

**THE**

**PPB**

***Q2 2025***

***Podscribe Performance Benchmarks***



Q2 2025

# Performance Benchmarks

 Podcast  Streaming

## Data Used

*Apr 2024 - Mar 2025*

**12mo**  
Time Frame

**67K+**  
Podcast Campaigns

**270+**  
Advertisers

**20B+**  
Impressions

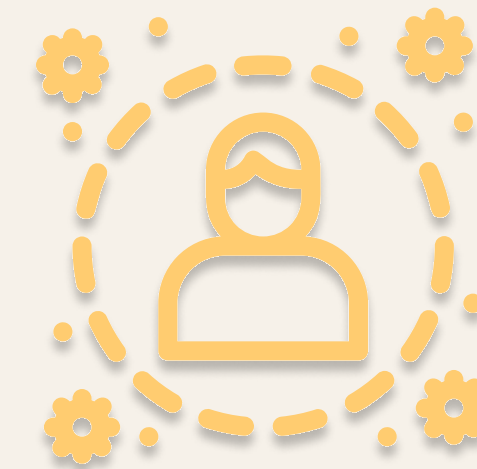
# Key Takeaways



**Reliable audio measurement is possible around the world**, but quality and data availability varies by country.

***Example:** device graphs are US-only, while IP churn is higher in some countries like Germany.*

- **Pixel attribution captures 7x more conversions than post-purchase surveys.** With a 33% survey response rate, pixel attribution finds an average of **2.3x** as many conversions. And it reports **4.6x** more conversions than promo codes.
- Brands can expect **42.3% of conversions to happen within the first 7 days** in a 30-day conversion window.



**More affluent and educated audiences convert 25% and 17% better respectively.**

But performance of audience segments like fitness enthusiasts can vary widely by advertiser.

- **YouTube podcast video adoption continues to grow.** More podcast campaigns are now running across both YouTube and RSS feeds, with consumption at ~2/3 video and ~1/3 audio.
- **IPv6 creates a blind spot in measurement.** It's common among advertisers but still unsupported by most ad servers—only advanced measurement solutions can resolve the gap.

.24%

**Visitor Rate**  
What % of impressions become a visitor.

\$121

**CPA**  
Cost per acquisition

.016%

**Conversion Rate**  
What % of impressions convert (e.g. purchase).

.13%

**Install Rate**  
What % of impressions install.

6.2%

**Attributed Visitor Purchase Rate**  
Purchases from tracked visitors.

500M

**Ad Impressions per month**  
To reach 75% of US monthly podcast listeners. 1B+ for 100%!

90s+

**Best Ad Length**  
Generally the longer the better.

Pre-roll

**Best Ad Position**  
Pre-rolls ads are more efficient per dollar.

.46%

**SmartPromo Converted Device Rate**  
% of exposed devices that downloaded the promoted podcast.

.37%

**SmartPromo New Converted Device Rate**  
% of new exposed devices that downloaded the promoted podcast.

64%

**Simulcast Consumption**  
% of consumption that happen on YouTube (vs 36% podcast) for simulcasts

20%

**Simulcast Growth**  
% increase in the past 12 mo of episodic campaigns that have a video component





# YouTube Simulcast Snapshot

**64%**

**of simulcast consumption  
happens on YouTube**

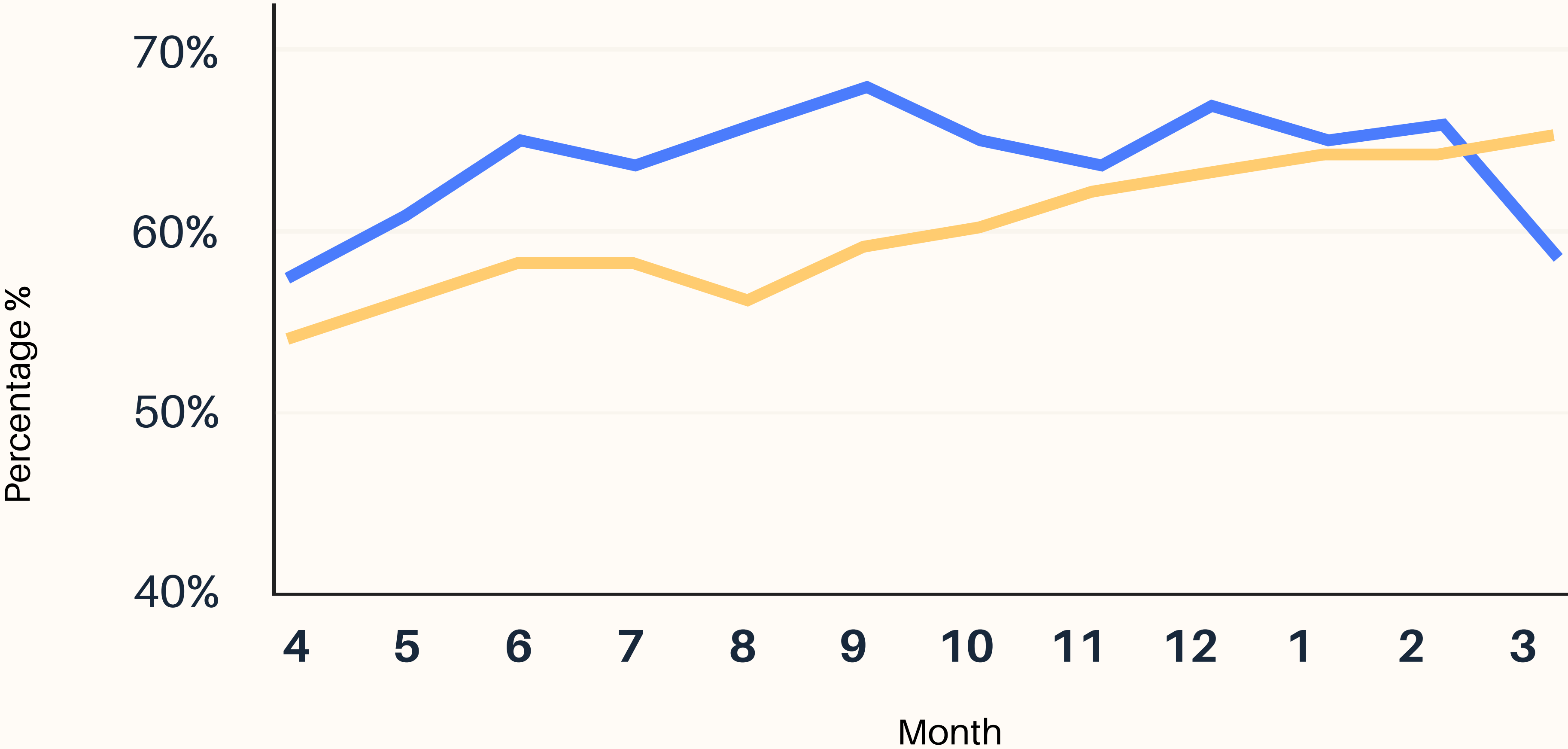
**Growth of episodic campaigns that  
have a video (YouTube) component**

**20%**



# YouTube Simulcast Growth

- % of episodic campaigns that are simulcast (have both podcast downloads & YT Views)
- % of impressions in simulcast campaigns that are YouTube

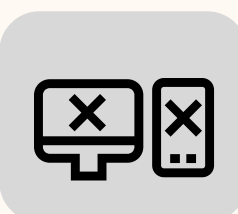


# Performance by Country

# Measuring audio ads internationally

Audio attribution & measurement internationally is possible today but could be tricky.

## Challenges with International Attribution



No device graph access



Higher IP churn rate



Truncated IP addresses



Increased share of IPv6 traffic

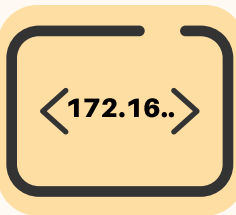
## Podscribe ensures consistent and reliable audio analytics worldwide by...



**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



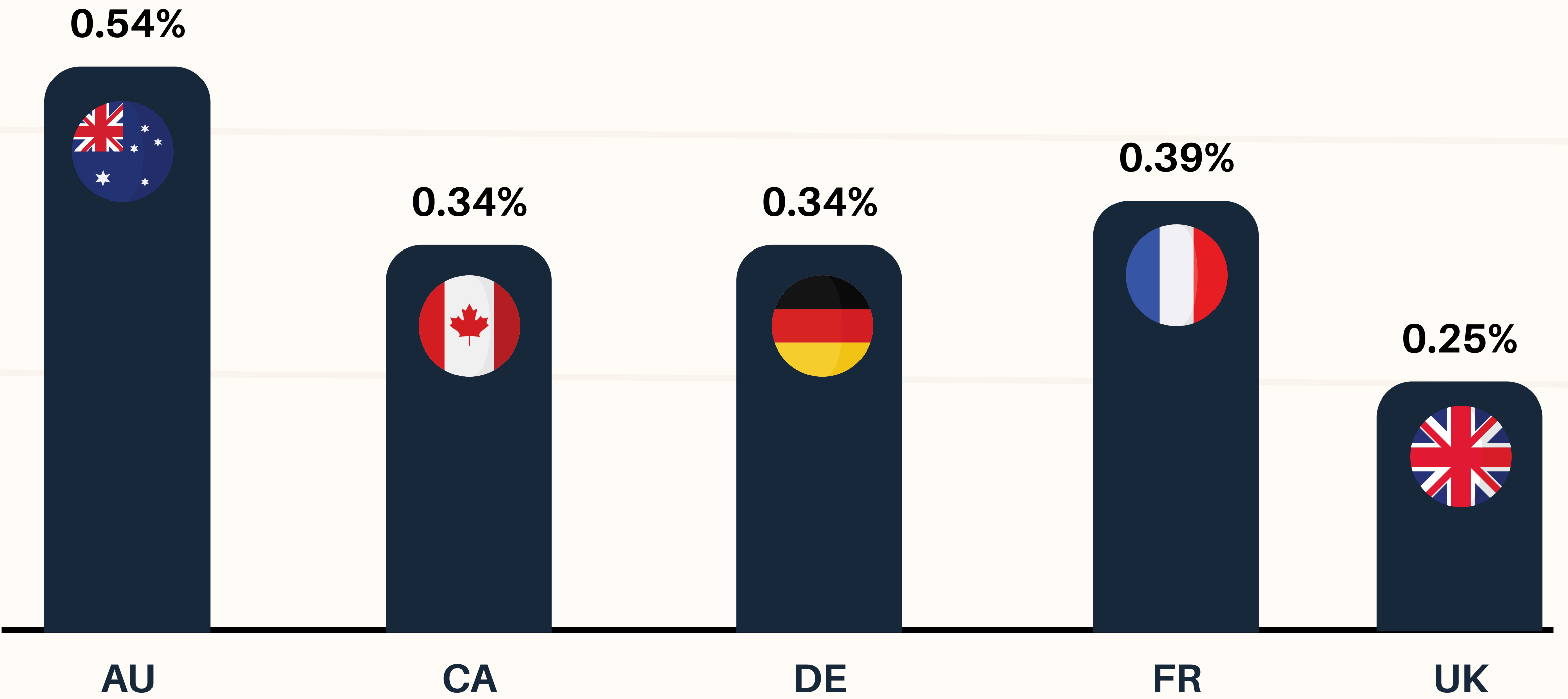
**Truncated IP modeling** to recover lost matches



**Full IPv6 Support & Modeling** for more accurate matches

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

Median Visitor Rate



## GDPR-Compliance for EU campaigns?

We can help!  
Reach out to us with questions  
and to learn more at  
[partnerships@podscribe.com](mailto:partnerships@podscribe.com)

**Note:** Not all international advertisers we have run in each of the 5 above countries



# Performance by Audience Segments

Powered by  TransUnion

# Audience Segments

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

Use these insights to better understand your audience, validate your campaign targeting, and ensure you're reaching the right listeners.

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

## Types of Audience Segments Available



**Demographics**  
*(age, gender, income)*



**Shopping Behaviors**  
*(purchase history and intent)*



**Attitudinal Segments**  
*(beliefs, preferences, and motivations)*



**Psychographics**  
*(lifestyle, values, interests)*



**Behavioral Segments**  
*(online and offline actions)*

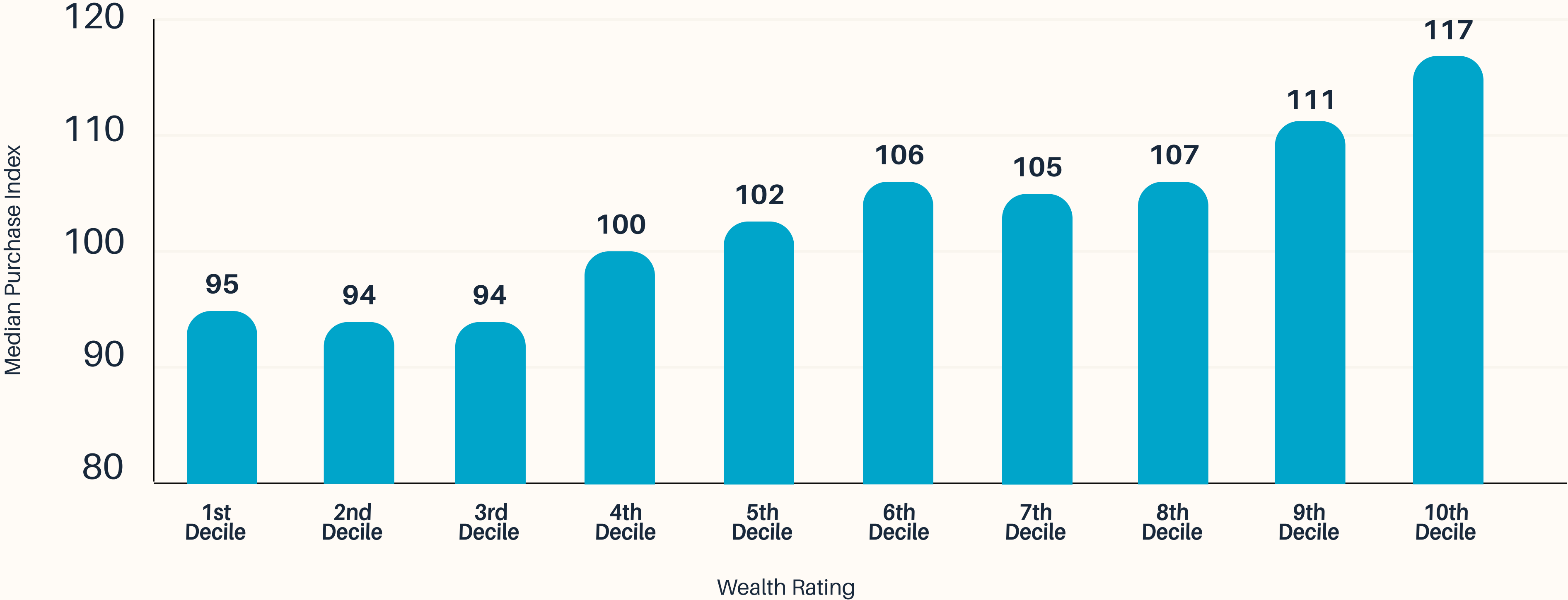


Access your brand's audience insights  
in your Podscribe dashboard:

[Overview > Audience Tab](#)

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

Median Purchase Index by Wealth Rating



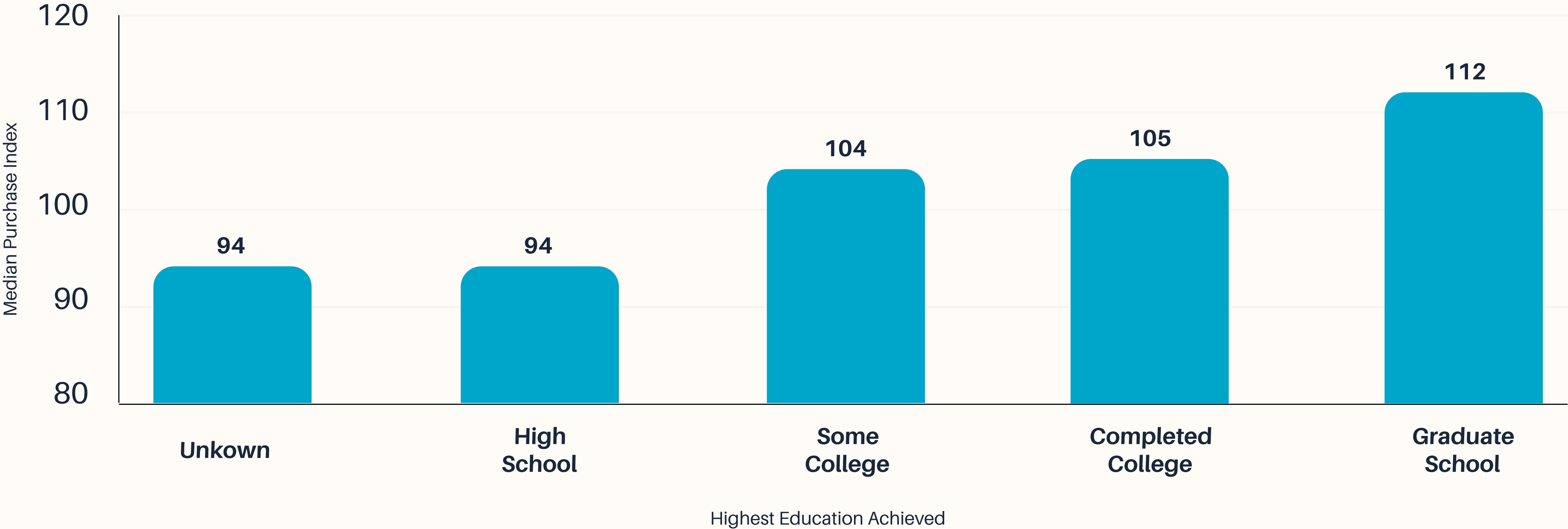
## Median Purchase Index

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

**Note:** The higher the Family Income Decile, the more affluent the cohort

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

Median Purchase Index by Highest Education Achieved

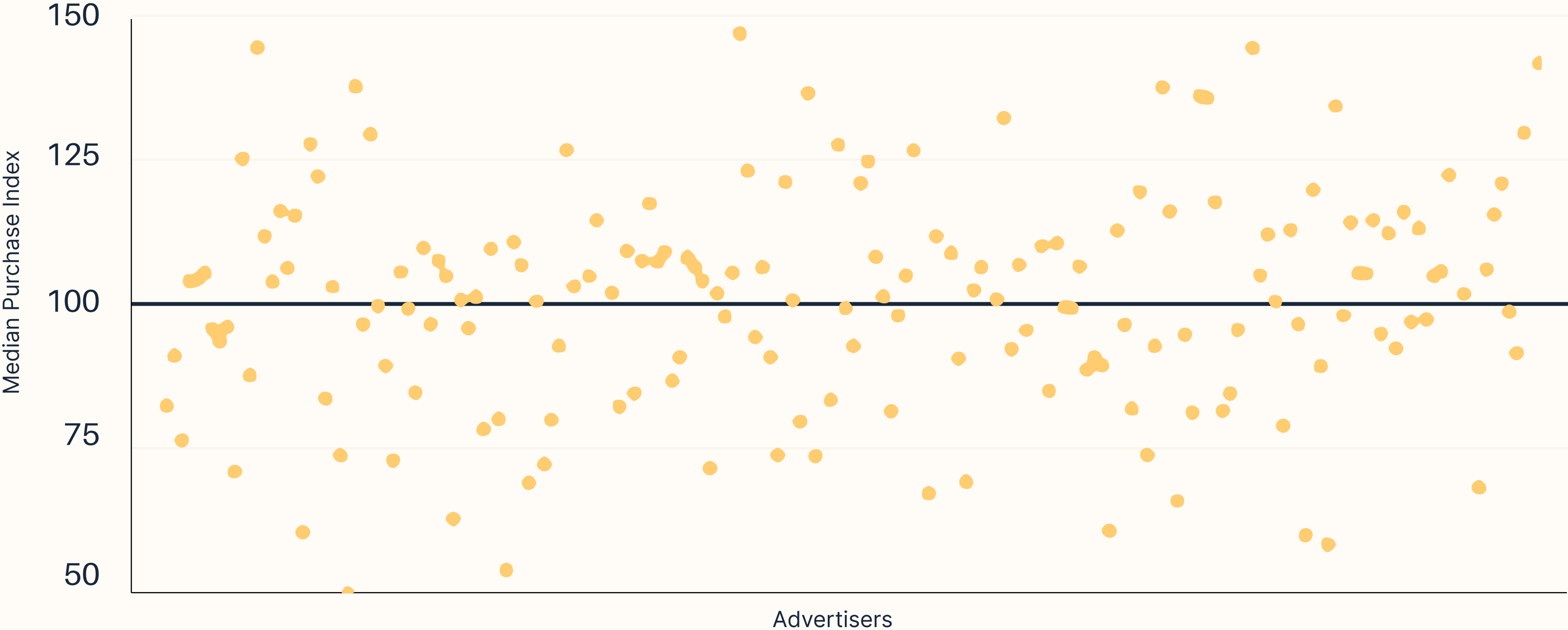


**Note:** Media Purchase Index is the share of purchases divided by the share of impressions, multiplied by 100.

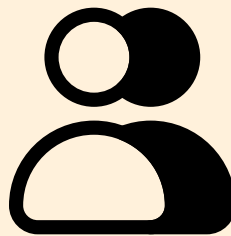


# No clear pattern: Audience segments like interest in fitness vary in performance per advertiser

Interest in Fitness: Purchase Index by Advertiser



Discover which audience segments works best for your brand.



Most brands have a few audience segments they overindex in. This means they perform better or have a stronger presence in those groups compared to the general population.



Access your Podscribe dashboard and find your audiences by going to

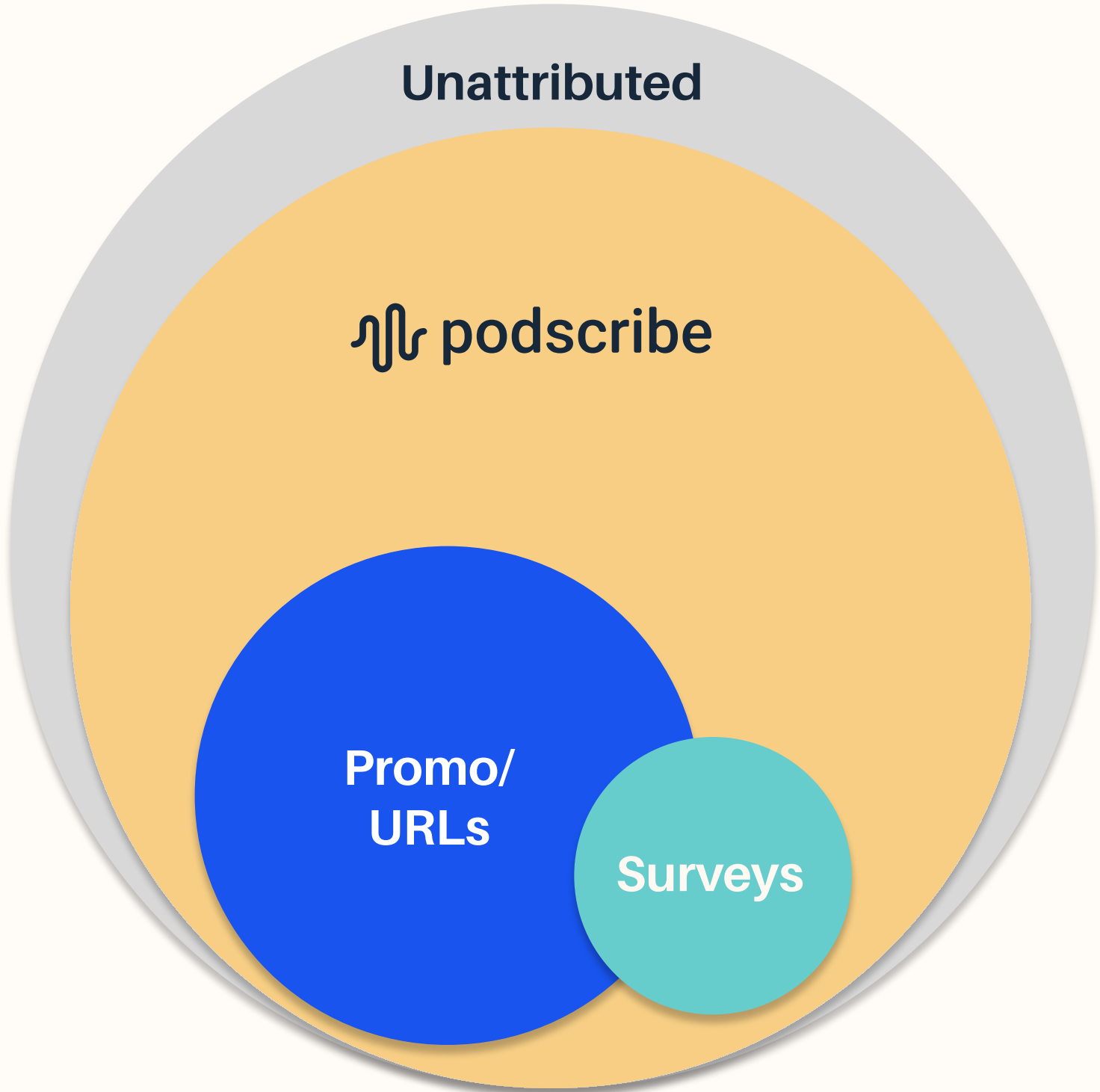
[Overview > Audience Tab](#)

**Note:** Purchase Index is the share of conversions divided by the share of impressions, multiplied by 100.



# Promo/URL & Survey Multiplier

# Pixels capture ~7x more podcast conversions than post-purchase surveys



## ~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 18% of the total conversions attributed to podcast ads, and ~50% when assuming an average incrementality of 34%.

## Surveys

Post-purchase surveys undercount podcast conversions too. On average, pixel attribution captures ~7x more conversions than surveys, or ~2.3x more when factoring in an average survey response rate of 33%.

\*Leaked promo codes were excluded

# RON vs Single Show Campaigns

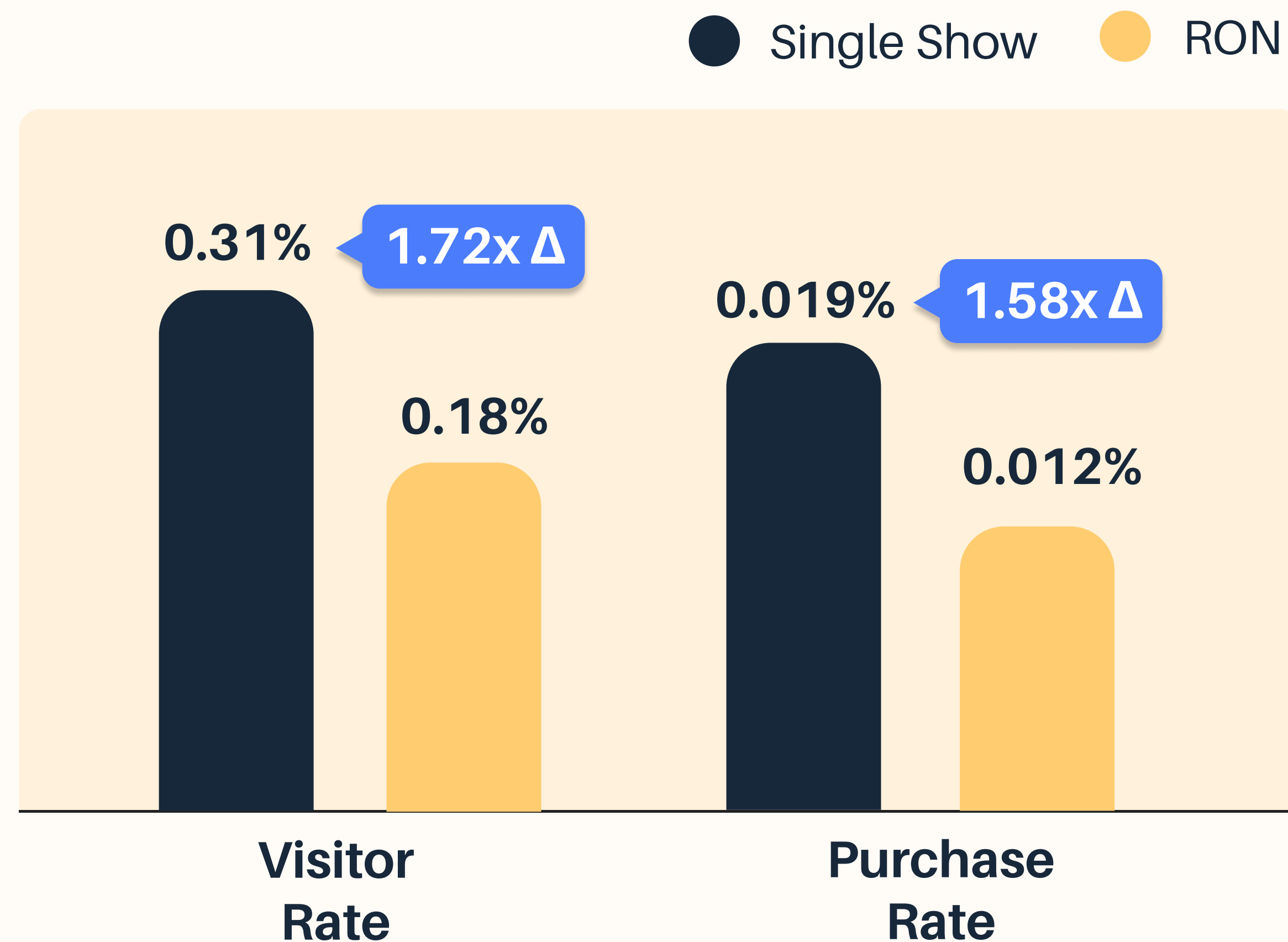


# While single show campaigns deliver stronger visitor and purchase conversions per impression...

Single Show campaigns drive more visitors and purchases than RON campaigns (**higher visitor and purchase rate**).

→ This reflects the value of **audience alignment and tailored messaging**.

- **Single Show Buy** : ads placed in a single episode of a podcast. Ads could be embedded or dynamically inserted.
- **RON (Run of Network) Buy** : ads spread across many/all episodes of all available podcast inventory within a network. These ads are always inserted dynamically.

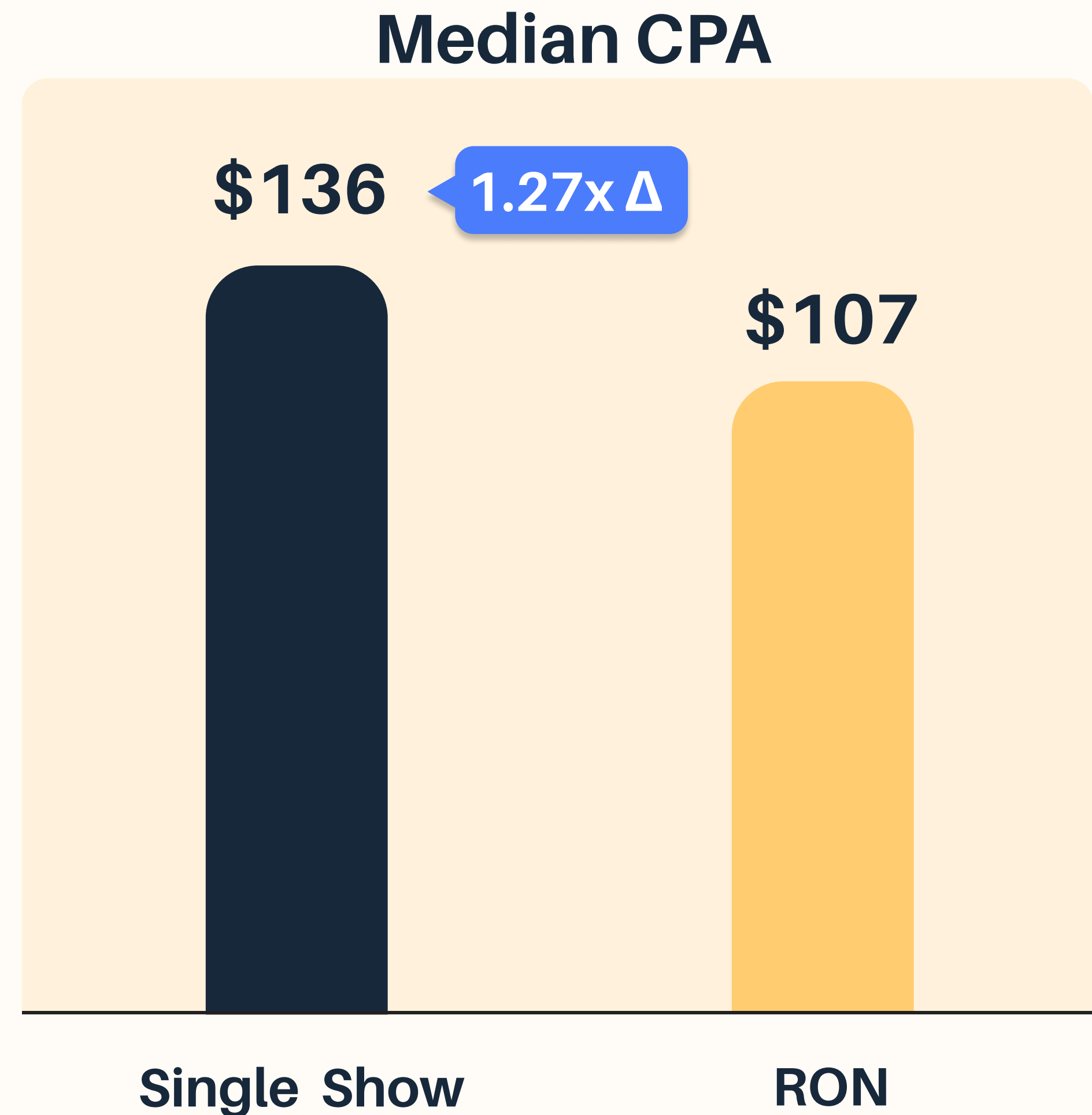


# ...RON campaigns offer greater efficiency per dollar

Despite lower engagement, RON campaigns remain highly cost-effective.

- **27% lower median CPA** than Single Show campaigns
- Ideal for driving **incremental reach at scale**
- Useful for both **new and mature advertisers**

RON helps **test broadly** across a publisher's podcast inventory, and then **optimize smartly**—making it a valuable tool in any performance strategy.





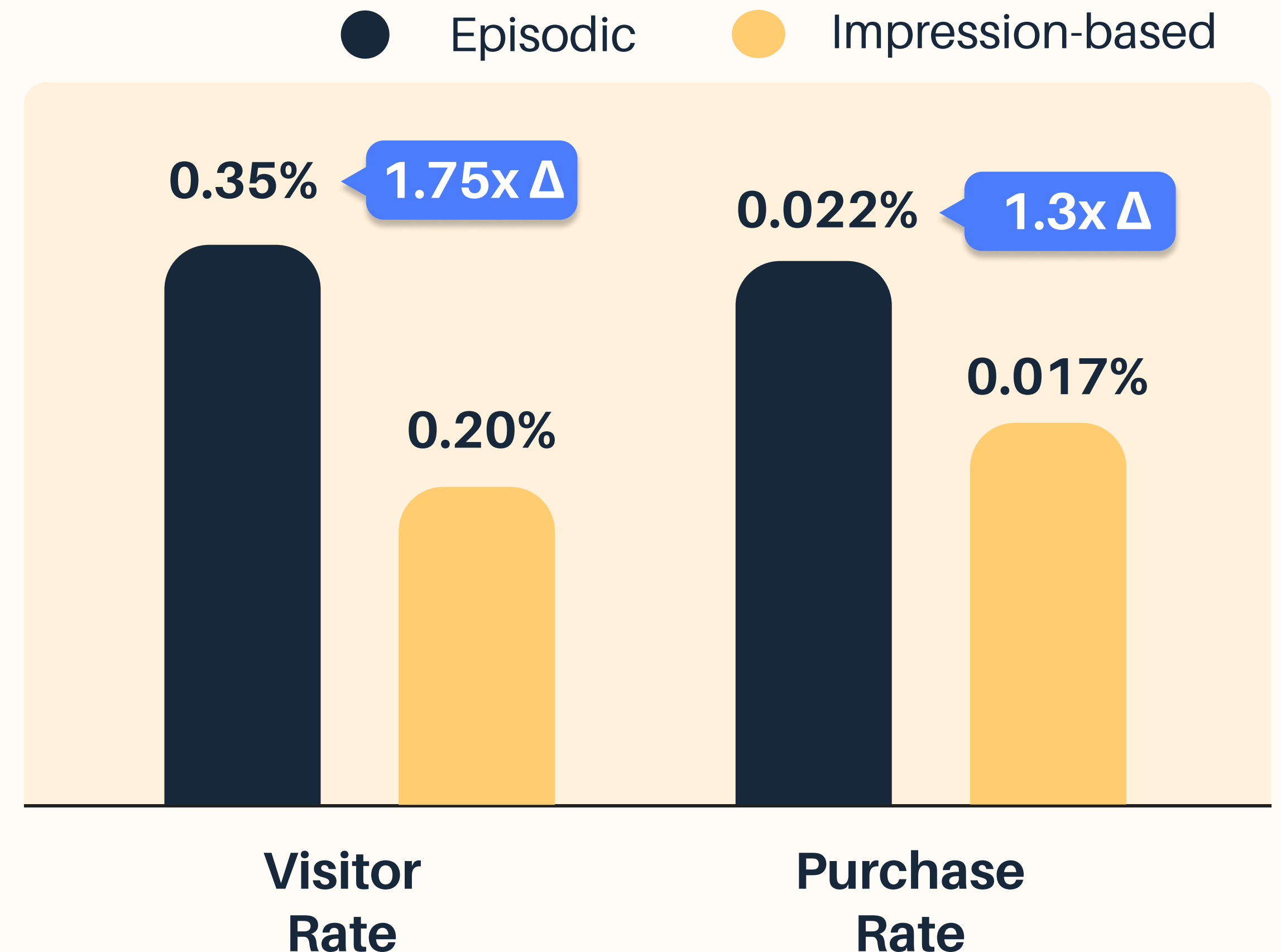
# Episodic vs Impression-Based Campaigns

# Episodic buys drive stronger visitor and purchase conversions per impression...

Episodic buys drive more visitors and purchases than impression-based buys (**higher visitor rate and purchase rate**).

→ Episodic buys benefit from **better recall and deeper engagement**.

- **Episodic Buy** : ads placed in specific episodes of a podcast, either embedded or dynamically inserted.
- **Impression Buy** : ads placed across multiple episodes or shows, typically inserted dynamically and bought by number of impressions.

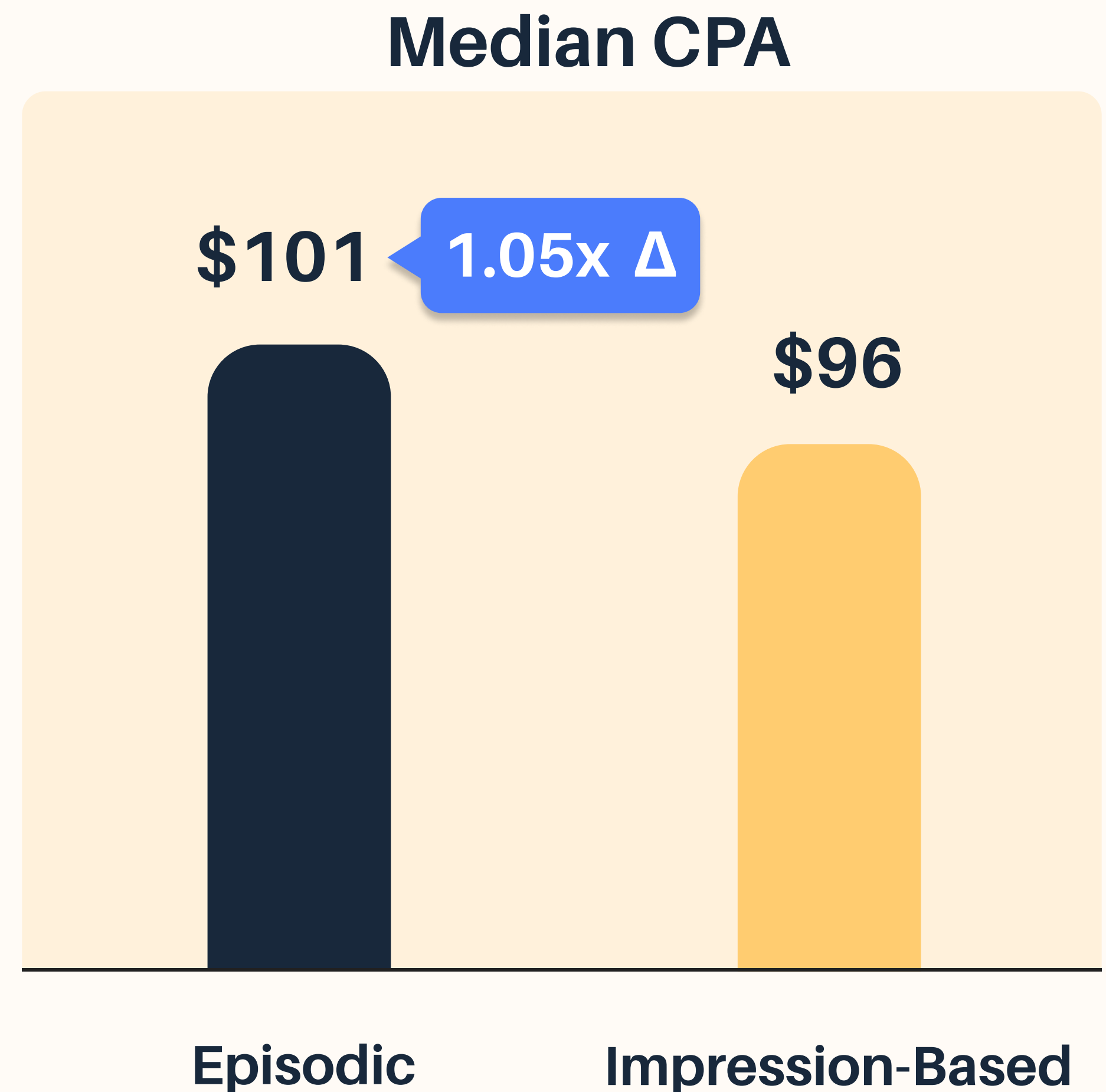


# ...but come at a slightly lower dollar efficiency

Despite stronger conversion, episodic buys are ~5% more expensive in CPA (\$101 vs. \$96) due to higher CPMs.

With **episodic buys**, ads remain tied to specific podcast episodes, allowing brands to benefit from **longer-lasting engagement and repeated exposure** as listeners revisit content over time.

In contrast, **impression-based buys** prioritize reach and scale at a marginally lower CPA, but their fleeting nature can lead to lower listener recall and engagement.

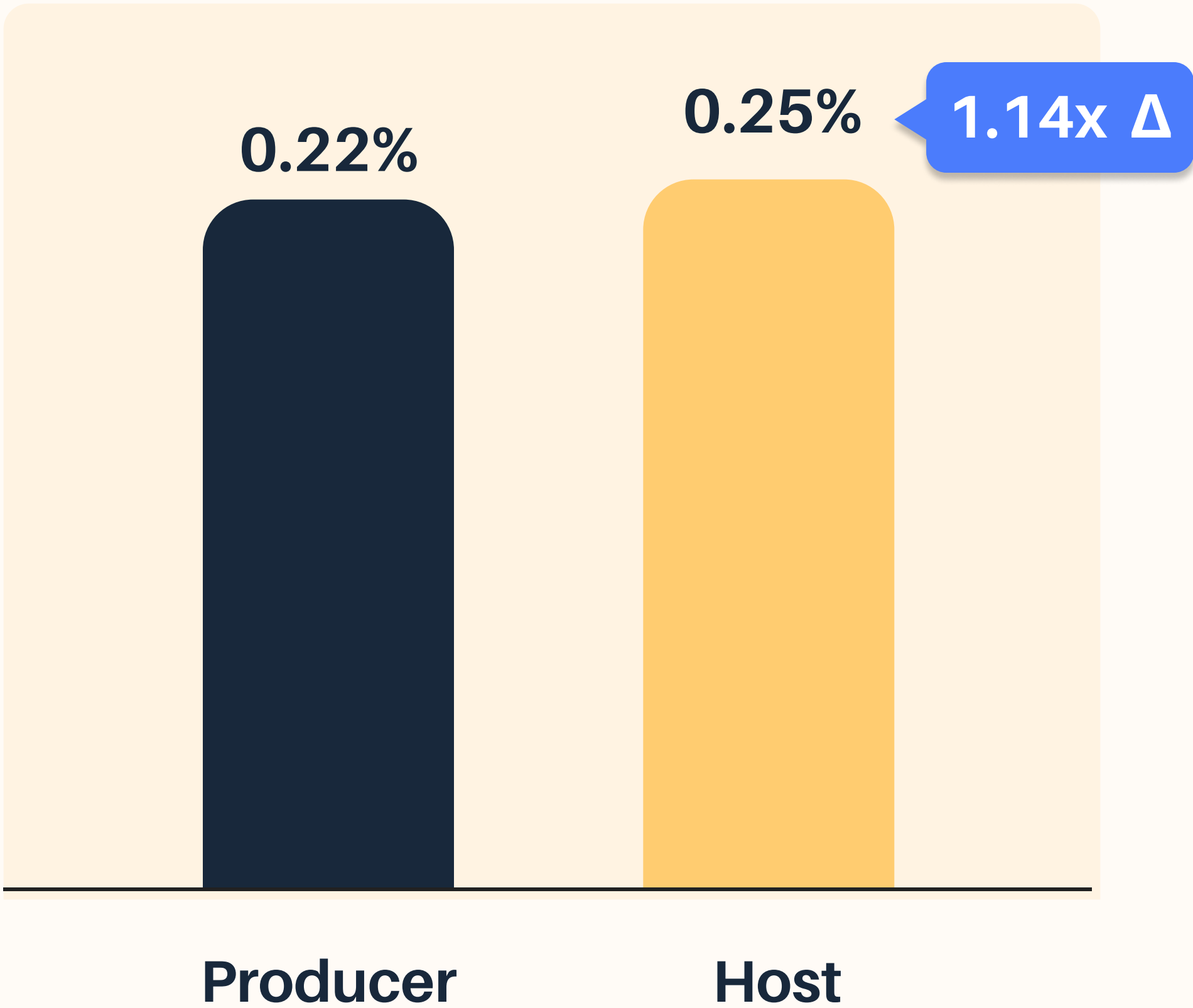




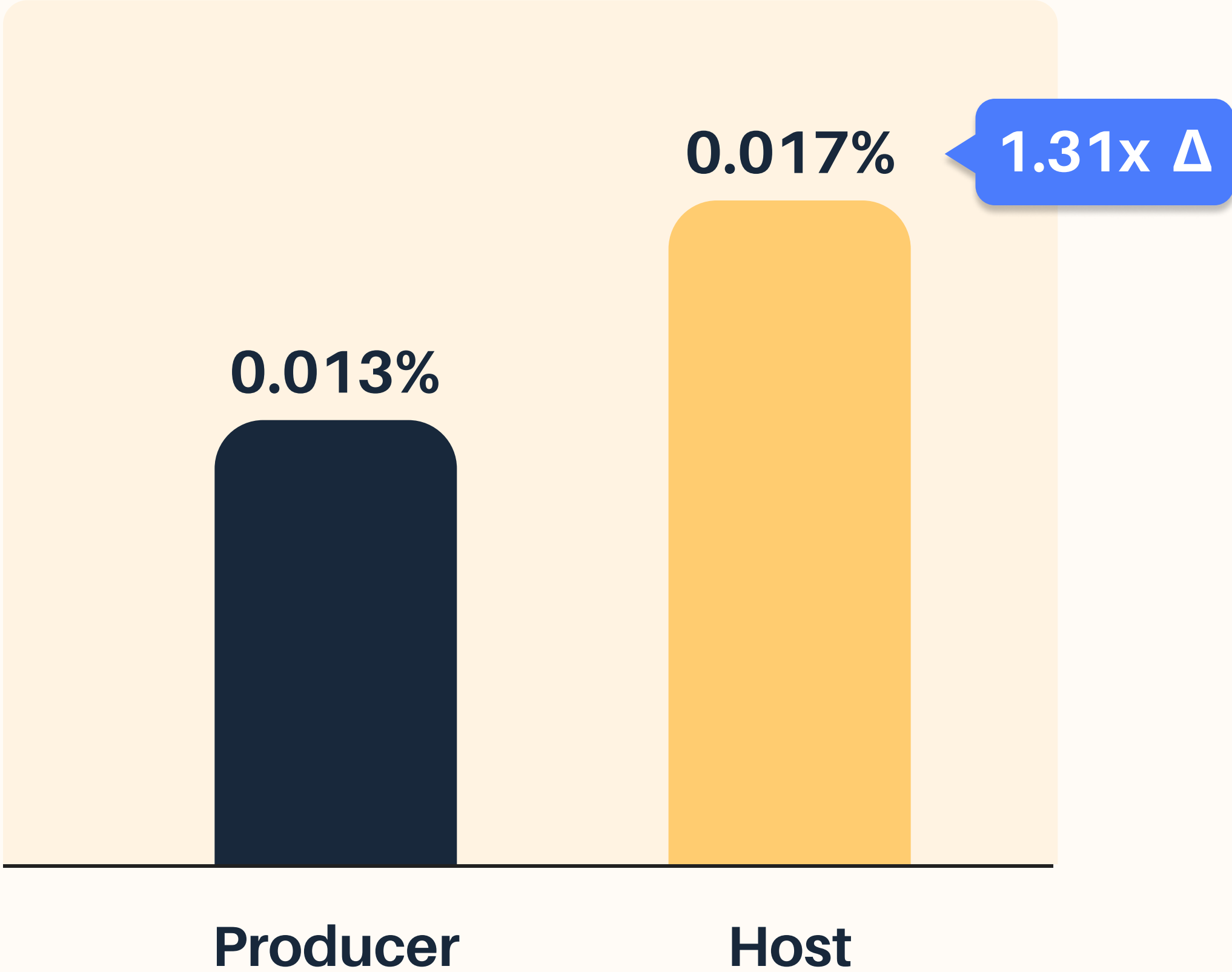
# Read Type

# Host-read ads still tend to convert better in both visitor and purchase rate...

Visitor Rate



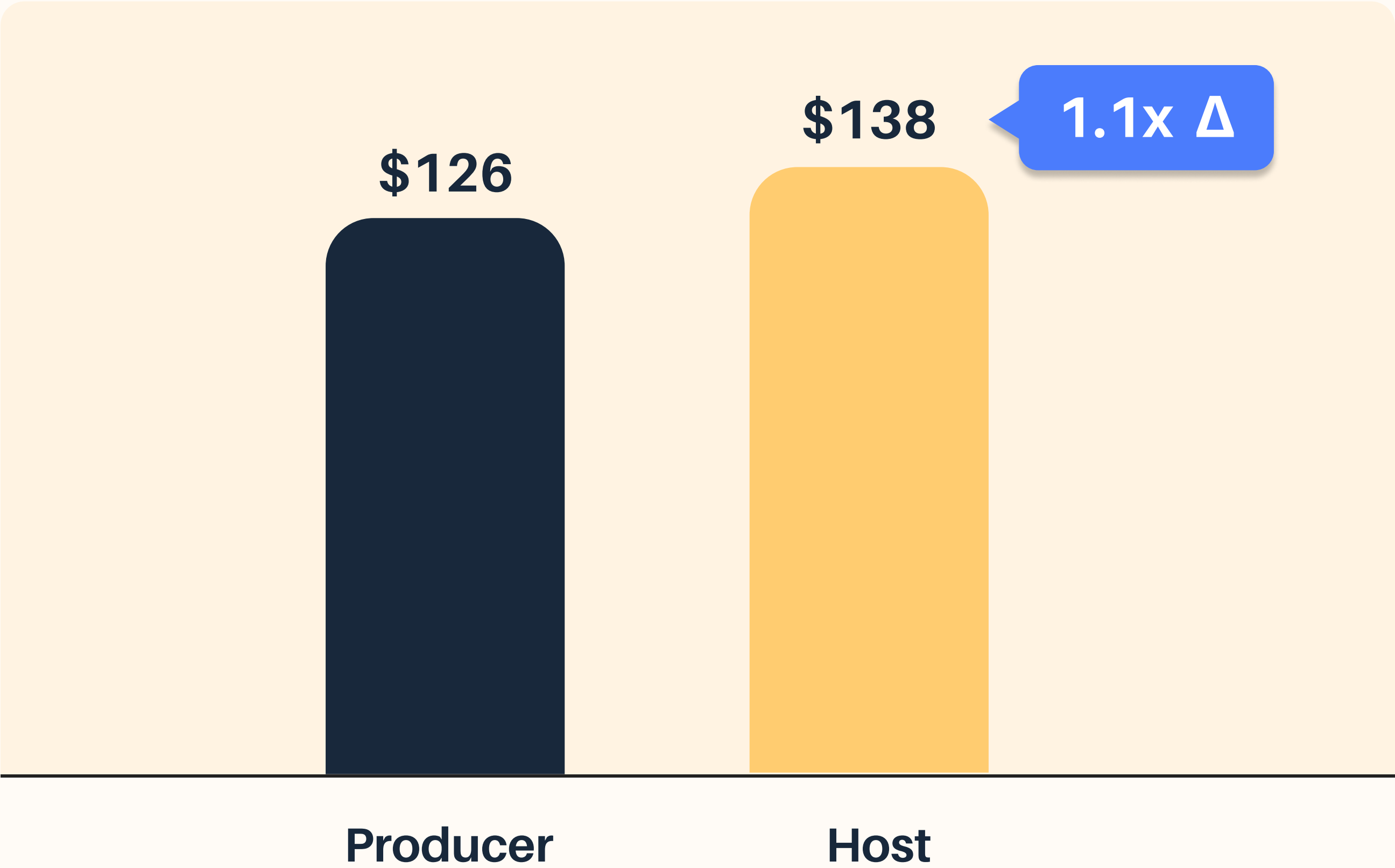
Purchase Rate





...however, when looking at cost, the gap is smaller.

Median CPA



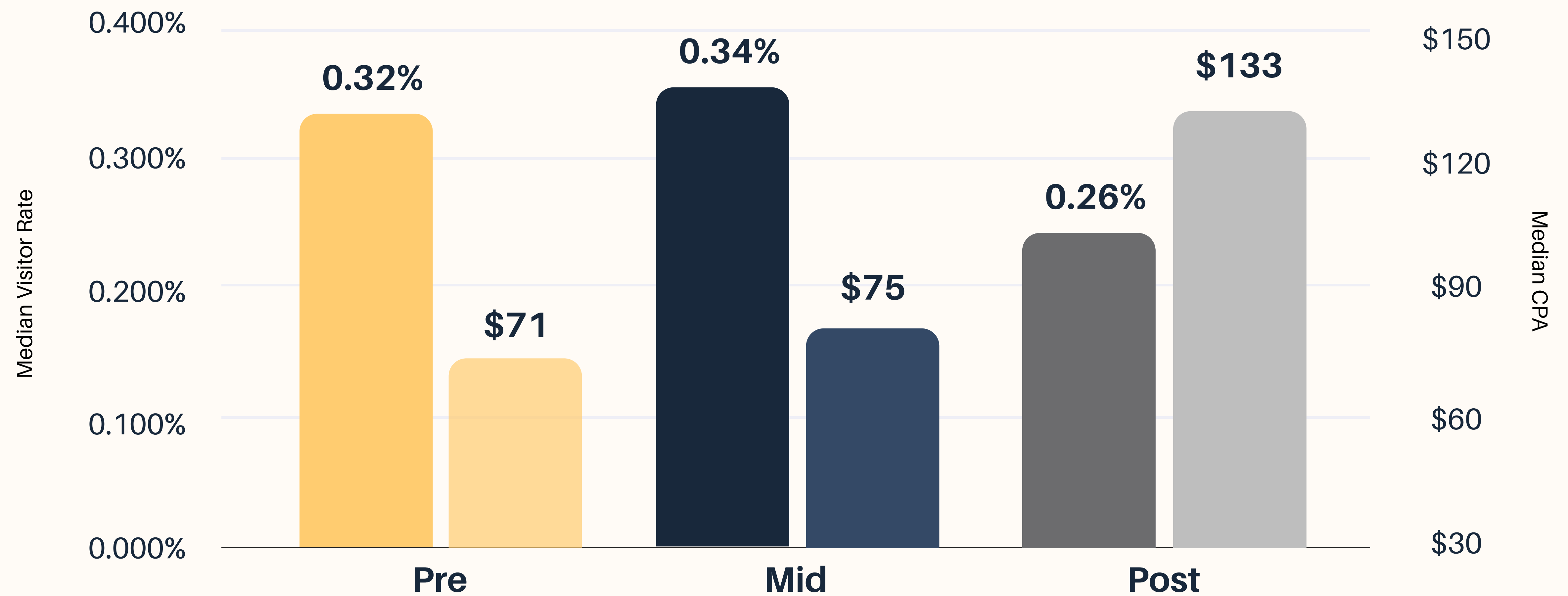
Cost Per Acquisition

The the cost to acquire a customer through advertising.

CPA =  $\frac{\text{Total Ad Spend \$}}{\text{Total \# Conversion}}$

# Placement Type

Mid-rolls are more efficient per impression, but pre-rolls come out ahead in per-dollar efficiency.

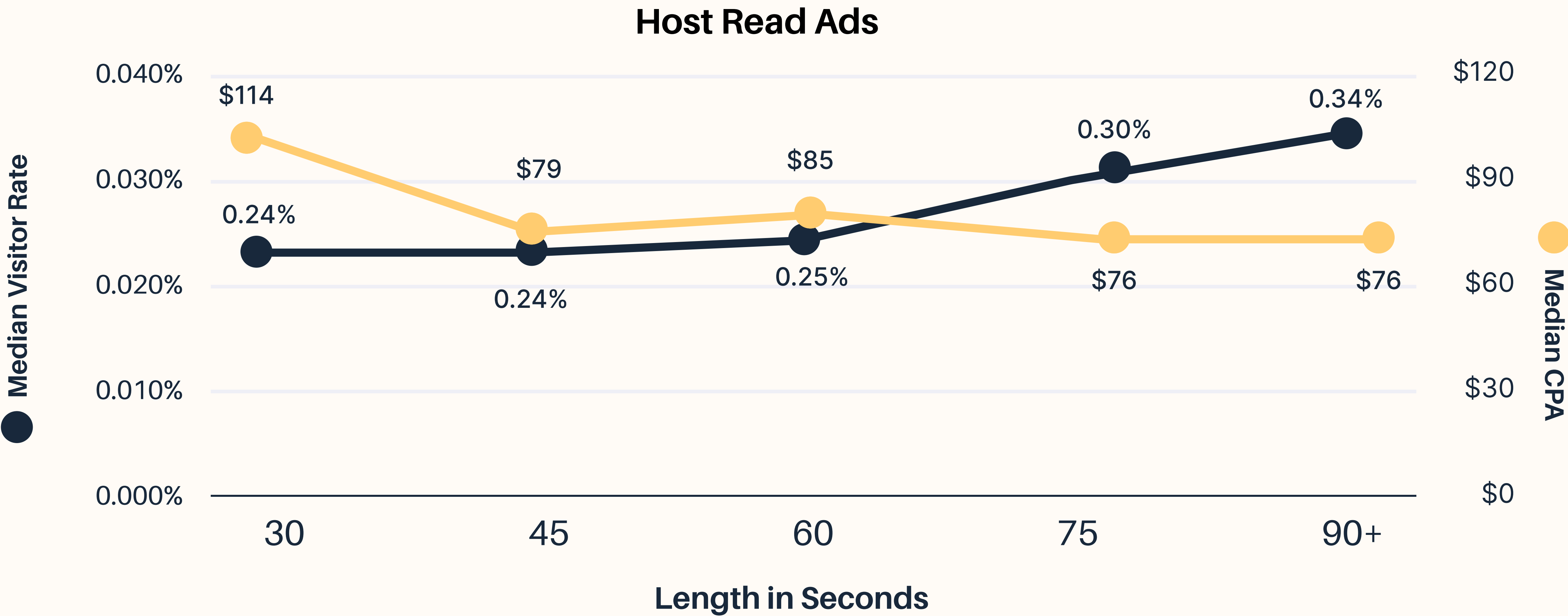


*See the Q3 '24 report for a more in-depth analysis comparing placement performance by ad length.*

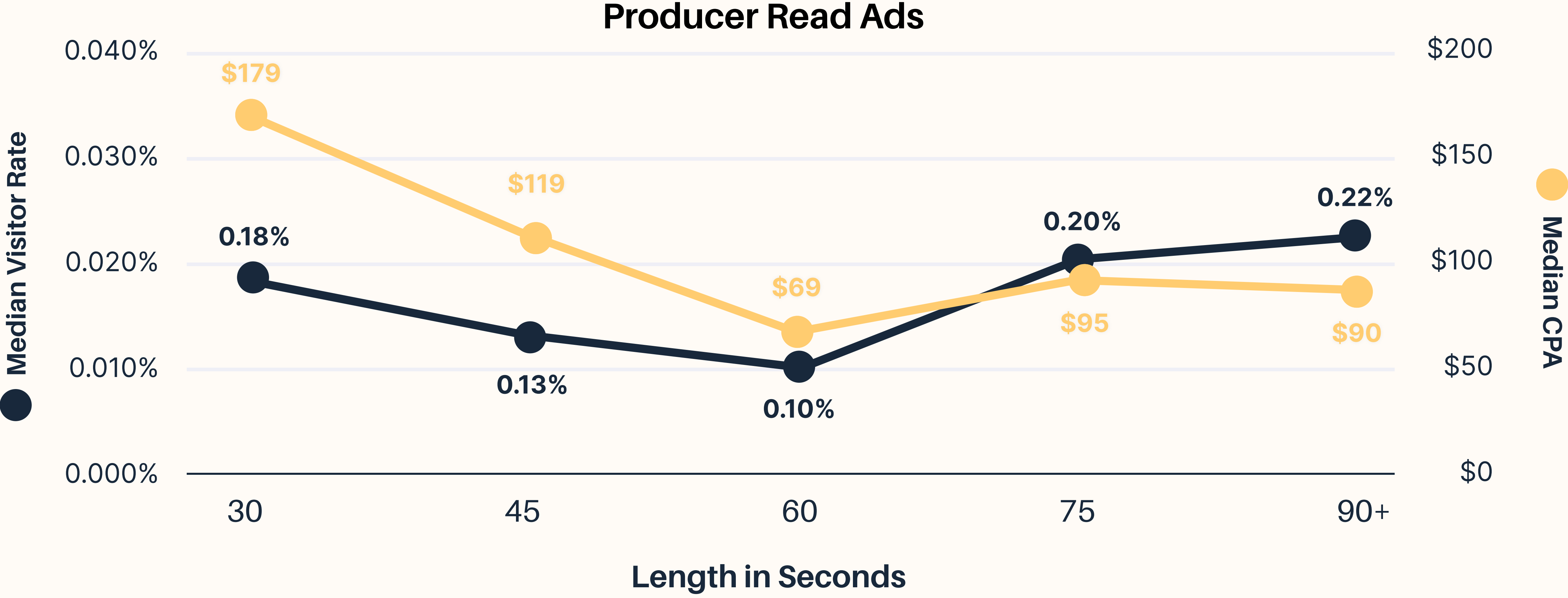
# Ad Length



The longer the ad read the more efficient it is per dollar & per impression for host-read ads.



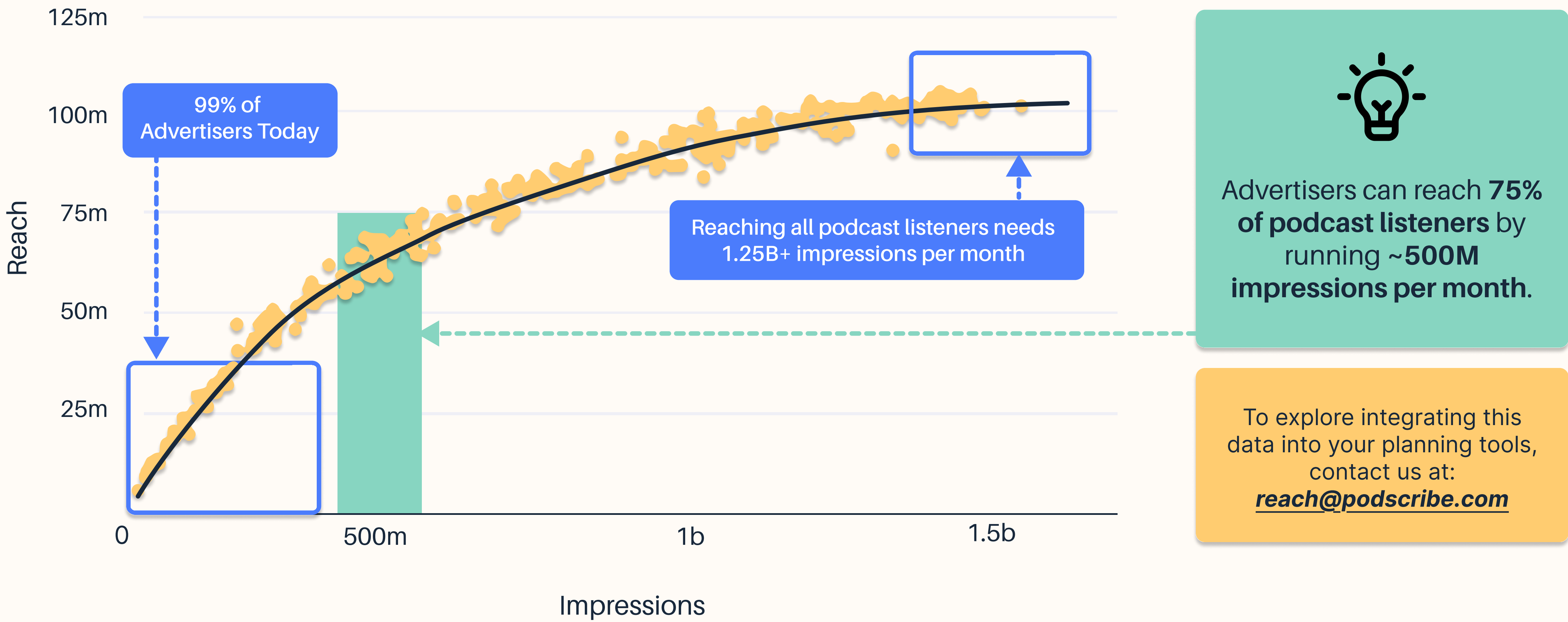
# Producer-read ads see a similar trend of rising efficiency with longer ad lengths



# Podcast Reach Curve

# Podscribe's Reach Curve:

## The First Podcast Market Reach Analysis





# Incrementality

# Audio continues to drive incremental impact.



**Podcast ads deliver higher incrementality than streaming**

This is likely because podcast listeners are harder to reach elsewhere, making **each ad exposure more valuable.**

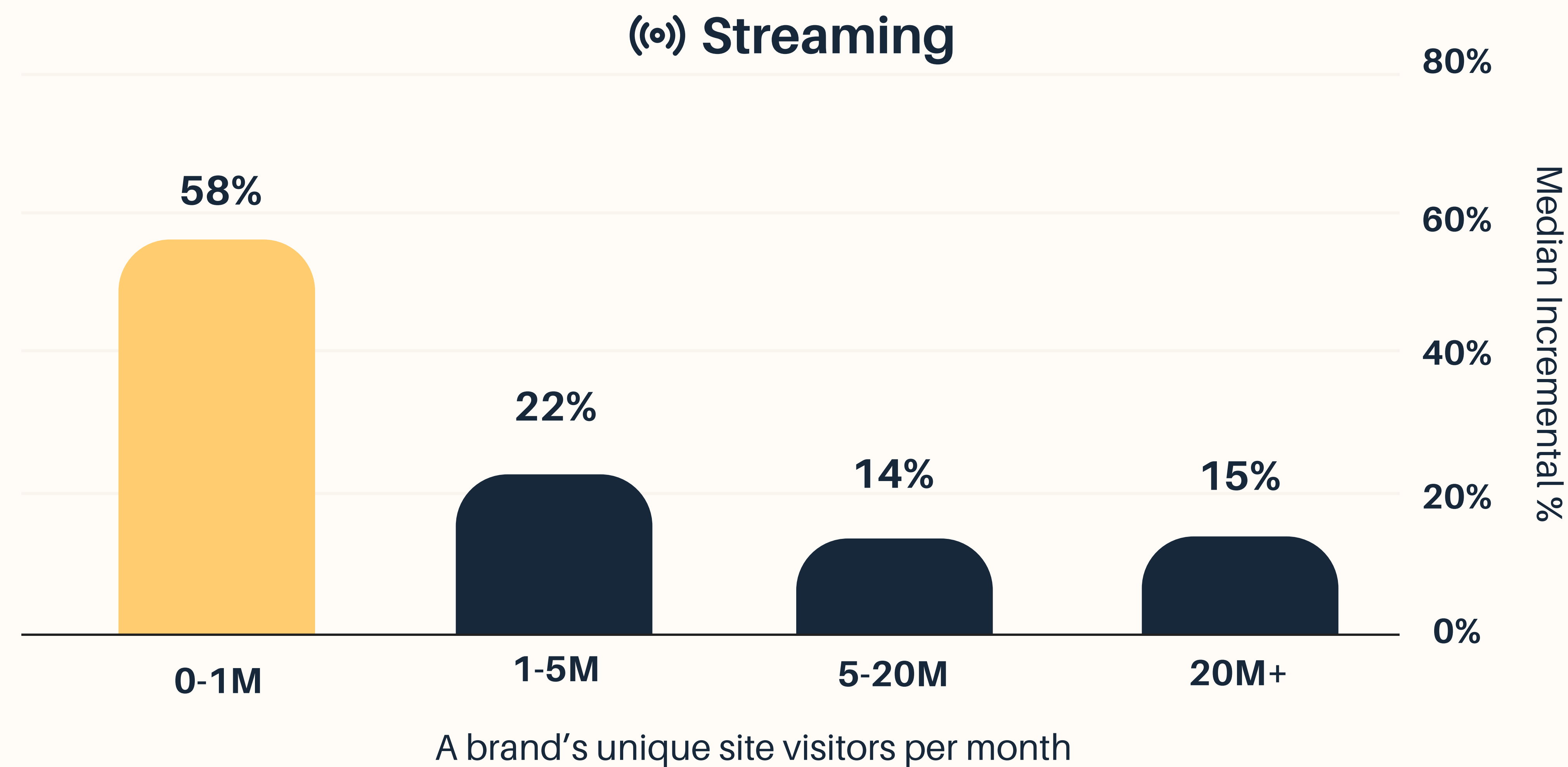
Streaming audiences can be found more easily across different channels, **reducing the unique impact of streaming ads.**

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

# With Podcasting, smaller brands can expect higher incremental & lift percentages.



With Streaming, larger brands sacrifice incrementality because of diverse channel mix.





# The IPv6 Measurement Gap

# 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.

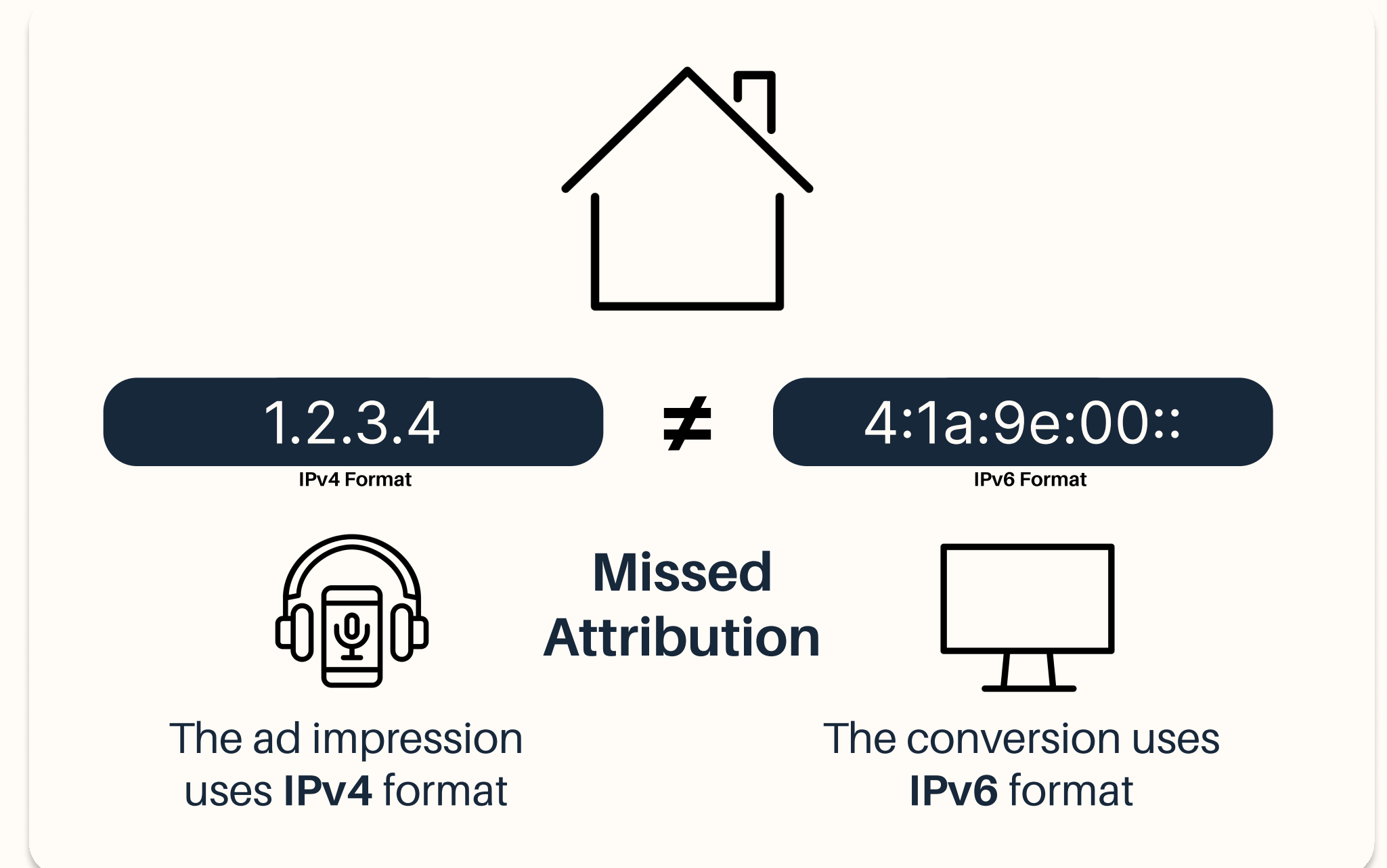
**Don't let invisible conversions skew your data.**

**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?

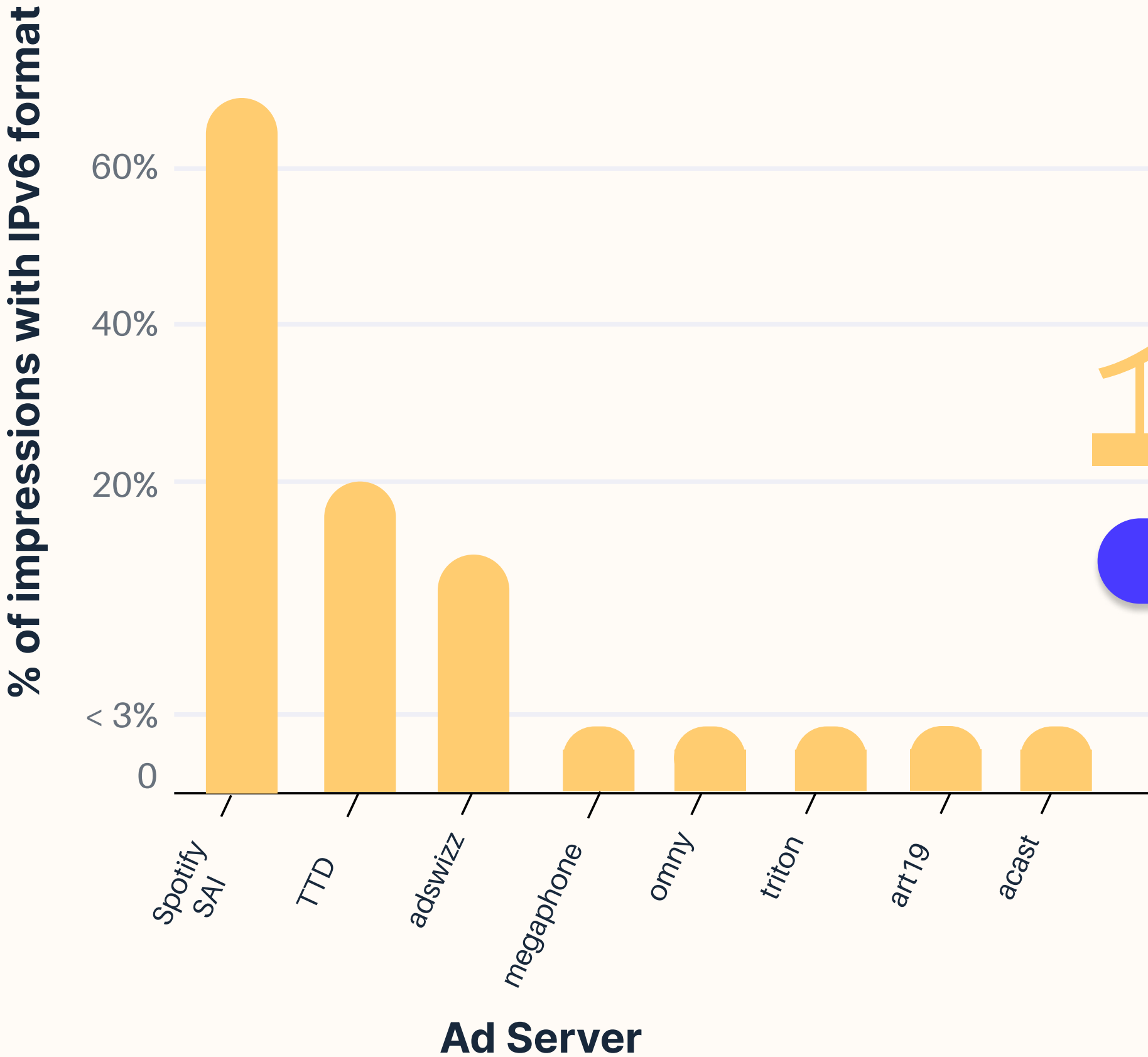
Most households have both an IPv4 and IPv6 address.



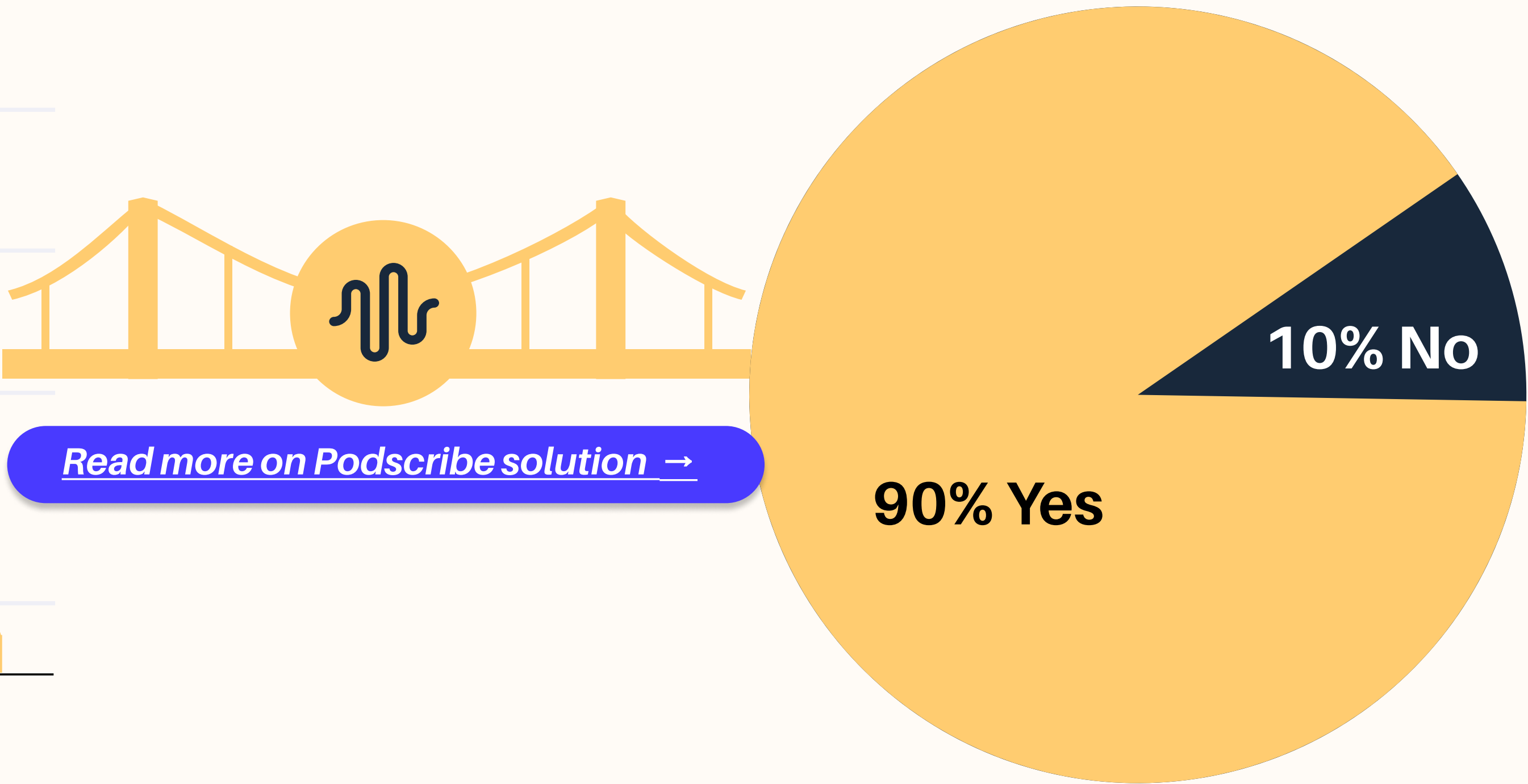
*Without IPv6 support, a valid conversion like this won't be counted.*

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

26% of The Top Publishers Support IPv6



90% of Advertisers Send IPv6



[Read more on Podscribe solution →](#)



# 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.

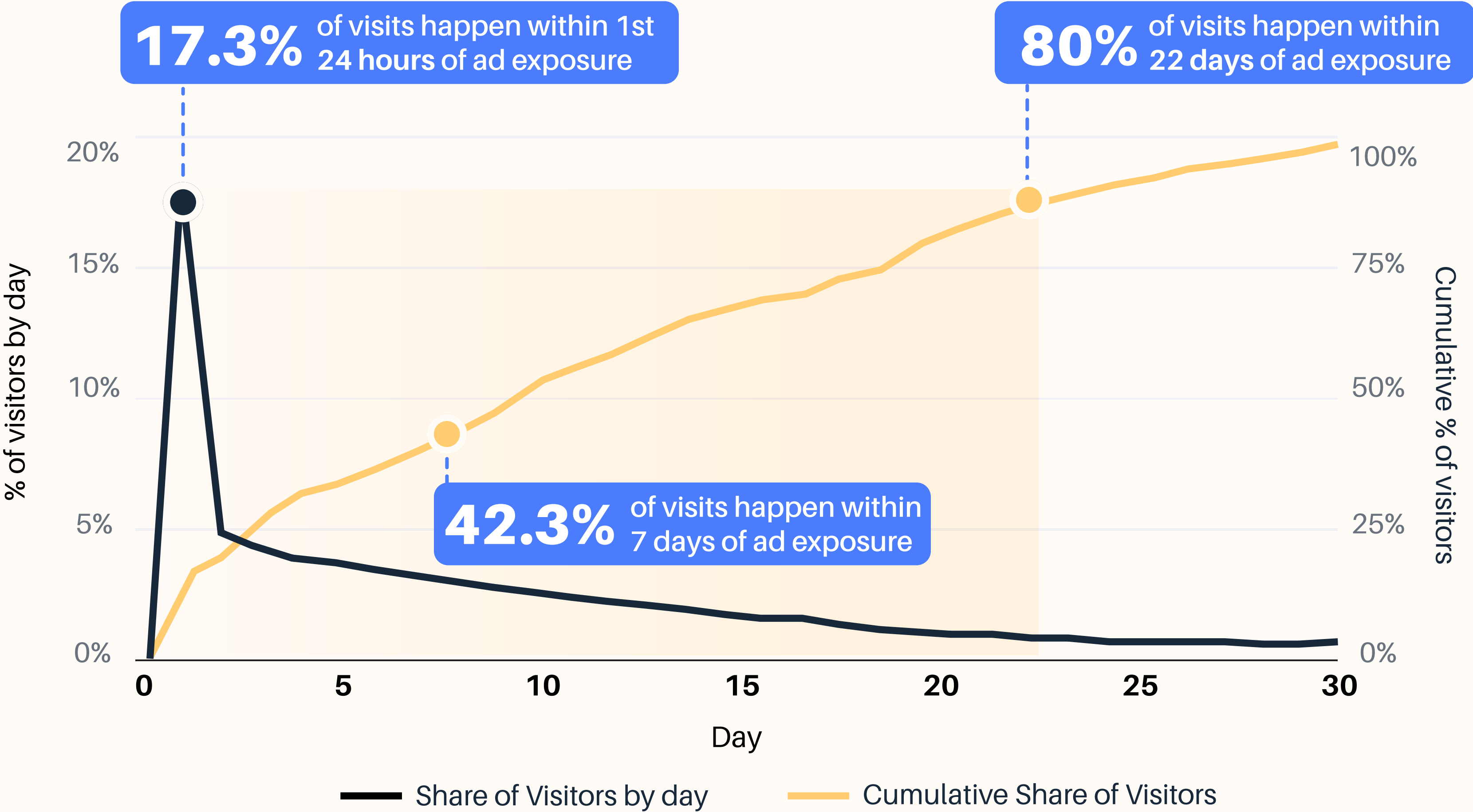
## Why this matters?

- 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 checked="" type="radio"/> Just for time range	<input type="radio"/> Cumulative	
Publisher	0 - 24 hrs	24 - 48 hrs	2 - 3 days	3 - 7 days	7 - 14 days	14 - 21 days
 Publisher 1	14.8%	5.6%	5.1%	17.0%	22.4%	17.1%
 Publisher 2	4.8%	3.0%	2.3%	9.4%	14.1%	8.0%
 Publisher 3	12.9%	5.0%	4.8%	18.6%	23.4%	17.7%
 Publisher 4	16.3%	5.4%	4.9%	16.7%	22.4%	17.8%
 Publisher 5	17.1%	5.3%	5.1%	16.8%	20.8%	16.2%
 Publisher 6	13.2%	4.8%	4.4%	16.8%	24.8%	19.7%
 Publisher 7	16.6%	8.1%	5.2%	17.1%	23.7%	17.2%
 Publisher 8	7.3%	2.3%	3.1%	18.3%	22.1%	23.6%
 Publisher 9	9.2%	3.1%	2.9%	11.3%	20.7%	27.7%
 Publisher 10	22.6%	9.4%	6.1%	24.1%	21.7%	14.6%



# So, exactly how fast do listeners act?



This graph shows how quickly conversions roll in after an ad is heard.

- Most conversions happen in the **first three weeks**
- Results taper off around **Day 22**
- Validates the industry-standard **30-day attribution window**

Podscribe dashboard supports adjustable attribution windows (1 - 60 days) at any moment.



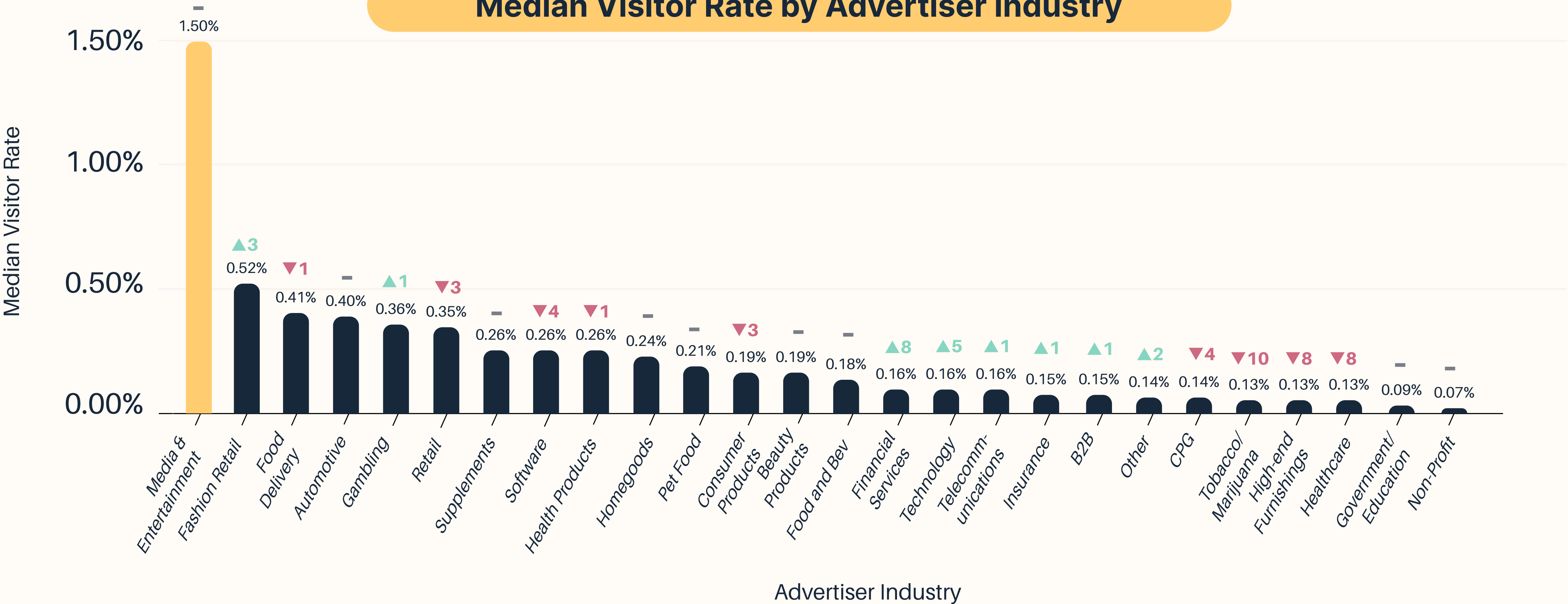
Access your Podscribe dashboard and check out your lag report:

[Overview > Path Tab](#)

# Advertiser Industry Benchmarks

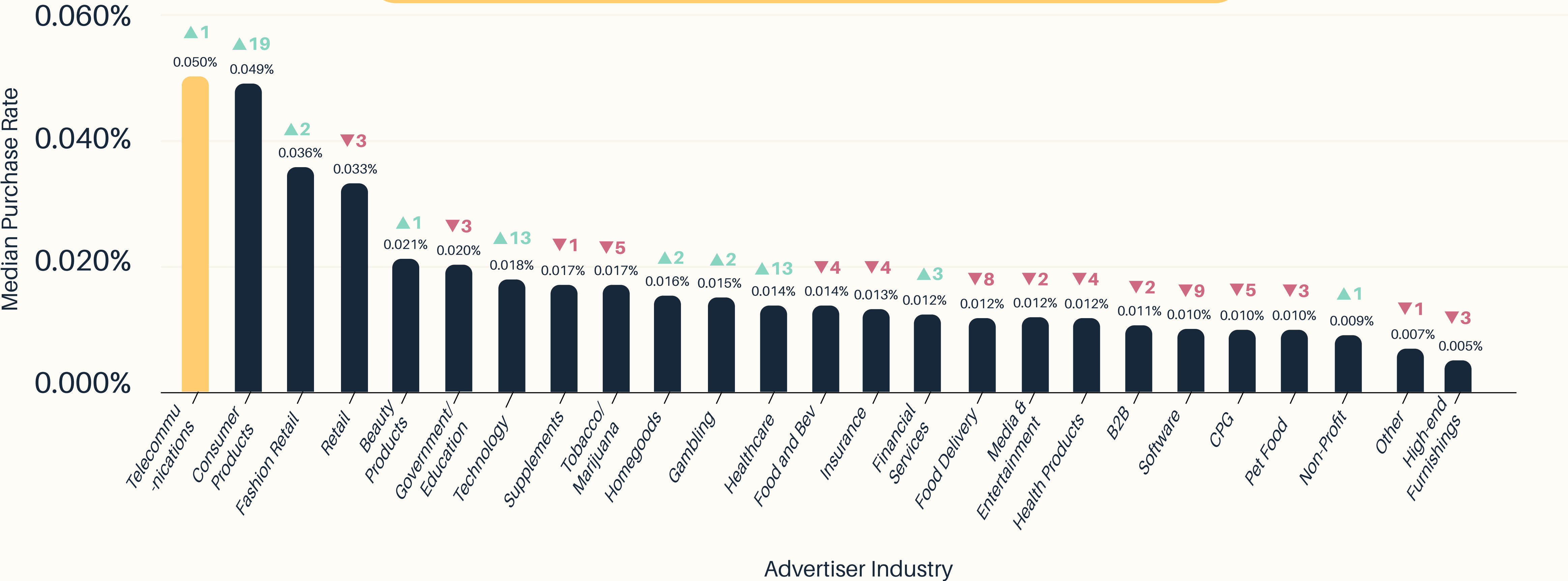
# Media & Entertainment at the top again, while Fashion Retail climbs three spots to secure #2.

Median Visitor Rate by Advertiser Industry



# Telecommunications takes the lead, followed by Consumer Products, which jumped 19 places to #2.

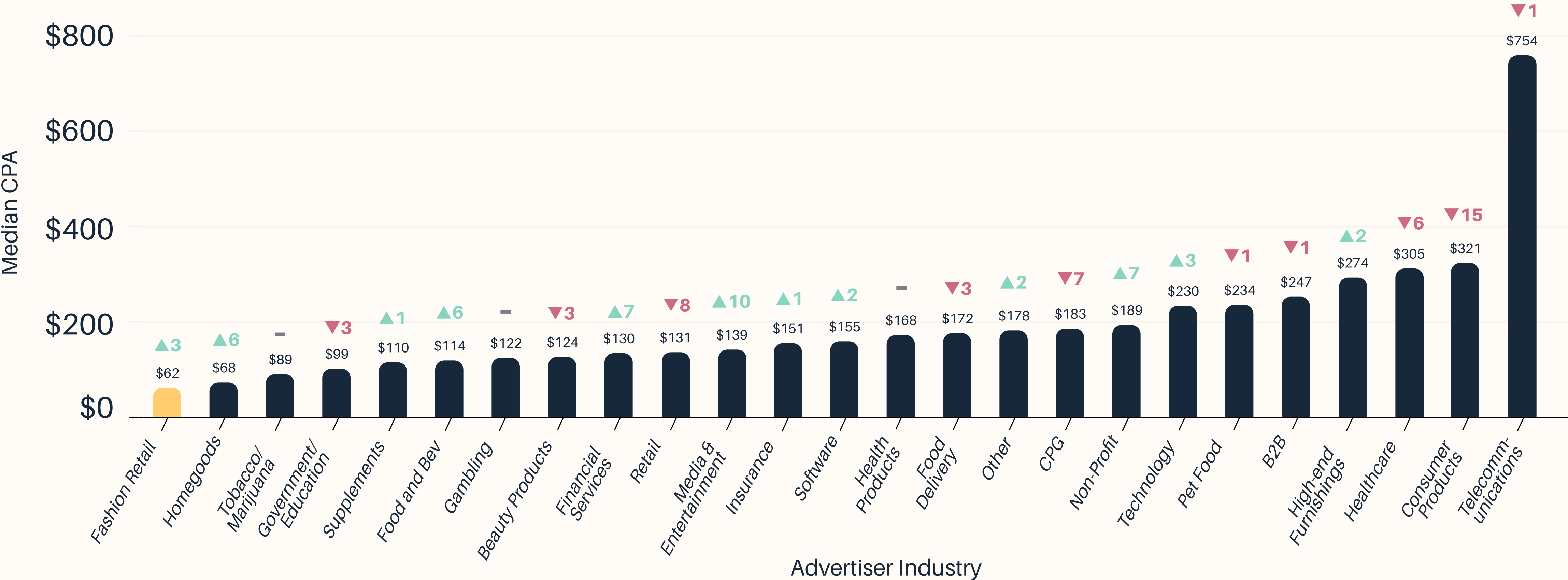
Median Purchase Rate by Advertiser Industry





# Fashion Retail and Homegoods lead in CPA, ahead of Retail and Government/Education this quarter.

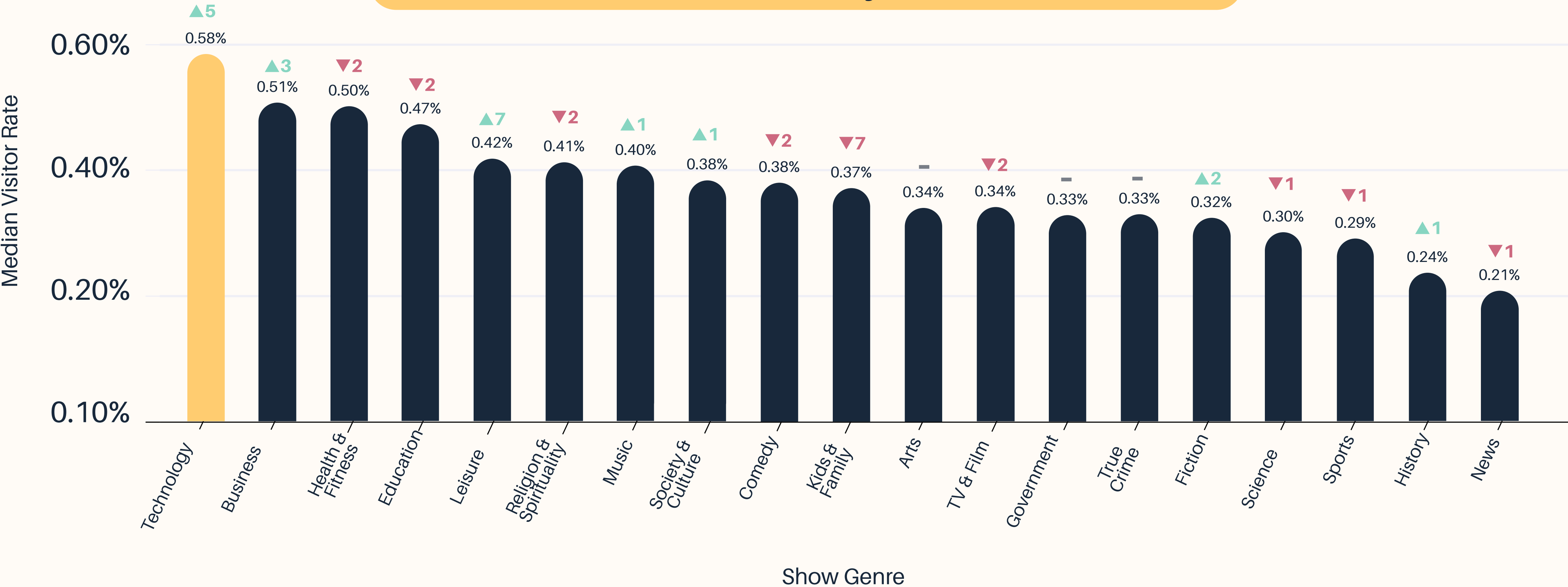
Median CPA by Advertiser Industry



# Show Genre Benchmarks

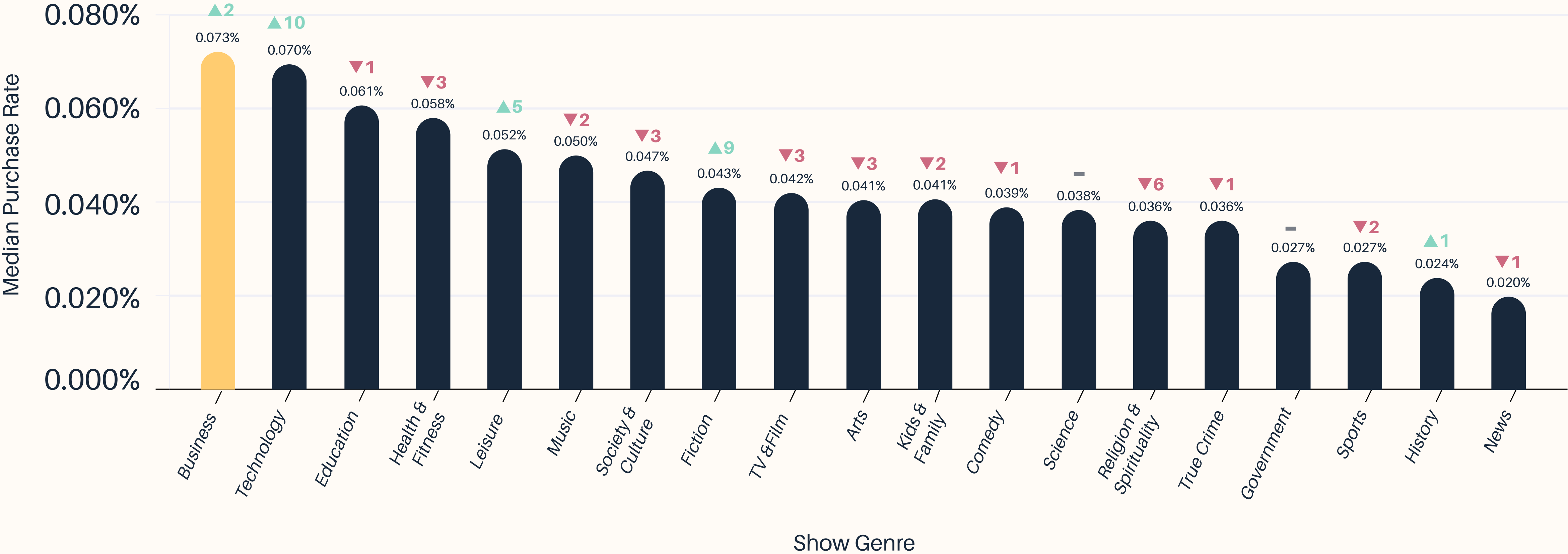
# Technology, Business, and Health & Fitness genres drive the highest visitation rates.

Median Visitor Rate by Show Genre



# Business and Technology drive the best purchase rates as well, with Education in the 3rd spot.

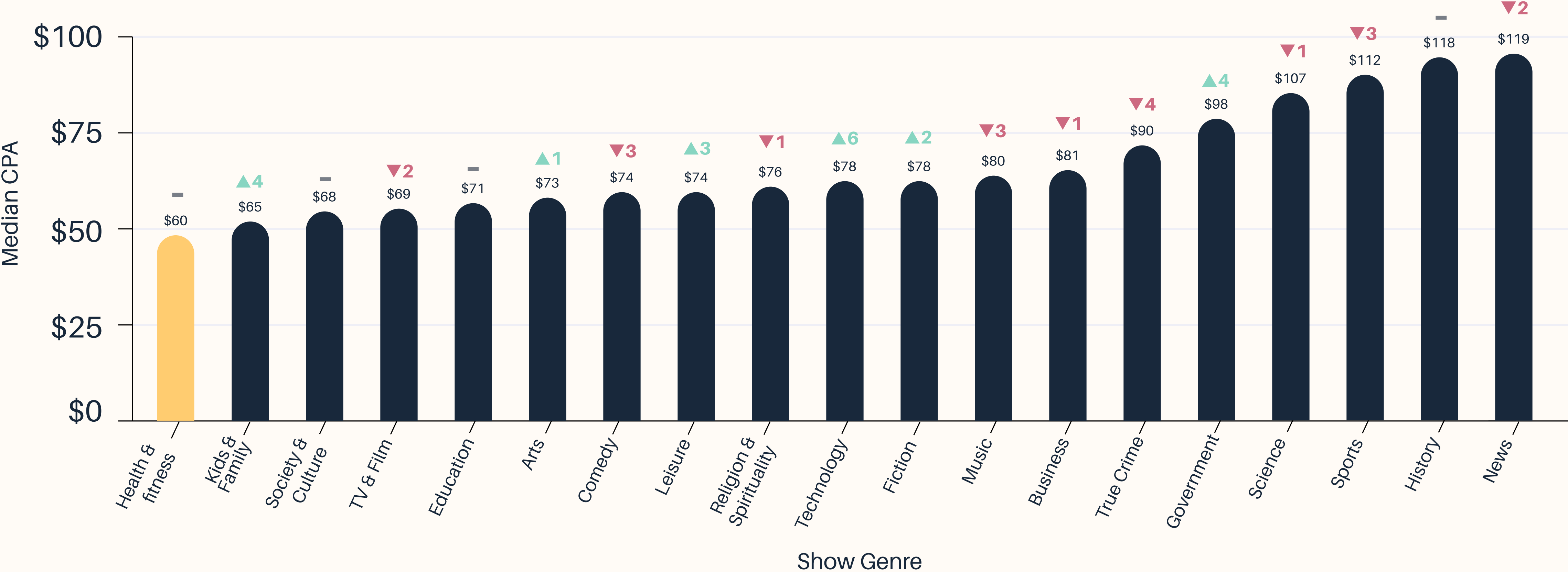
Median Purchase Rate by Genre





Health & Fitness remains #1 on a per dollar basis, while Kids & Family moves up four places to #2.

Median CPA by Show Genre



# Podscribe: Digital-style measurement for audio advertising

Podscribe brings audio advertising to the digital age by empowering **brands, agencies, and publishers** with tools to accurately measure, report, and optimize performance.

Real-time insights

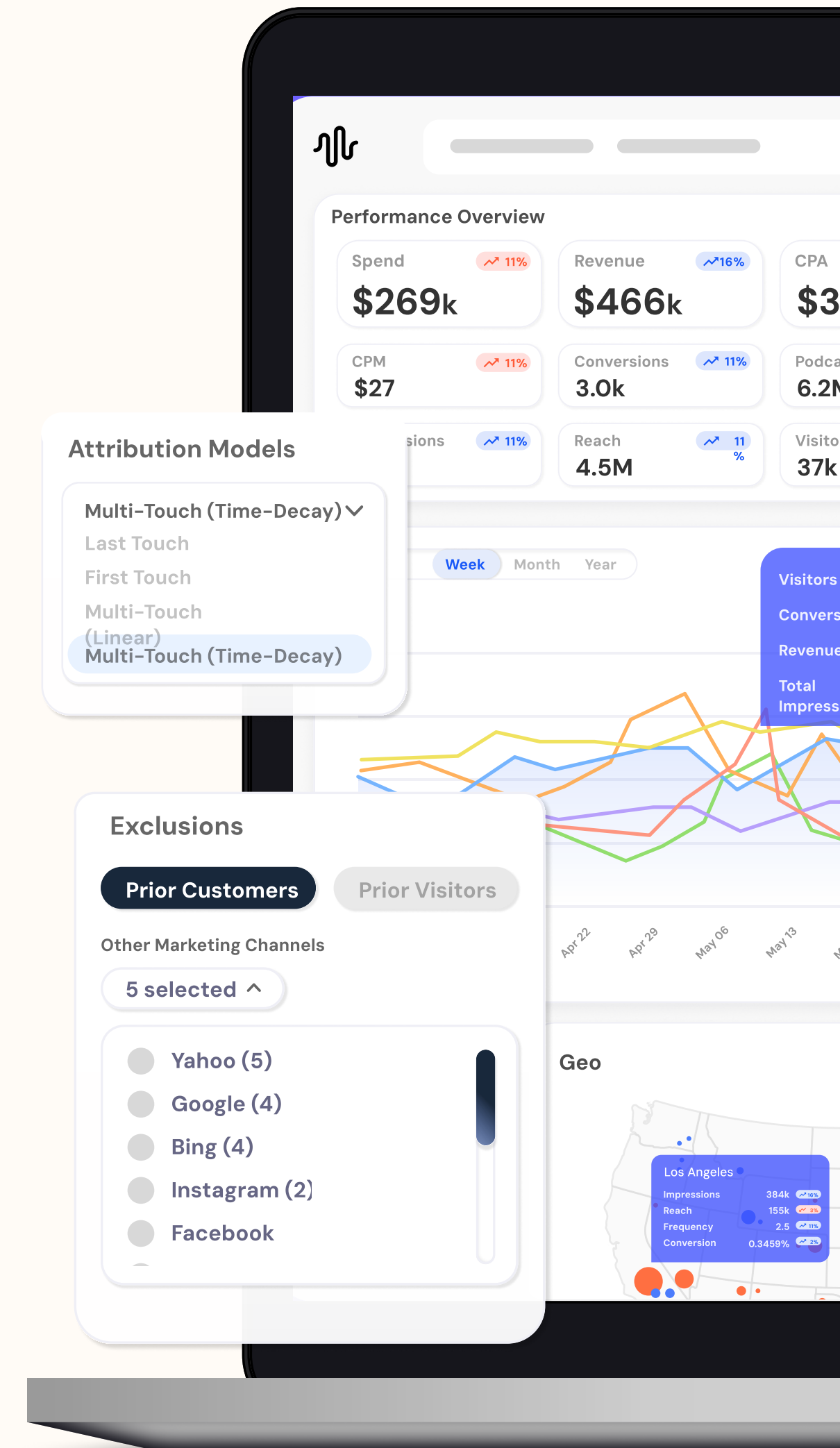
Automated reporting

Full-funnel attribution

Always-on incrementality

## 20% Off First 3 months

Enter “Benchmark Report” in the  
“how did you hear about us”  
section



# 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.

# 2025 Industry Benchmark Methodology



# 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.
- **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.
- **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 %:** The share of attributed events that were directly caused by an advertiser's ads in podcasts & streaming audio.

# Calculations

$$\text{Visitor Rate} = \frac{\text{Visitors}}{\text{Impressions}}$$

$$\text{Purchase Rate From Attributed Visitors} = \frac{\text{Purchases}}{\text{Visitors}}$$

$$\text{Purchase Rate} = \frac{\text{Purchases}}{\text{Impressions}}$$

$$\text{CPA (Cost Per Acquisition)} = \frac{\text{Spend}}{\text{Purchases}}$$

$$\text{Install Rate} = \frac{\text{Installs}}{\text{Impressions}}$$

$$\text{Incremental \%} = \frac{\text{Exposed} - \text{Control}}{\text{Exposed}}$$

# Contact & Resources



[hello@podscribe.com](mailto:hello@podscribe.com)



[Help Center](#)



[www.podscribe.com](http://www.podscribe.com)



[Attribution Methodology](#)



[app.podscribe.com](http://app.podscribe.com)



[Incrementality Methodology](#)



[Request a demo](#)



[Attribution 101](#)