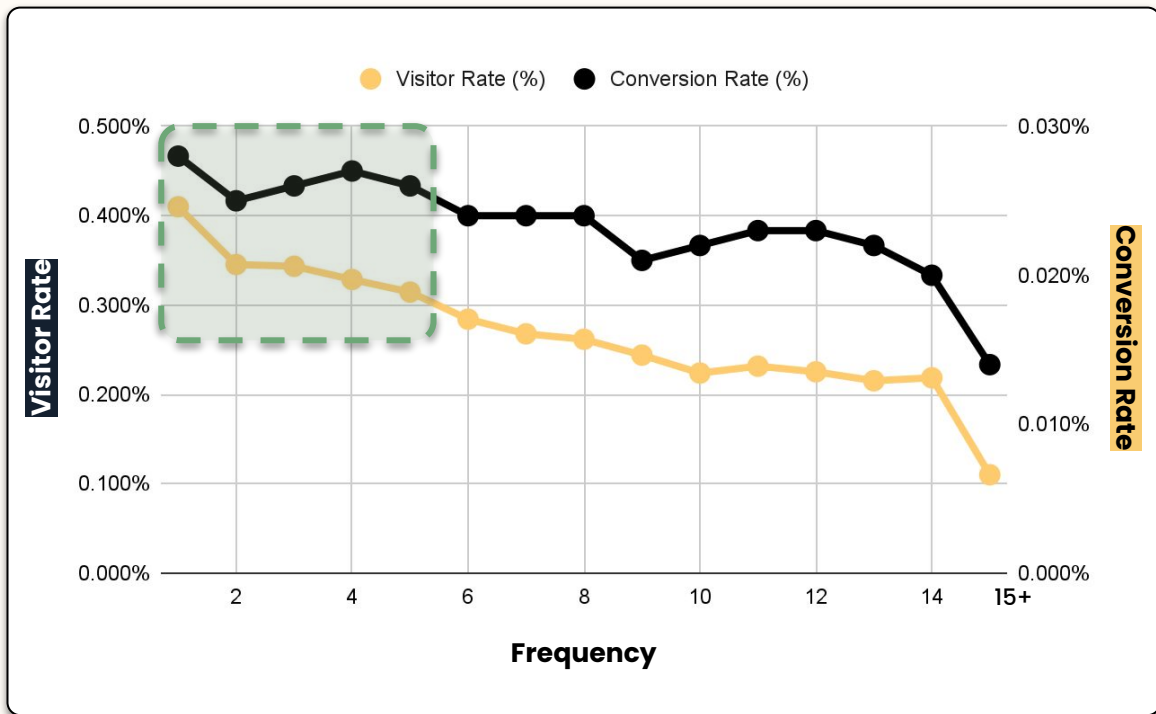
0.008%

Average Conversion Rate

At a frequency of up to 3, average visitor rate (0.26%) and conversion rate (0.020%) are **higher than the overall benchmarks** (0.25% visitor, 0.015% conversion).

However, as frequency increases beyond that point, both rates begin to decline.

Optimal frequency at the channel level is up to 5 per month



**Frequency
up to 5**

0.348% ↑1.5x

Average Visitor Rate

0.026% ↑1.2x

Average Conversion Rate

**Frequency
6+**

0.228%

Average Visitor Rate

0.022%

Average Conversion Rate



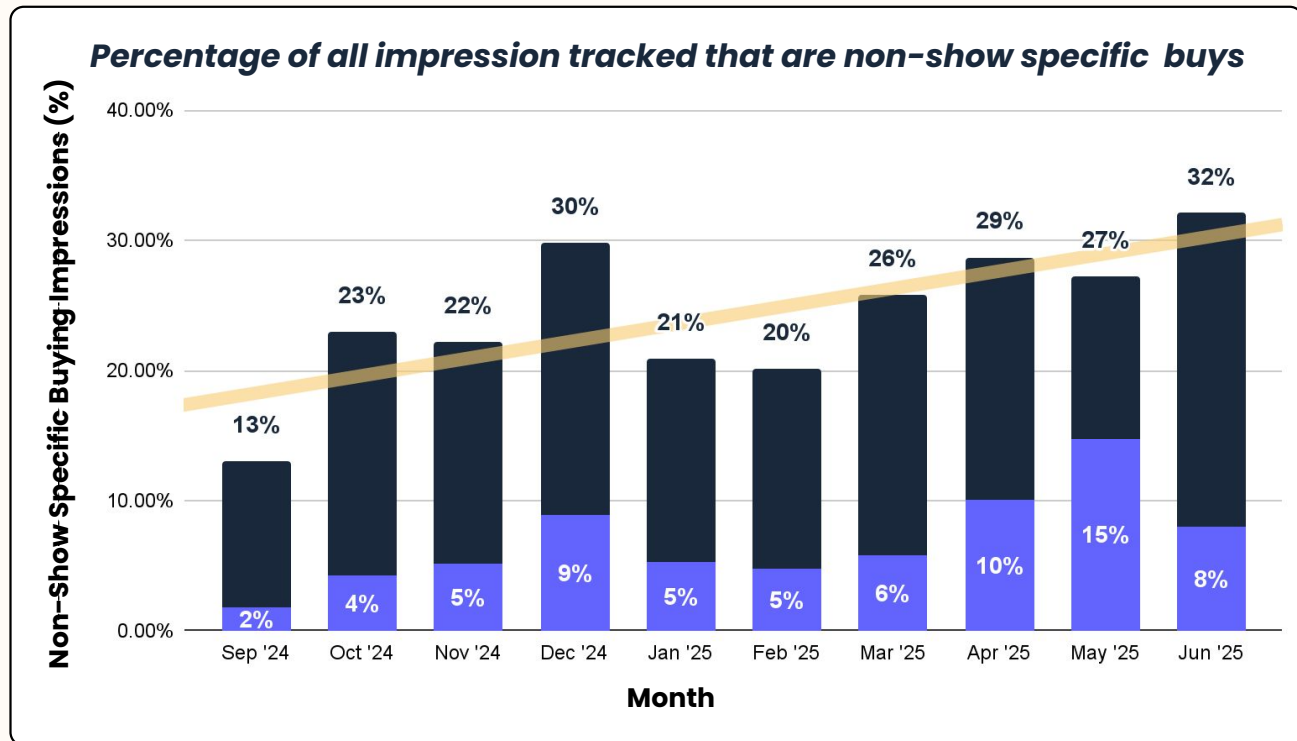
**Curious to see what your
frequency looks like?**

[Follow along in your own dashboard →](#)



Buy Type

Podcast ads are shifting beyond show-specific buys



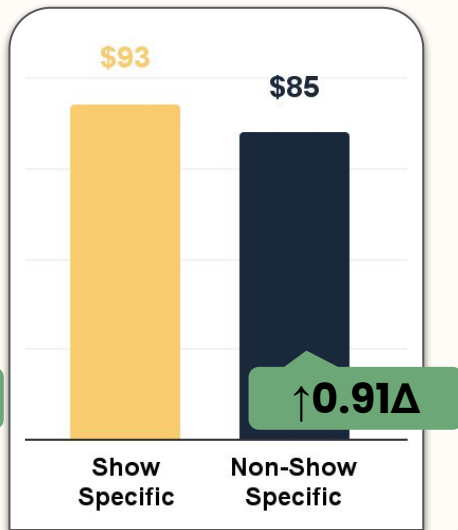
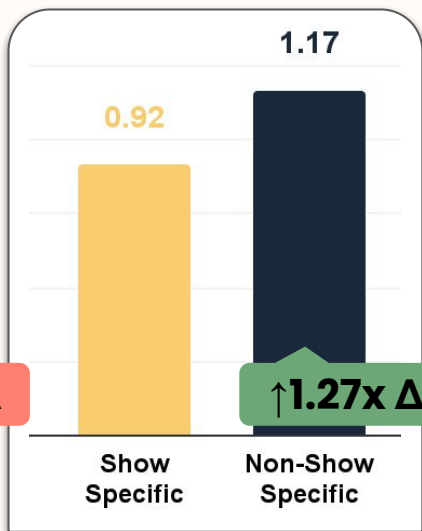
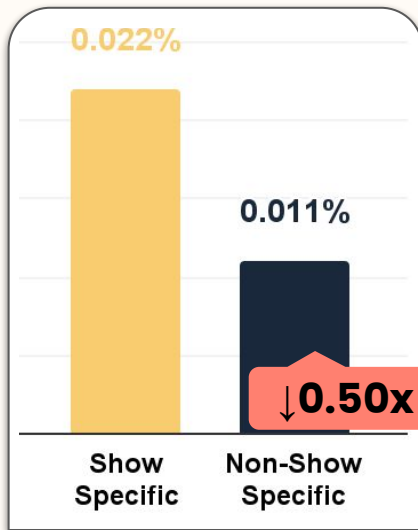
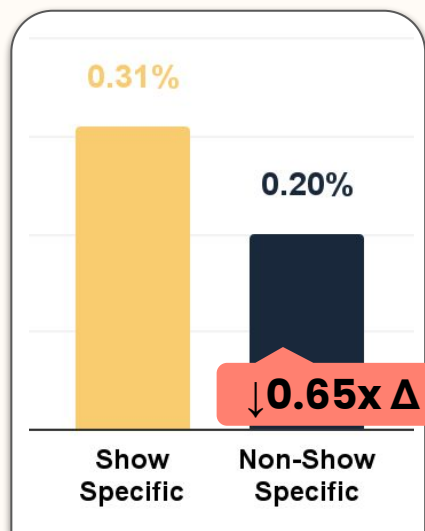
Show specific Buys: a campaign running on one (1) show only.

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

Strong upward trend:

The share of non-show specific buy impressions has climbed steadily from 13% in Sep '24 to 32% in Jun '25, marking a **~2.5x increase** in just 10 months.

Show Specific vs. Non-Show Specific

Visitor Rate**0.31%****0.20%****Purchase Rate****0.022%****0.011%****ROAS****0.92****1.17****CPA****\$93****\$85**

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.



New Levers

to optimize programmatic campaigns

Apple iPhone vs. Android Phone

% of Total Impressions

Visitor Rate

Conversion

CPA



77%

0.32%

0.017

\$102

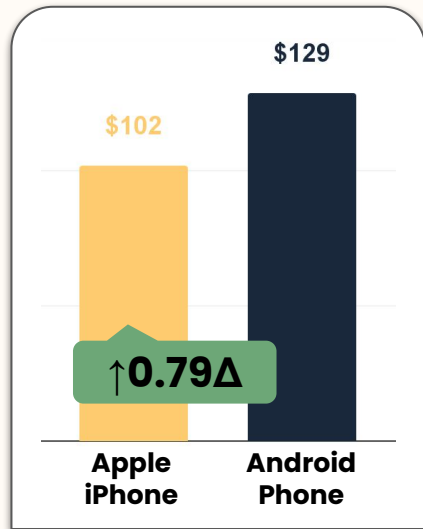
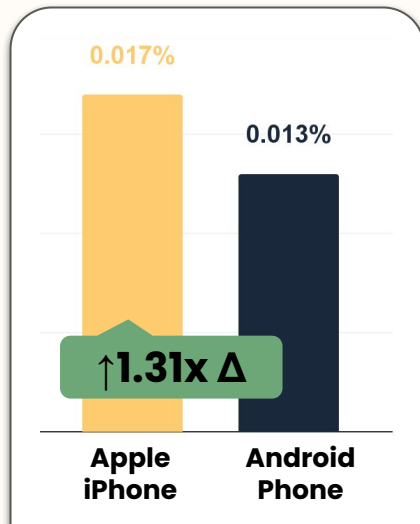
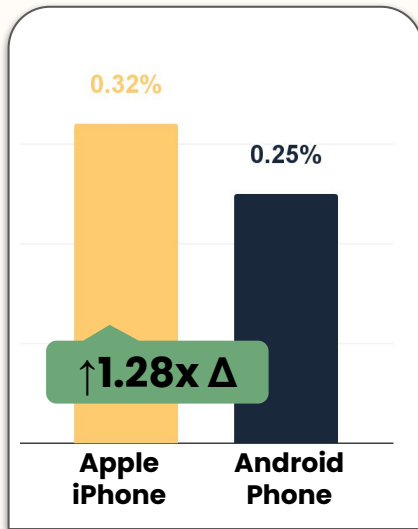
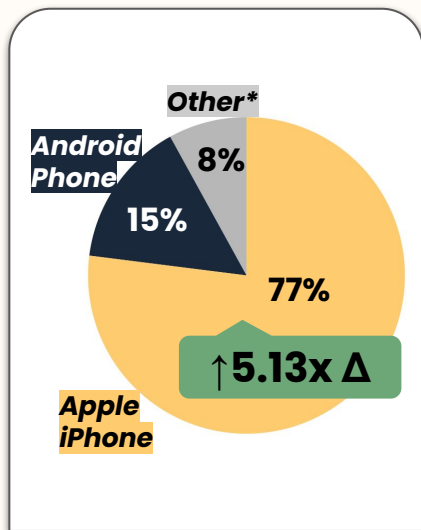


15%

0.25%







0.013%

\$129



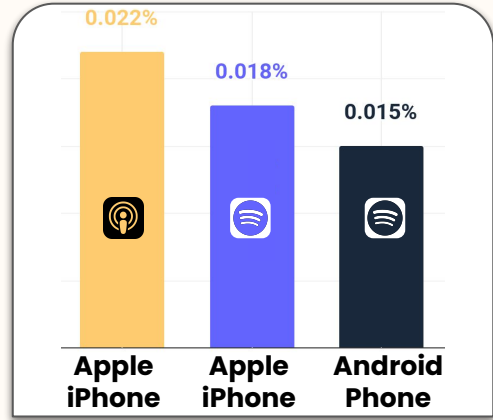
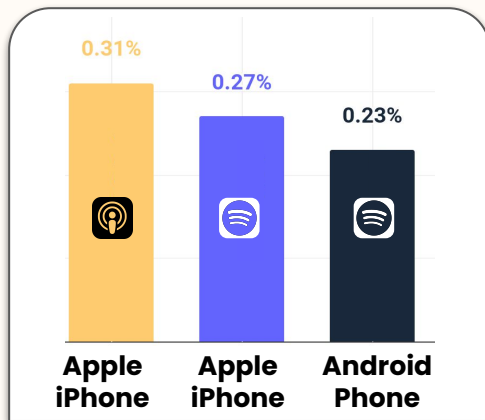
*Other includes other smart devices that are not Android or Apple phones.

By Device, By Application

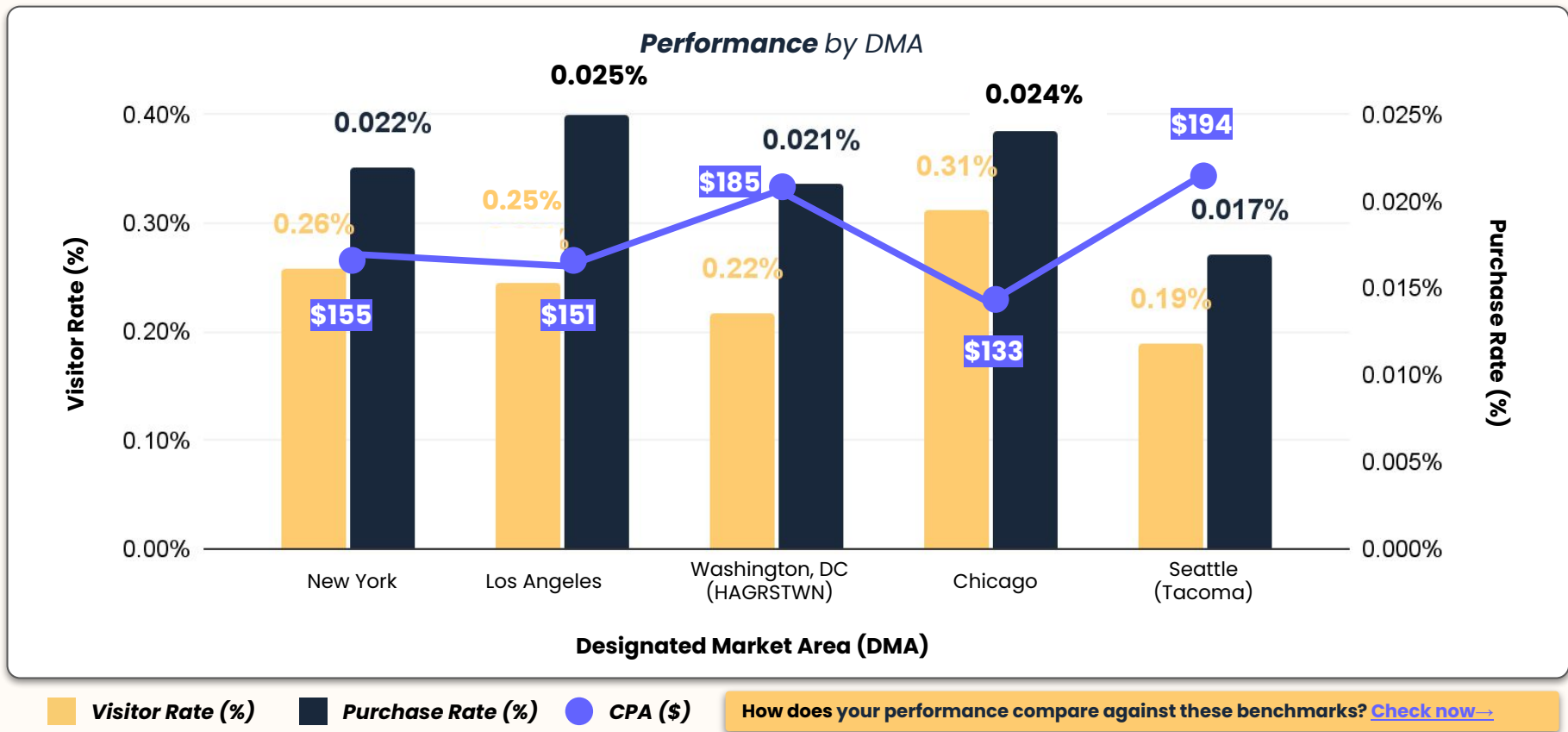
		Visitor Rate	Conversion
	 Apple Podcasts	0.31%	0.022%
	 Spotify	0.27%	0.018%
	 Spotify	0.23%	0.015%

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

Spotify on Android shows the weakest performance across both metrics.

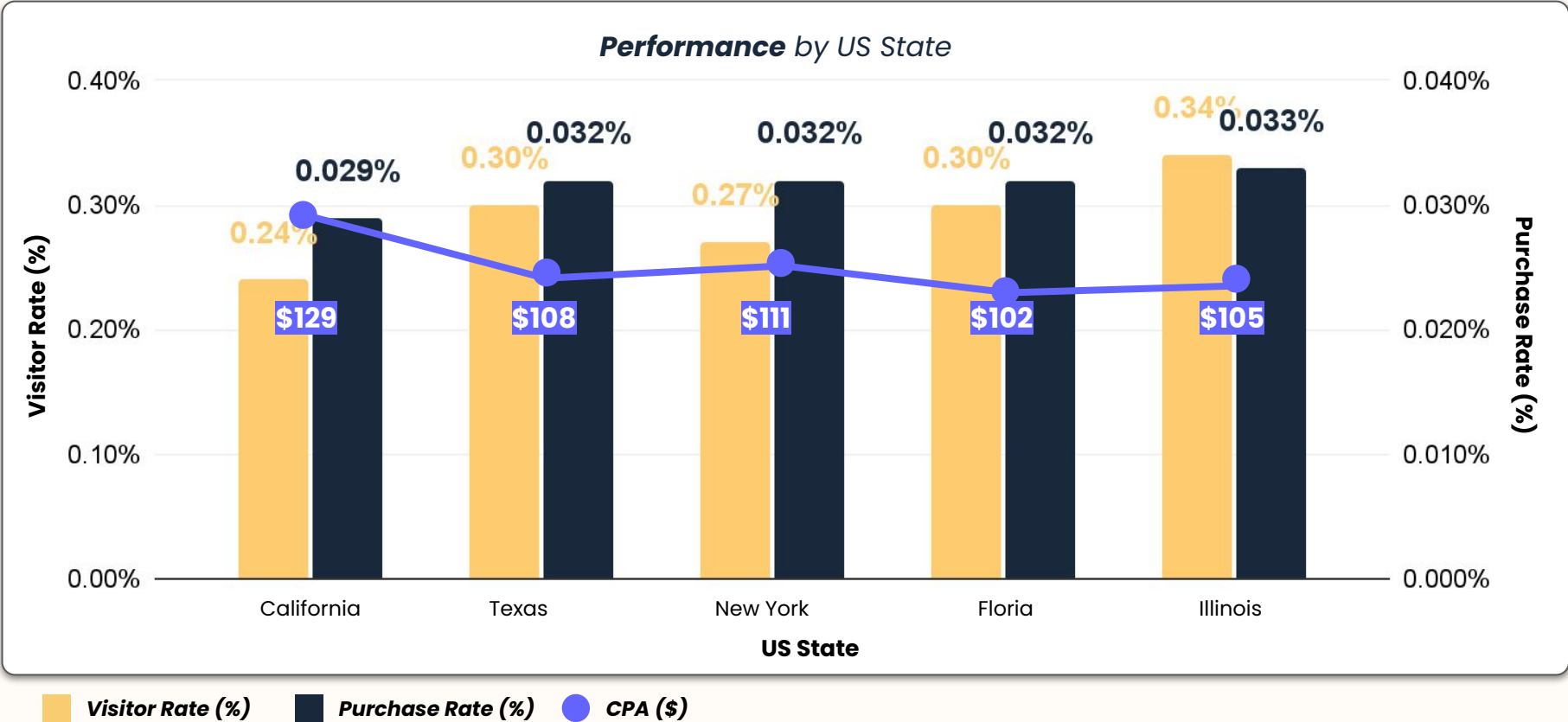


Podcast ad performance varies widely by DMA



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.



Other Buy Types

Episodic vs. Impression-based

Visitor Rate

0.41%

0.24%

Conversion Rate

0.023%

0.016%

ROAS

0.85

0.94

CPA

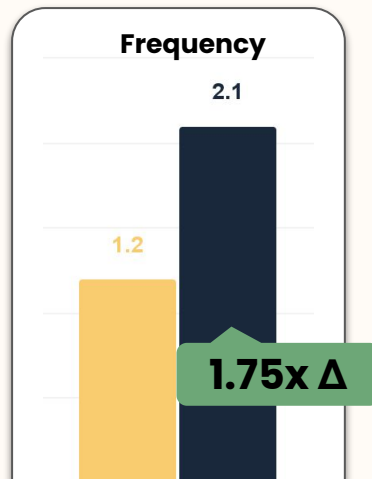
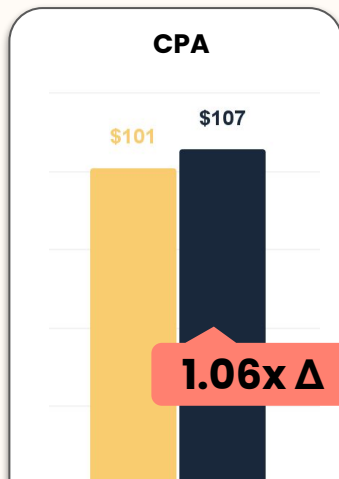
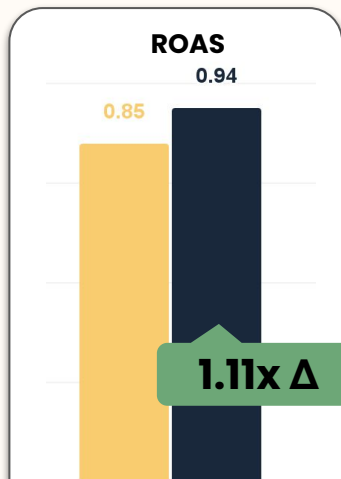
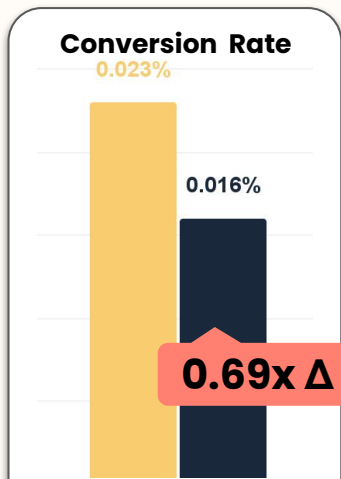
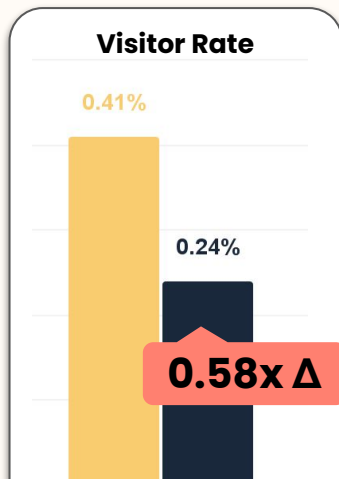
\$101

\$107

Frequency

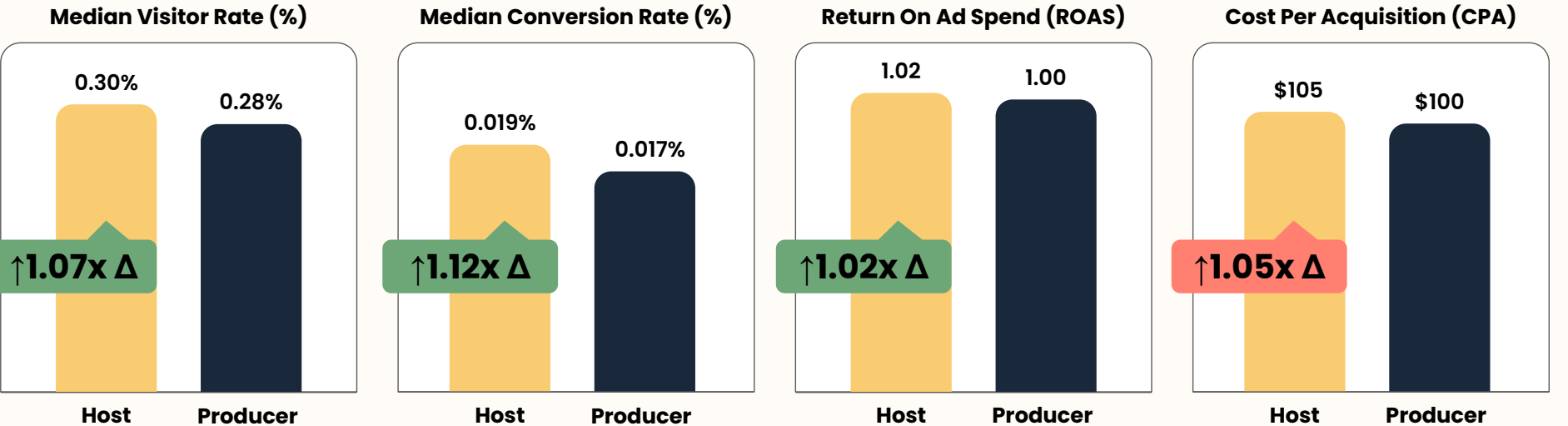
1.2

2.1



Host vs. Producer Read

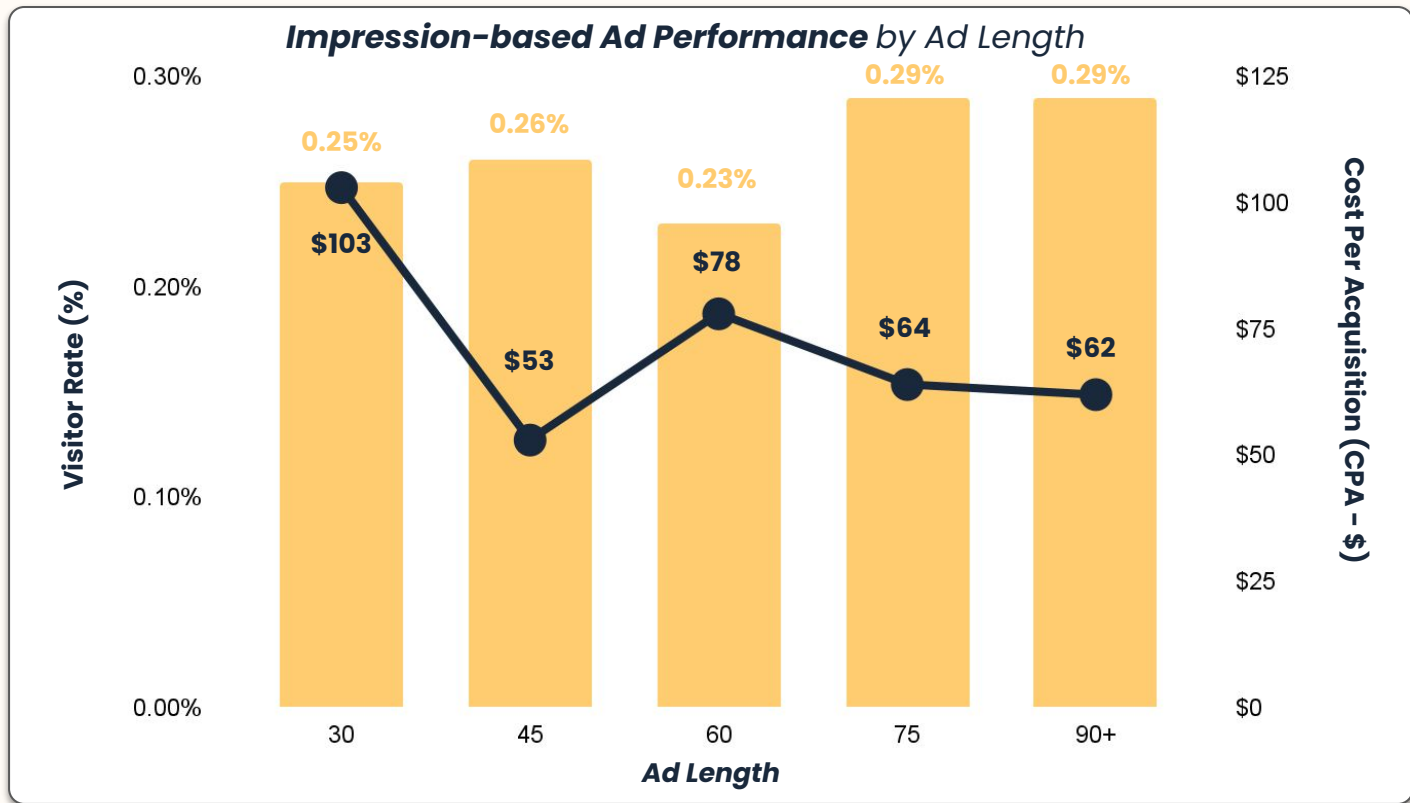
Visitor Rate	Conversion Rate	ROAS	CPA
0.30%	0.019%	1.02	\$105
0.28%	0.017%	1.00	\$100



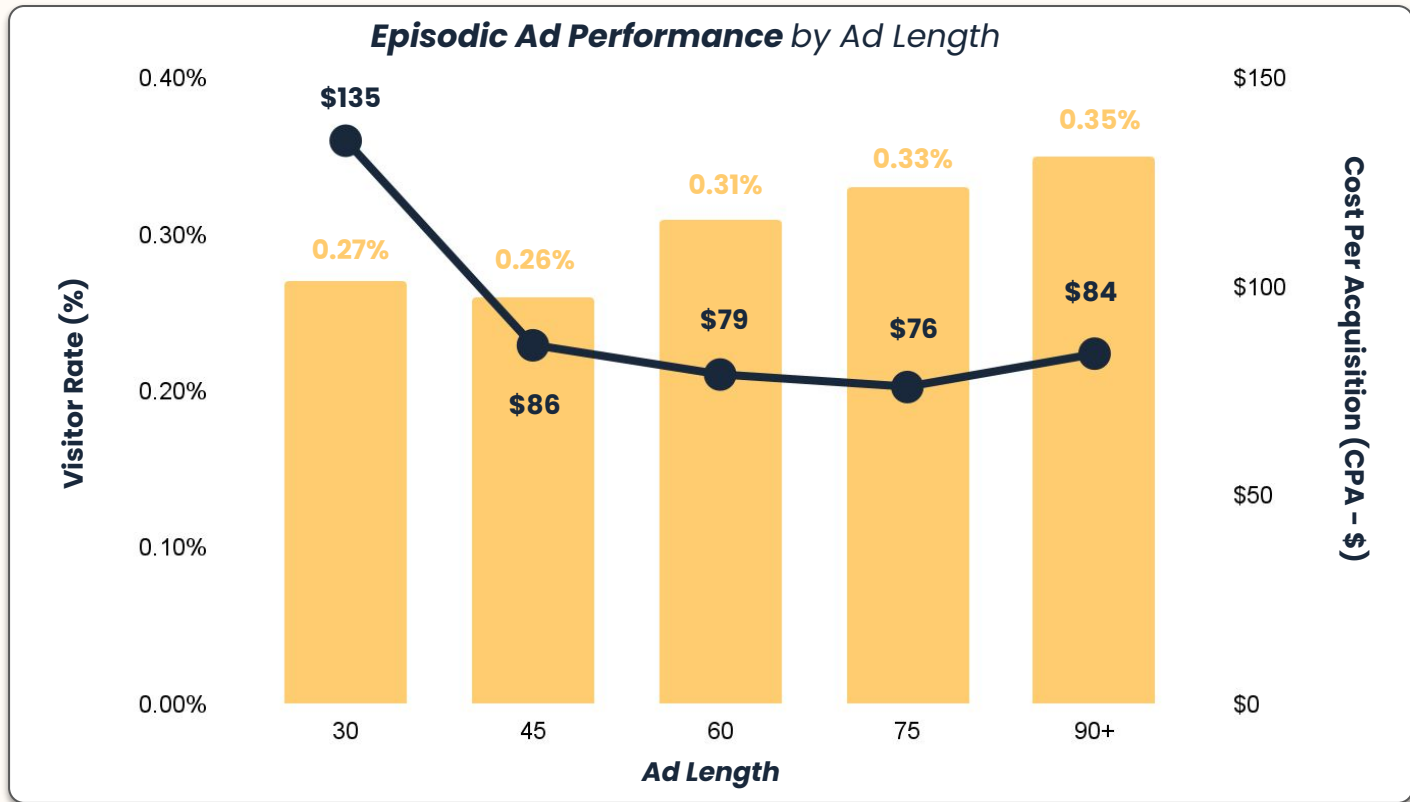


Ad Length

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



For **episodic buys** too, efficiency per dollar and impression increases with ad length

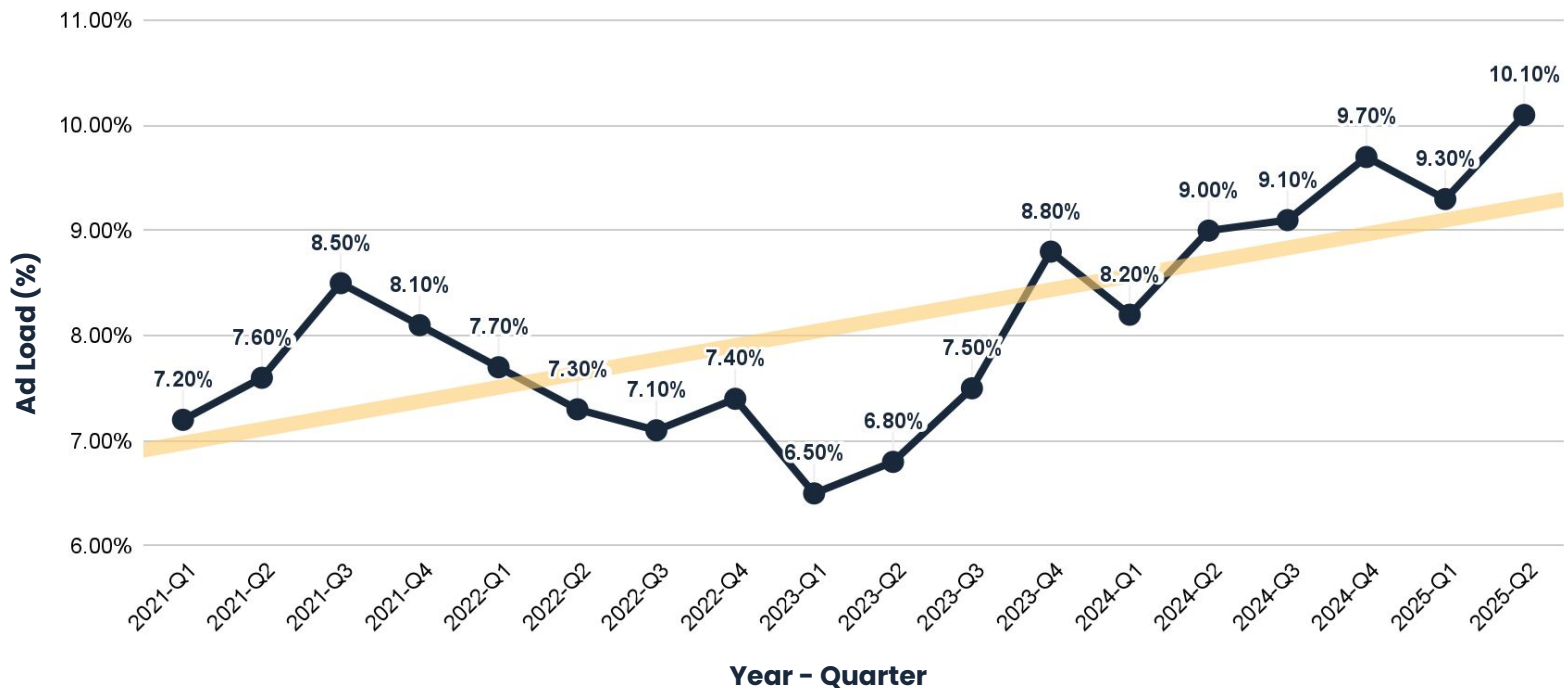




Ad Load Trend + Performance Comparison

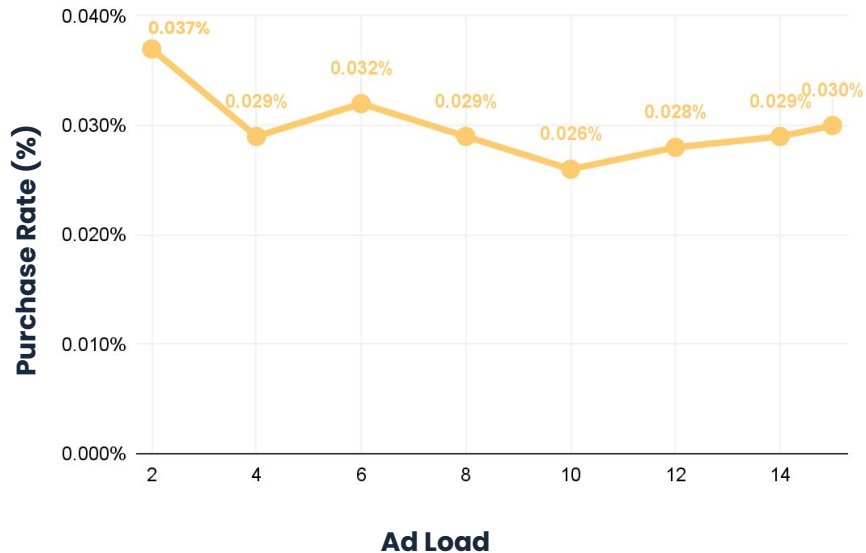
Ad load percentages consistently rise, hitting an all-time high of 10.10% in Q2 2025

Ad Load by Quarter (Q1 2021-Q2 2025)

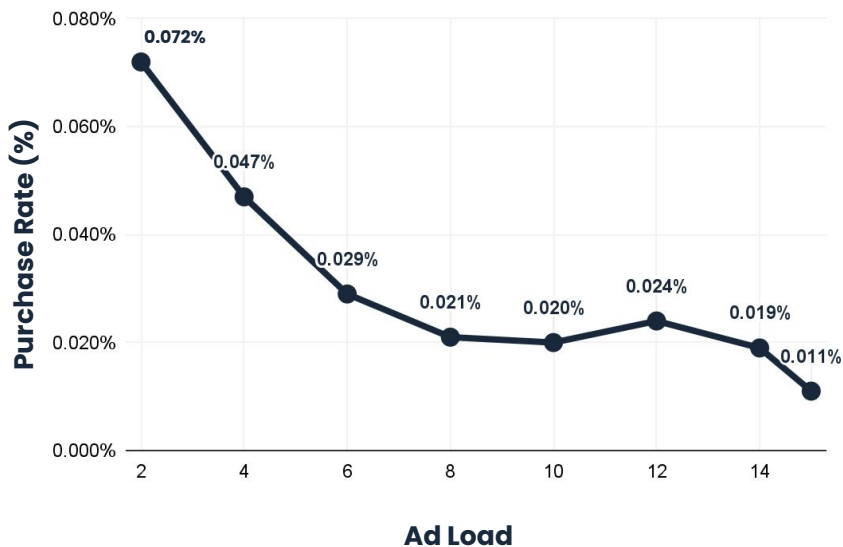


Host-read ads are more resilient to higher ad load than producer-read ads

Host Read Ads



Producer Read Ads





Incrementality

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



Podcasting

32%

Median incrementality % per brand

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



Podcasting

21%

Median incrementality % per brand

(For brands also buying ads on streaming audio)

Streaming audiences can be found more easily across different channels, **reducing the unique impact of streaming ads.**



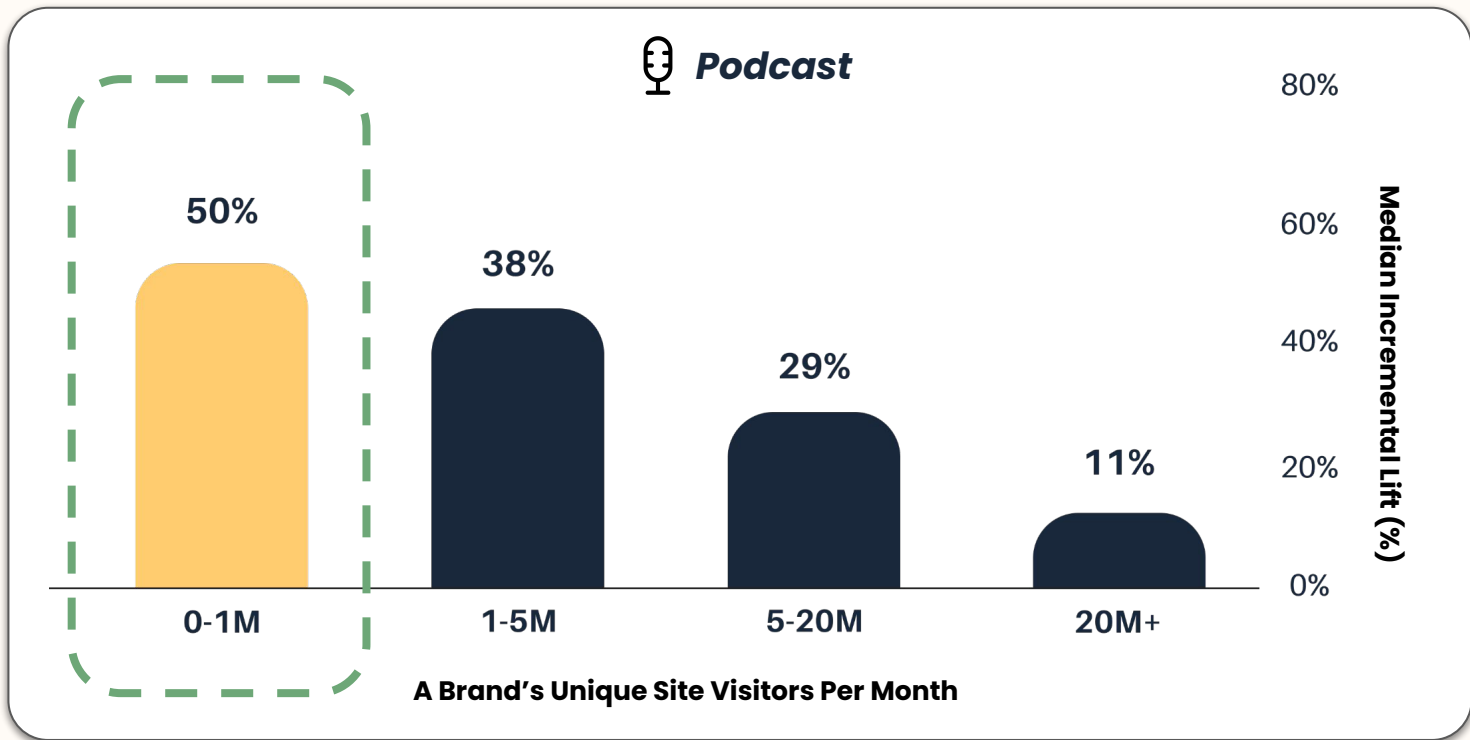
Streaming

14%

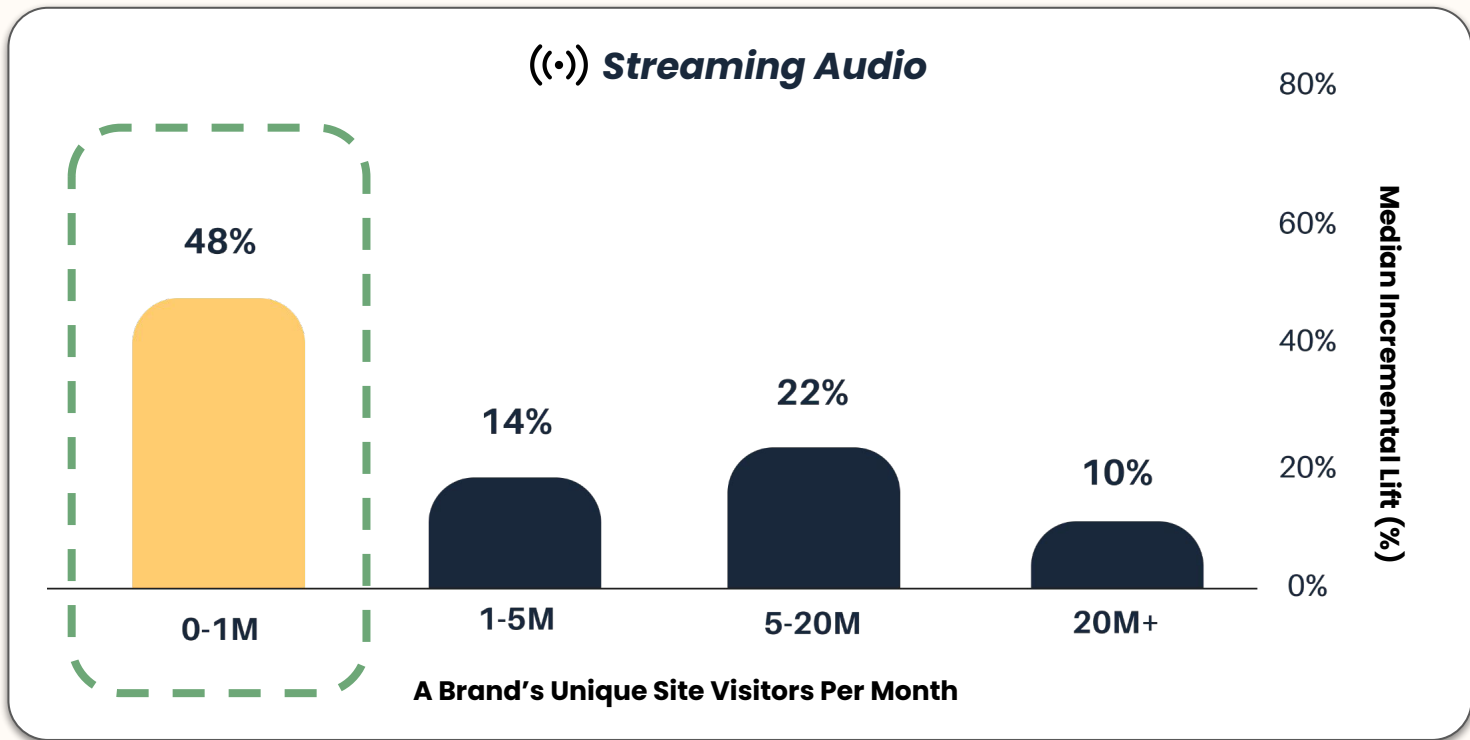
Median incrementality % per brand

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**





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

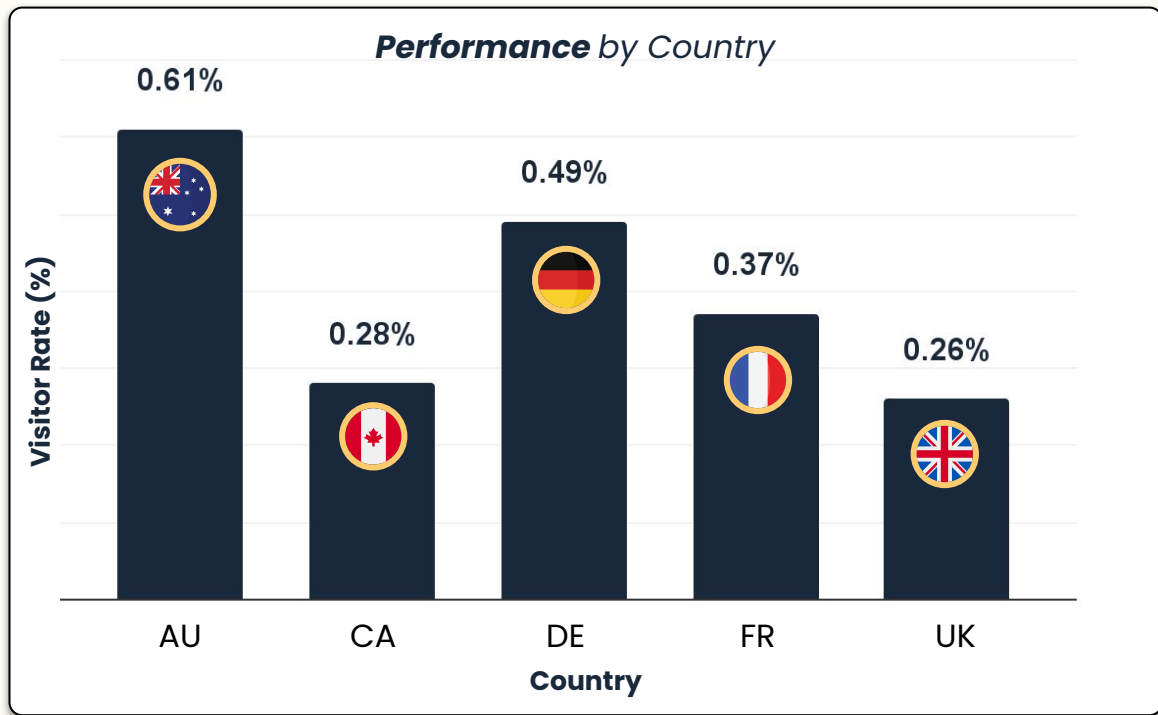


Truncated IP modeling to recover lost matches



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?

We can help!
Reach out to us with questions
and to learn more at

partnerships@podscribe.com



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**.

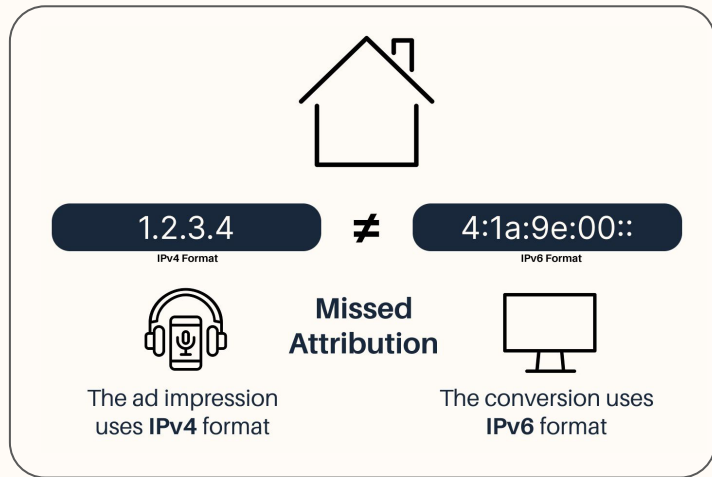
This leads to **lost and underreported conversions** by almost **50%**, unless handled properly.

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?

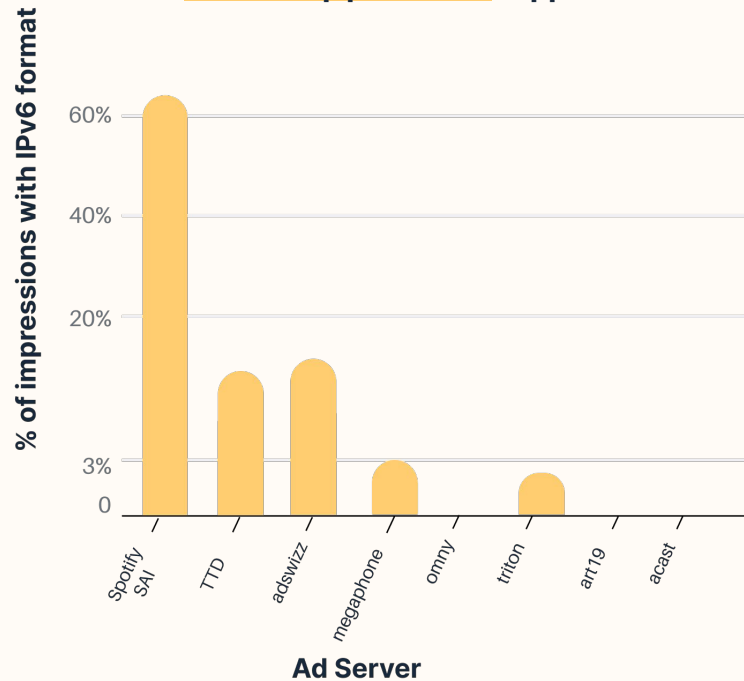
Most households have both IPv4 and IPv6 addresses.



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





Podscribe Lag Report

The Podscribe Lag Report

See how quickly your audience takes action.

The Lag Report reveals how soon listeners respond after hearing an ad—within hours or days. It helps you spot which publishers, channels, or shows drive immediate engagement versus delayed conversions.

You can also use it to forecast campaign performance early, before the flight ends.

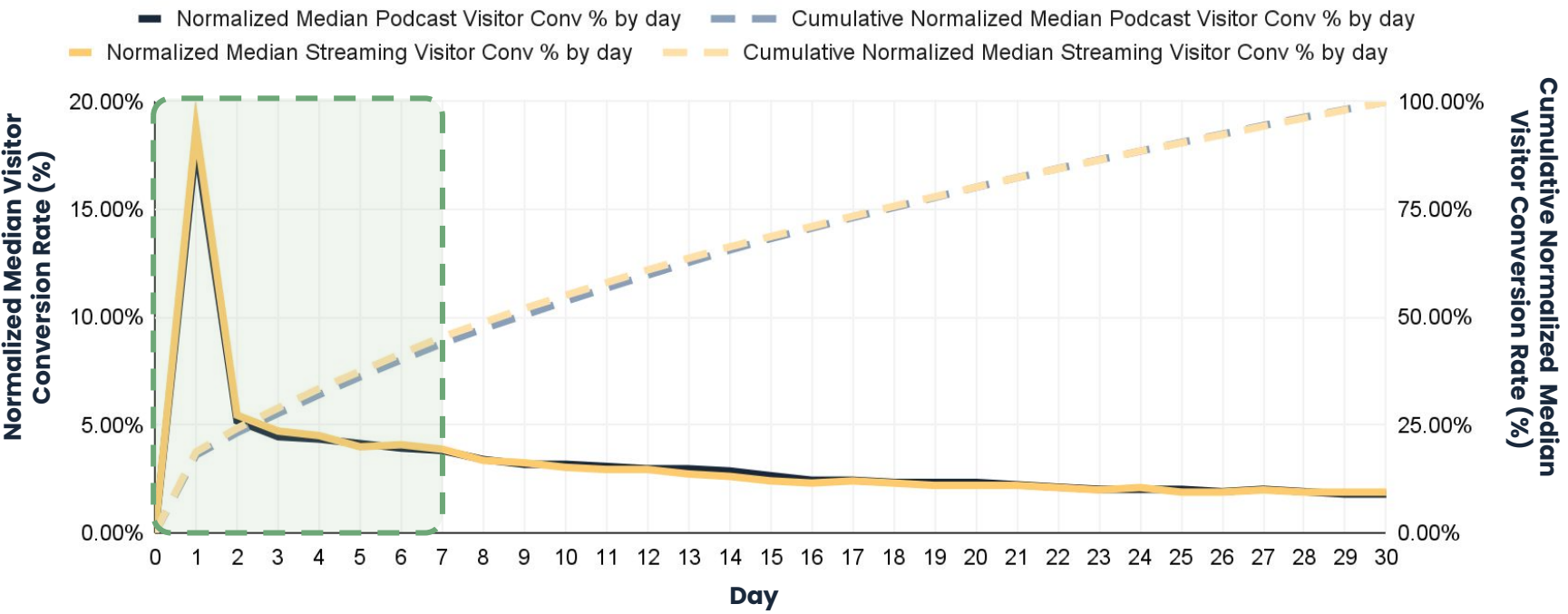
Why this matters?

- 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 type="radio"/> Just for time range				
Publisher	0 - 24 hrs	24 - 48 hrs	2 - 3 days	3 - 7 days
Publisher 1	14.8%	5.6%	5.1%	17.0%
Publisher 2	4.8%	3.0%	2.3%	9.4%
Publisher 3	12.9%	5.0%	4.8%	18.6%
Publisher 4	16.3%	5.4%	4.9%	16.7%
Publisher 5	17.1%	5.3%	5.1%	16.8%
Publisher 6	13.2%	4.8%	4.4%	16.8%
Publisher 7	16.6%	8.1%	5.2%	17.1%
Publisher 8	7.3%	2.3%	3.1%	18.3%
Publisher 9	9.2%	3.1%	2.9%	11.3%
Publisher 10	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 (0.067%)

#5 in visitor rate (0.38%)

Lowest CPA (\$65) + CPV (\$0.50)



Media & Entertainment drives awareness

Great for awareness and effective at driving conversion

#3 in purchase rate (0.025%)

#1 in visitor rate (0.50%)

#4 CPA (\$95) + #7 CPV (\$6.68)



Telecom is mixed

Great visitor rate but hard to convince visitors to purchase

#8 in purchase rate (0.017%)

#2 in visitor rate (0.44%)

Highest CPA (\$870) + #2 CPV (\$1.99)

Honorable Mention



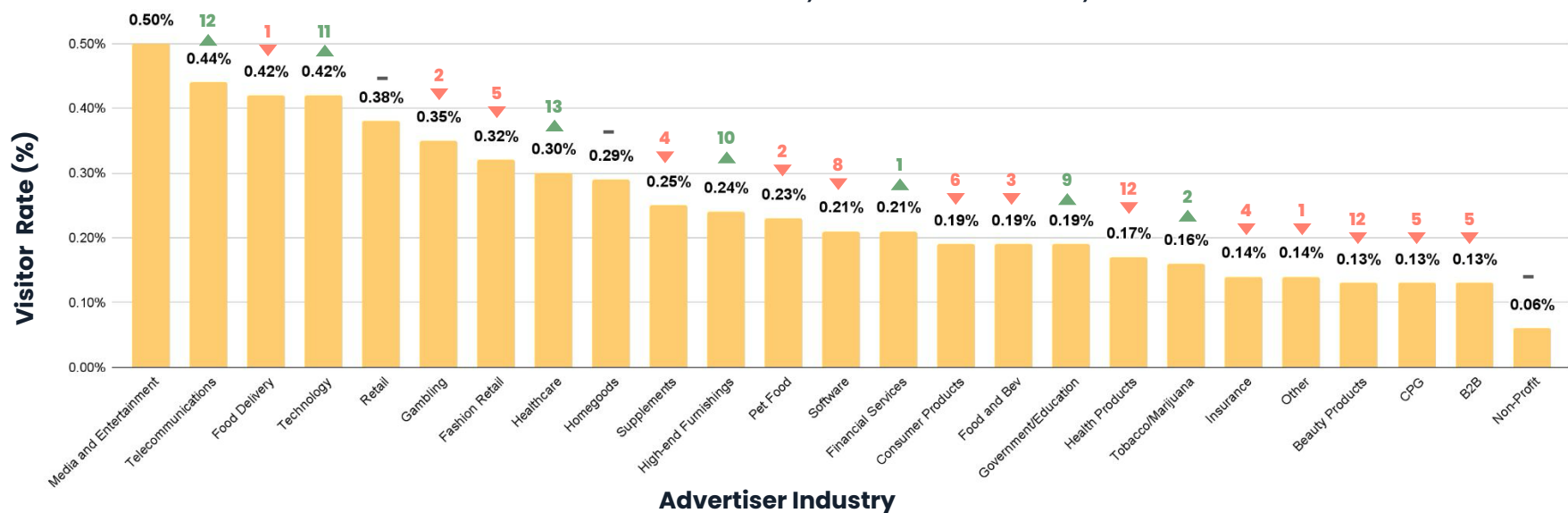
Gambling

Drives low engagement, but when users engage, they do so at a high rate!

Very high CPVs (\$30+) but low CPA (\$84)

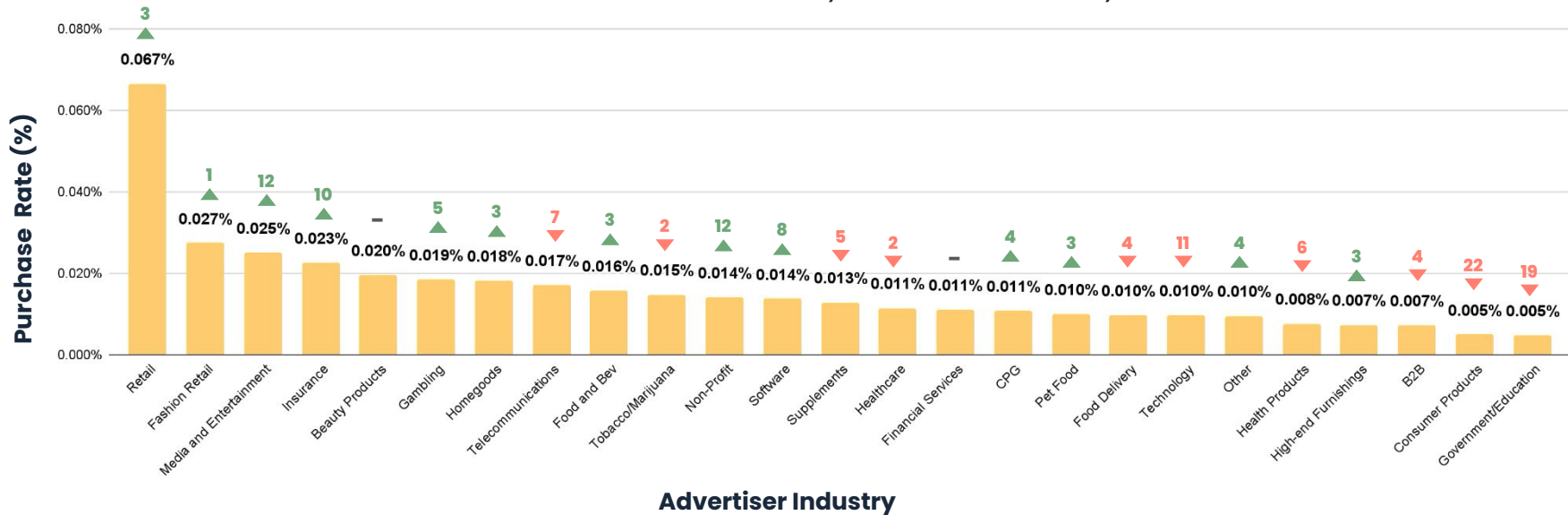
Media & Entertainment industry holds its #1 position in median visitor rate, followed by Telecommunications

Median Visitor Rate by Advertiser Industry



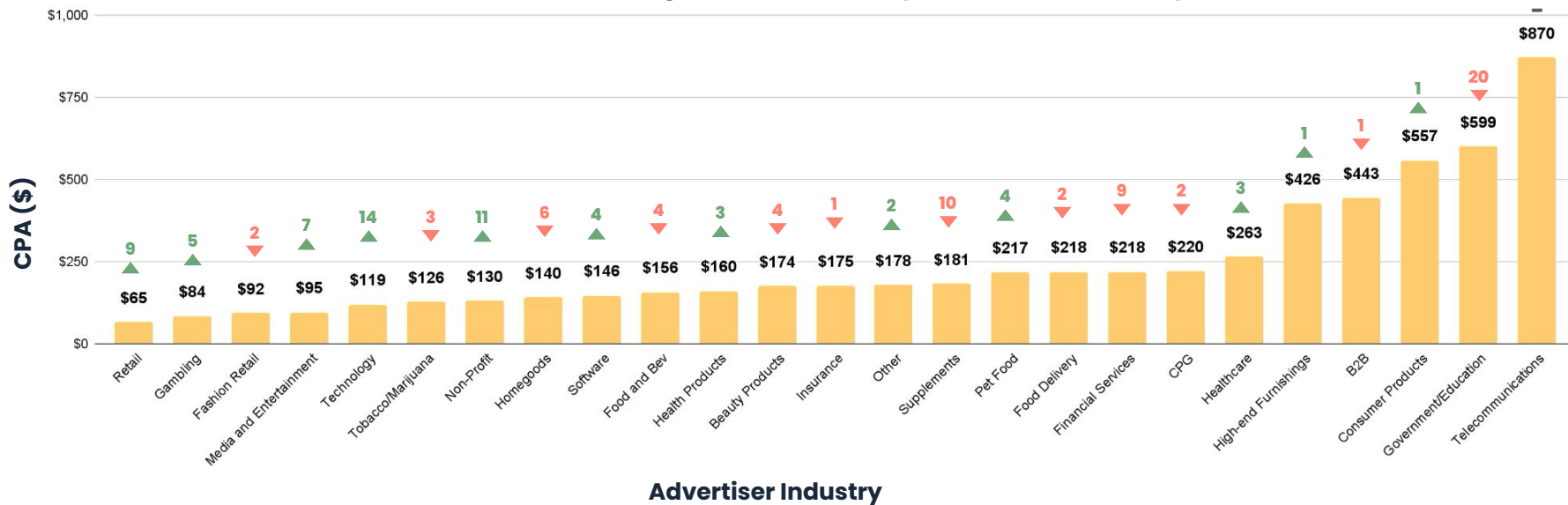
Retail (0.67%) leads the pack by a big margin in median purchase rate

Median Purchase Rate by Advertiser Industry



Retail (\$65) shows the lowest CPA, followed closely by Gambling and Fashion Retail

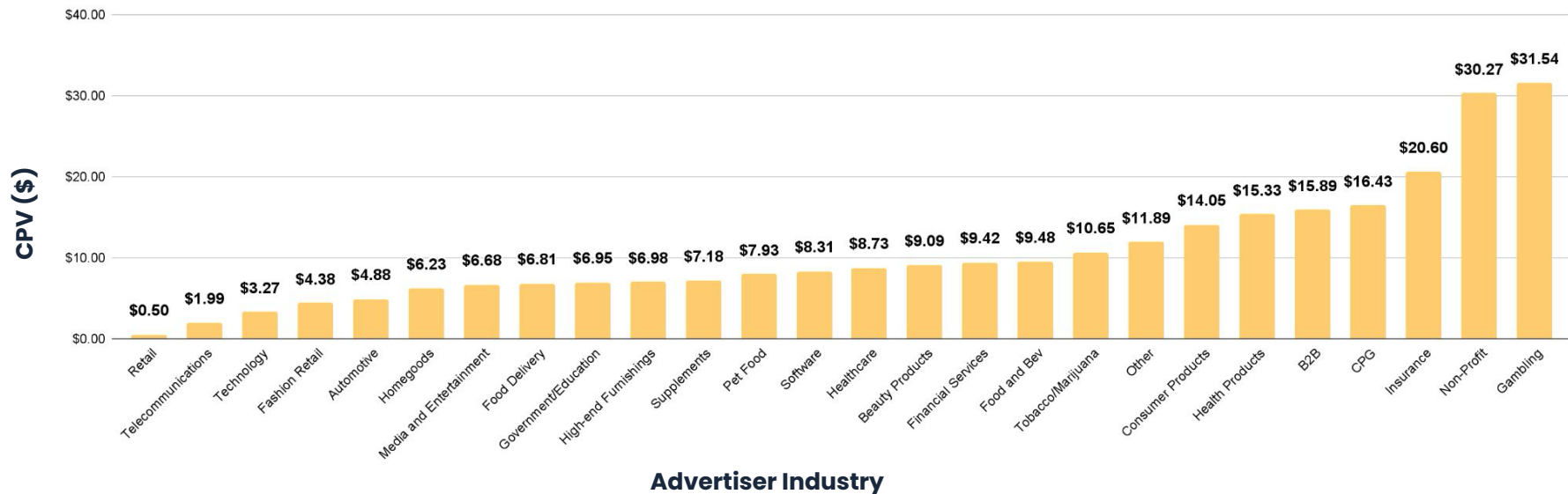
Median Cost Per Acquisition (CPA) by Advertiser Industry



Retail (\$0.50) also shows the lowest **CPV**, followed by Telecommunications

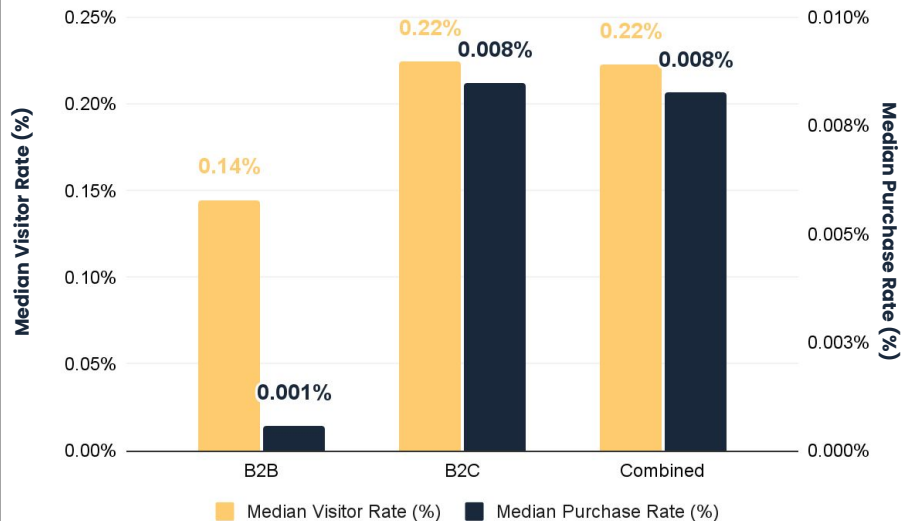
NEW 

Median Cost Per Visitor (CPV) by Advertiser Industry

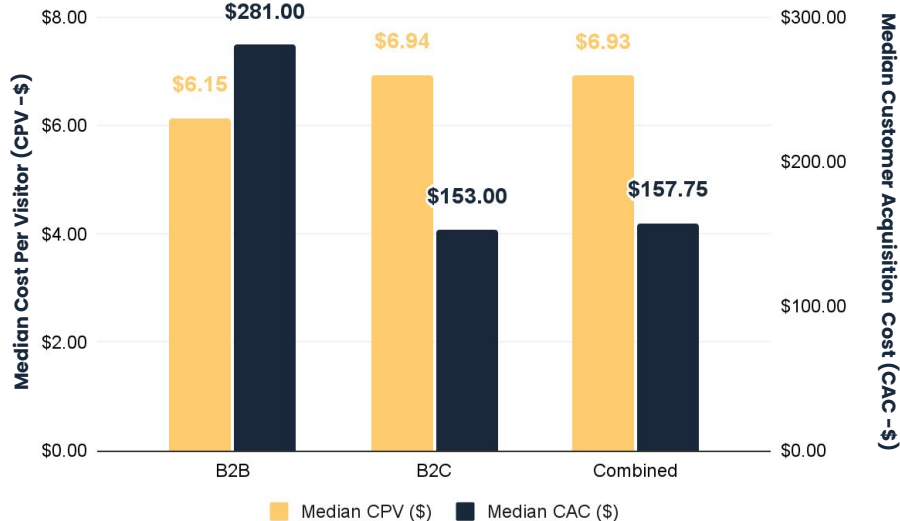


B2B vs. B2C Advertiser Performance

Media Visitor and Purchase Rate (B2B vs. B2C)



Media Visitor and Purchase Rate (B2B vs. B2C)





Show Genre Benchmarks

Show Genre Highlights



Business leads the pack!

Overall top performer

#1 in purchase rate (0.061%)

#2 in visitor rate (0.47%)

#9 CPA (\$70) + Lowest CPV (\$0.76)



Tech drives traffic

Great for awareness and purchase

#4 in purchase rate (0.049%)

#1 in visitor rate (0.51%)

#13 CPA (\$77.50) + #2 CPV (\$2.74)



Fiction & Music deliver value

Underrated genres for ROI
despite lower visitor rates

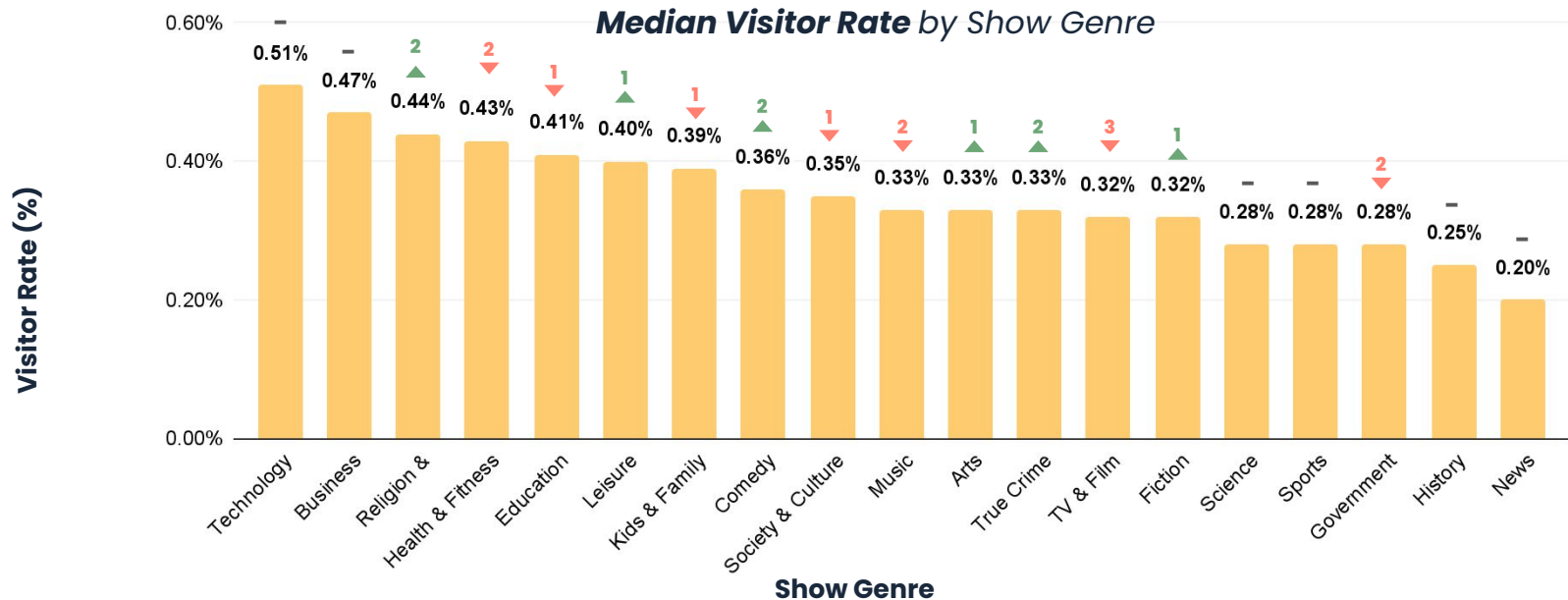


Leisure

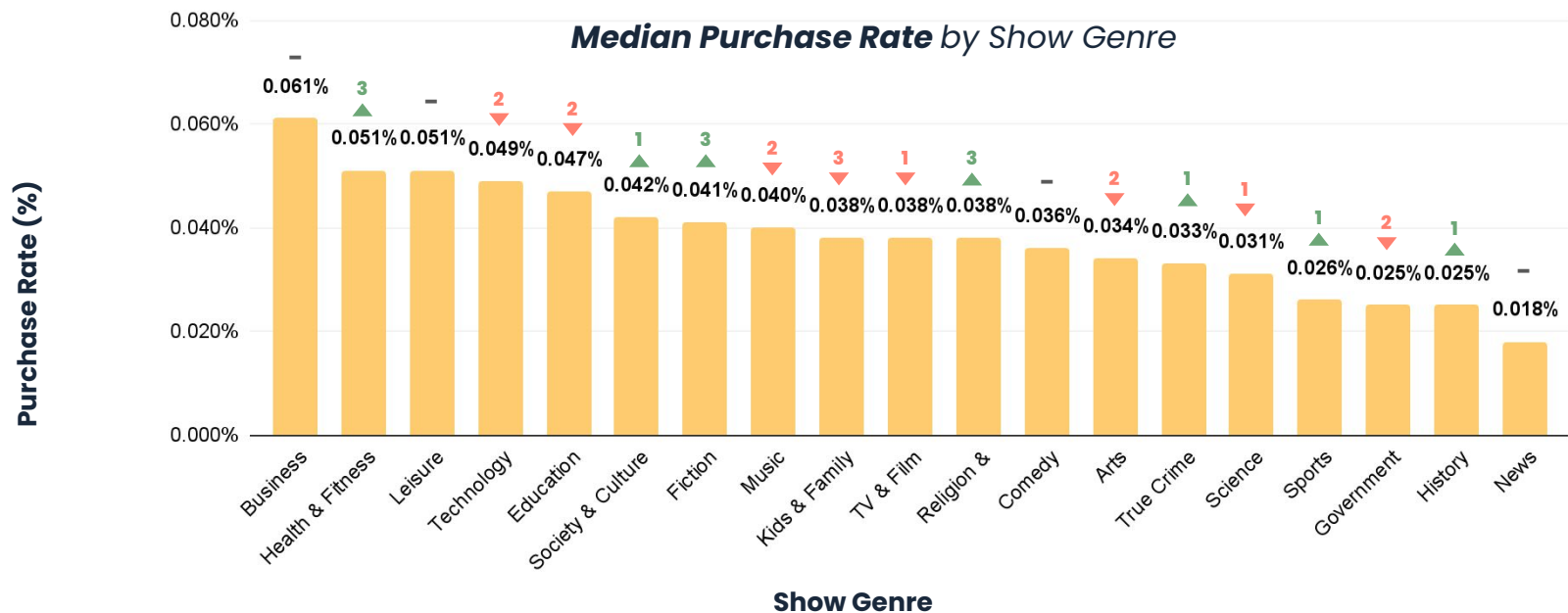
is a consistent performer

Leisure sits in the ~top 5 across all benchmark metrics

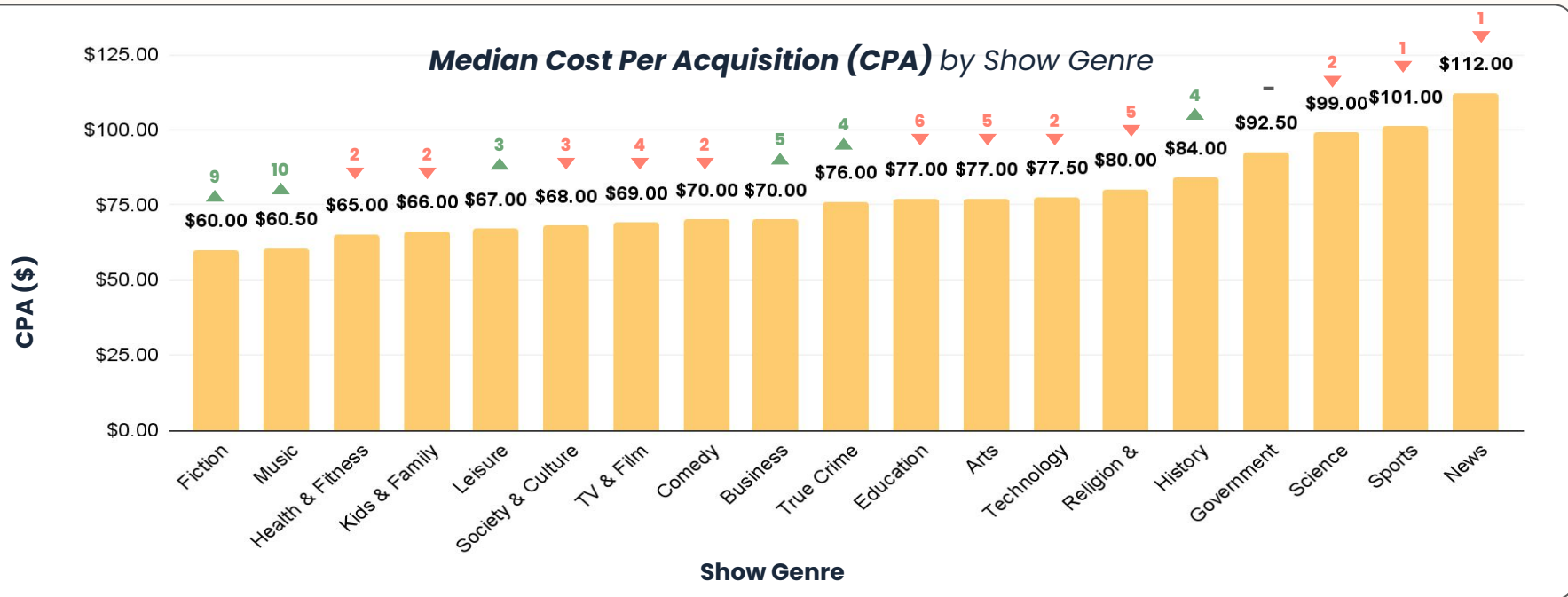
Technology and Business continue to drive the highest visitor rates



Business holds its #1 position while Health replaces Technology in median purchase rate



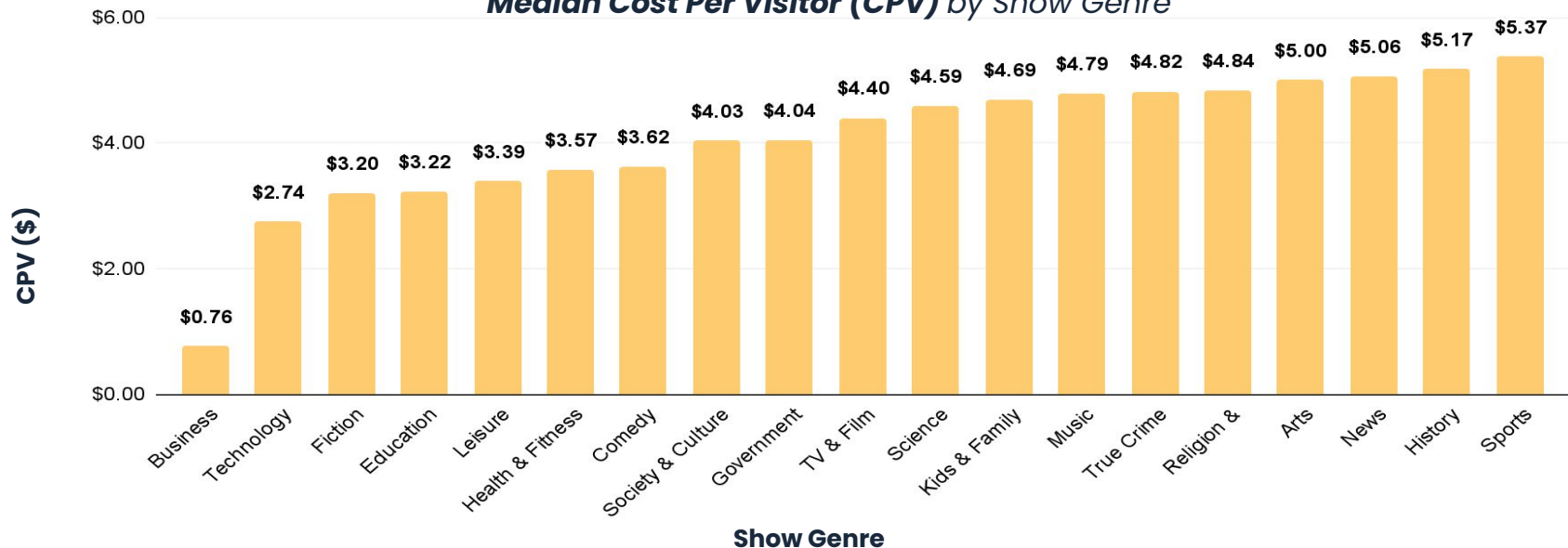
Fiction takes the #1 spot per dollar, while Health & Fitness drops to #3



Business, Technology & Fiction drive the lowest CPV

NEW 

Median Cost Per Visitor (CPV) by Show Genre

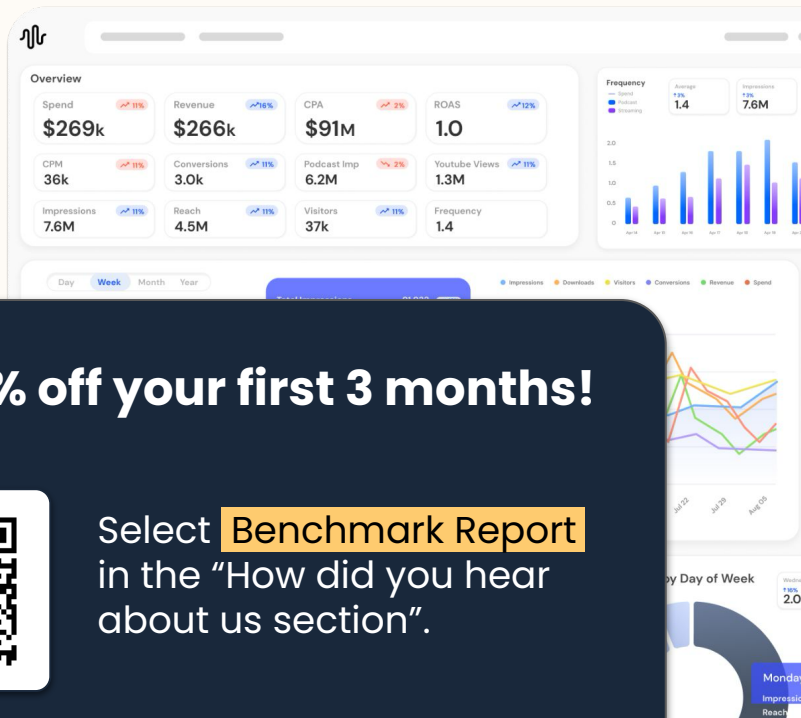


Thank you for your time and attention!

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!

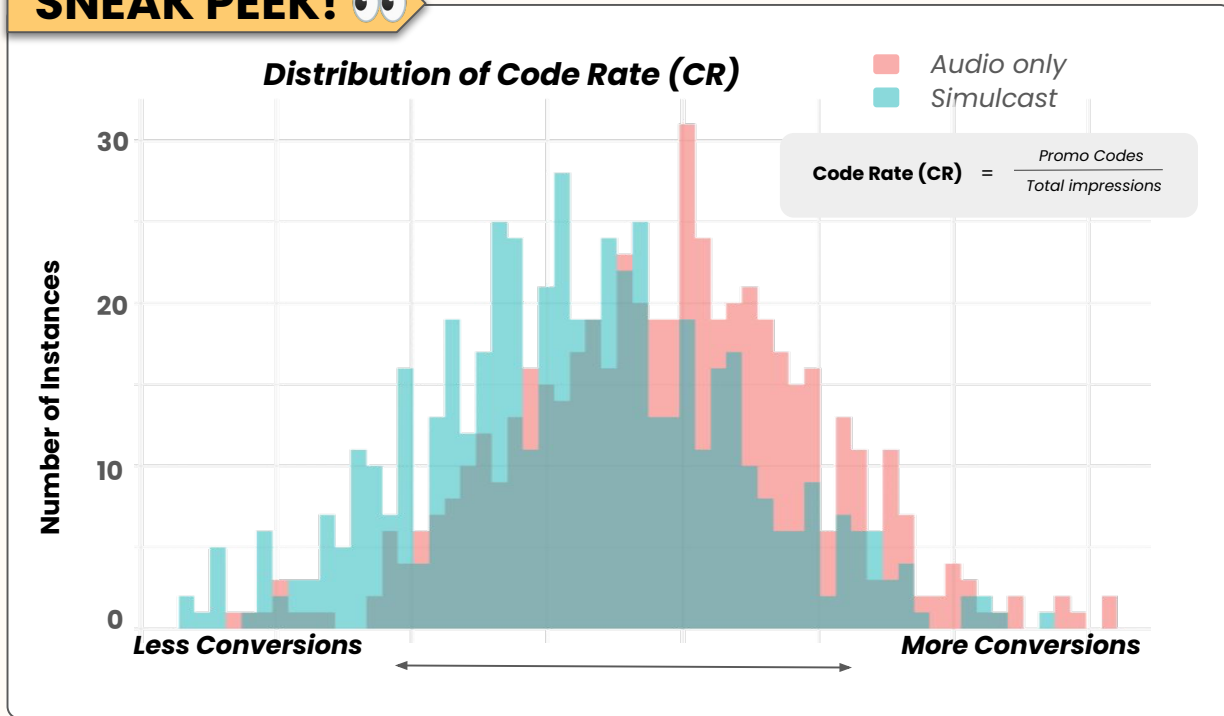


Select **Benchmark Report** in the "How did you hear about us section".

Sneak Peek

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!

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.

Q3

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.
- **Customer Acquisition Cost (CAC):** The all-in cost of acquiring a new customer.

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.

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

Customer Acquisition Cost (CAC - \$) =

The average cost to get one new customer.

$$\frac{\text{Total spend}}{\text{Total Customers}}$$

Install Rate (%) =

The percentage of impressions that result in an app install.

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

Incremental Lift (%) =

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

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

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

These figures are **archival only** taken from our **Q2 2025 PPB** 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)


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)

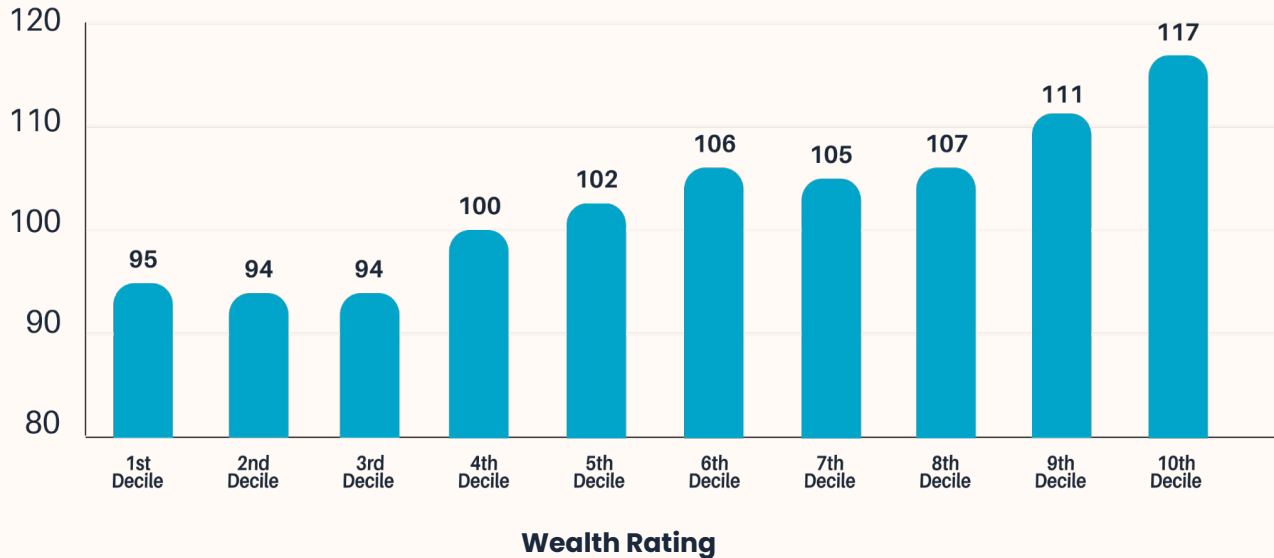
...and more!

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

Median Purchase Index

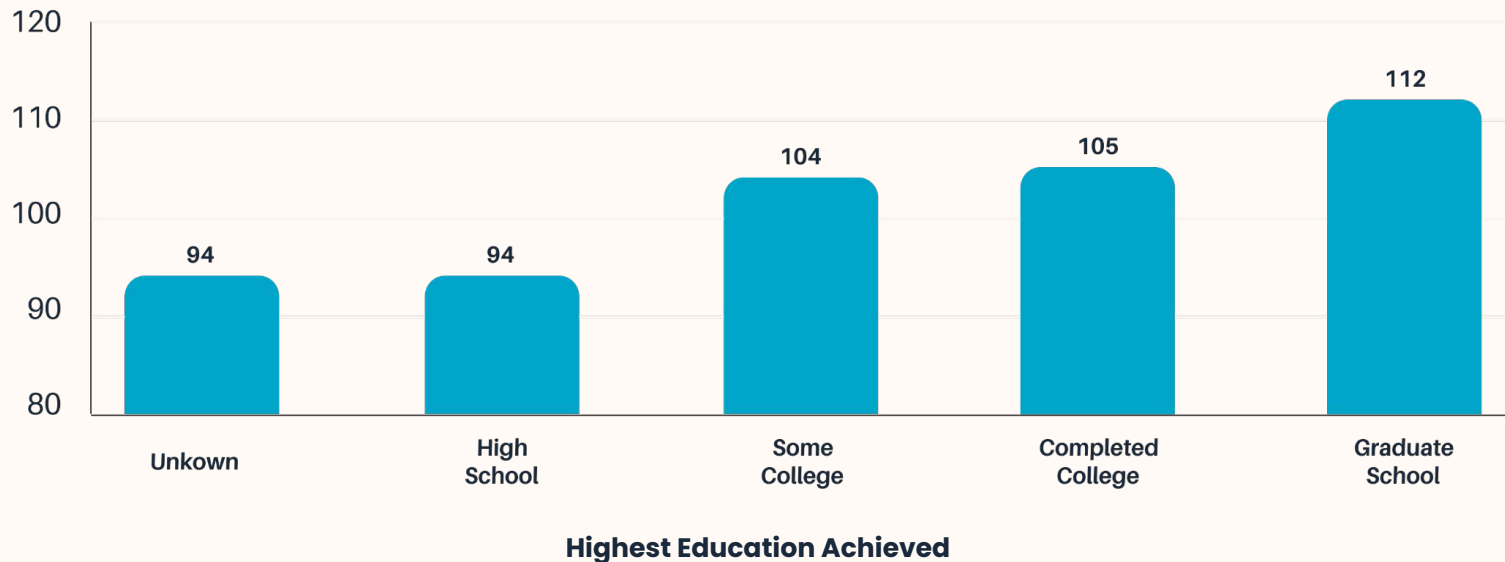
The share of purchases divided by the share of impressions, multiplied by 100.

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.

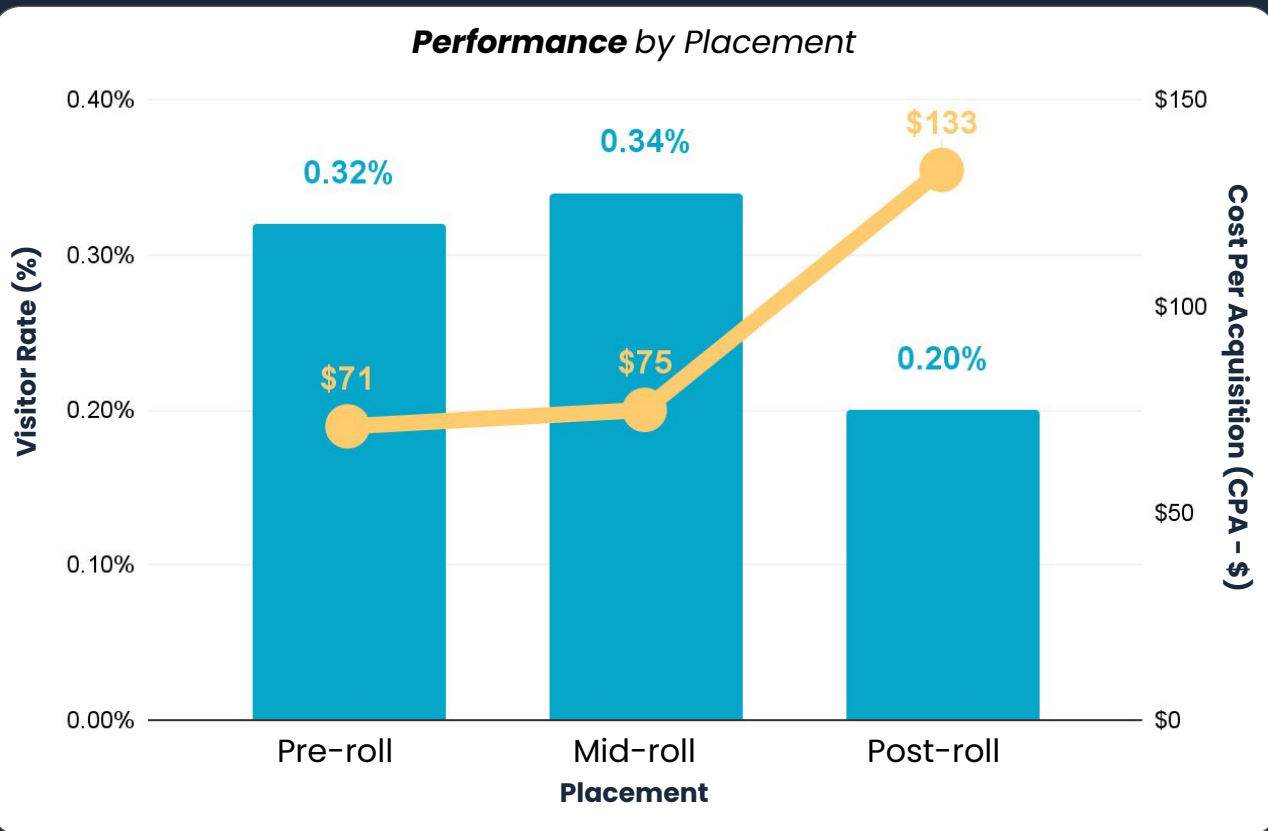
Interest in Fitness: Purchase Index by Advertiser



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

Reach out to
partnerships@podscribe.com

Mid-roll is still the top placement



■ Median Visitor Rate (%)
● CPA (\$)

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.

contact@podscribe.comwww.podscribe.comwww.app.podscribe.com[Request a demo](#)[Help Center](#)[Partner Kit \(Collateral\)](#)[Top Podcast Show Ranker](#)[Top Podcast Publisher Ranker](#)[Top Podcast Advertiser Ranker](#)

Additional Industry Resources

If you are looking for specific data points that may not be included in this report, please reach out to marketing@podscribe.com