

Getting Audio & Podcasting on the Media Plan: A Guide for Mutual Success



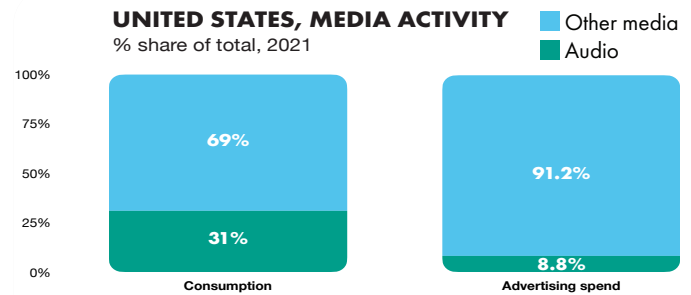
iab.

October 2024

In the continuously evolving effort to address and engage media consumers with relevant advertising messages, there is no shortage of amazing content for marketers to consider when choosing where to invest.

From the earliest days of Print and OOH advertising to the rise of Radio, TV, and Cable and on through present day when CTV, Social, and Digital Audio & Video are the leading growth categories in ad supported media, having choices about which media environments make the most sense for investment has been a constant for advertisers.

With these choices, however, another constant for advertisers is the need to evaluate which channels and what proportions of each will deliver the outcomes they seek. This need to evaluate the relative merits of differing media environments and to determine the optimal channel mix for specific marketing challenges will be the focus of this guide, with a particular emphasis on the role and often underestimated importance of Digital Audio on brand and agency media plans.



Source: The Investment Gap: Understanding the Value of Audio, WARC & iHeartMedia, 2021

Audio Content Investment Does Not Match Audio Content Consumption

Because advertisers come from so many different categories of industry and have so many different marketing needs, determining an optimal channel mix will vary according to an almost endless number of variables ranging from target audience characteristics to campaign KPIs, and some forms of media may prove more useful for some campaigns than others.

Within that range of campaign specific considerations, however, the bedrock principle of meeting audiences where they are still applies, and when it comes to audio, a persistent imbalance between the amount of time people spend with audio and the amount of money that brand advertisers invest in the medium has been in place for the last several years.

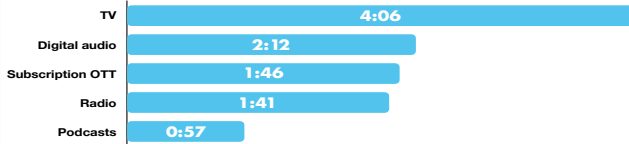
In a seminal and often quoted 2021 study, for instance, researchers at WARC discovered that consumers were spending a whopping 31% of their media time with different forms of audio – broadcast radio, streaming audio, and podcasts – while advertisers were earmarking only 9% of their media budgets for audio investment.¹

Jumping ahead three years, that level of imbalance is even more pronounced today in the rapidly growing category of Digital Audio, which now accounts for 20% of all 18+ US time spent with digital media² but only accounted for 3.1% of digital ad revenue in [IAB's 2023 Internet Advertising Revenue Report](#).³

And when compared against some of advertisers' most favored media environments on a 1:1 basis, the

Researchers at WARC discovered that consumers were spending 31% of their media time with different forms of audio, while brand investment lagged at only 9% of media spend.

US AVERAGE TIME SPENT PER DAY WITH SELECT MEDIA BY ACTIVE USERS, 2023
HRS:MIN



Source: US Digital Audio Forecast Overview 2023, eMarketer

disproportionately low amount of spending on digital audio comes into even clearer focus.

Last year, for instance, the amount of time spent with Broadcast and Cable TV by its most active users (just over four hours a day) was 76% higher than the amount of time spent with Digital Audio by its most active users (two hours and 20 minutes a day), but the \$61 billion in TV ad revenue was an astonishing 771% higher than the \$7 billion in revenue earned

by Digital Audio, a medium that features extremely attractive and highly addressable audiences.^{2,3}

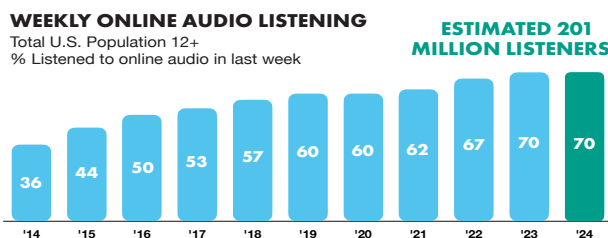
Even more remarkable is the comparison to Social Media, which attracted \$65 billion in 2023 ad revenue but only earned an hour and 46 minutes a day of time from its most active users. 106 minutes a day of active use is, of course, an unsurprisingly terrific amount of engagement for a medium that consistently delivers positive outcomes for brands of all shapes and sizes. When viewed, however, alongside Digital Audio’s 140 minutes a day and, as will be discussed below, audio’s ability to frequently deliver better outcomes, it is hard to reconcile Social Media’s 828% greater share of internet ad revenue.^{2,3}

It is this eye-raising imbalance between the amount of time spent with audio and the amount of media investment in the space that will be explored in the remaining sections of this guide.

Digital Audio accounts for 20% of all 18+ US time spent with digital media, but it only accounted for 3.1% of digital ad revenue in IAB’s most recent Internet Advertising Revenue Report.

Note: In addition to attracting more time from consumers than other forms of media such as Social Media, Digital Audio also drives tremendous engagement on social media, surpassing 1.8B engagements (total aggregate of likes, shares, reactions, and comments) across Facebook, Instagram, and TikTok from January through September 2024 alone.³⁴

Digital Audio Has Enjoyed Massive Audience & Revenue Growth but Continues to Receive Disproportionately Low Advertiser Investment



Source: The Infinite Dial 2024, Edison Research, 2024

As noted above, Americans consume tremendous amounts of audio, which clocks in at more than four hours a day when including terrestrial radio⁴ and has been powered by tremendous growth in Digital Audio listenership.

In the last 10 years, the number of Digital Audio listeners has increased nearly 100% to reach more than 200 million weekly listeners⁵, with more than 100 million listening on Spotify, over 50 million listening on Amazon, and over 40 million each listening on iHeartRadio, Pandora, and Apple.⁶



Alongside this massive scale across pure play streaming platforms, a further indication of audio's move into the digital media universe is the rise of online radio streaming, which is now driving 1 out of every 5 minutes of AM/FM radio consumption and climbing,⁷ with more than a third of AM/FM streaming concentrated in spoken word radio formats that attract high levels of interaction and attention from consumers.⁸

And when it comes to the content rich, spoken word environment of Podcasting, Digital Audio's fastest growing sub-category in both audience and revenue, even greater increases in the rate of growth have catapulted the medium into a mass reach vehicle in its own right. Over the same 10-year period when Digital Audio writ large passed the 200 million weekly user mark, the number of Americans 12+ listening to podcasts jumped more than 325% to almost 100 million weekly listeners⁵, with a commensurate 302% increase in industry wide revenue in the last five years alone.⁹

Digital Audio listenership has increased nearly 100% in the past 10 years to reach more than **200 million weekly** listeners, while Podcast listenership has jumped 325% to nearly 100 million per week.

All this incredible growth contributed to Digital Audio's status as the fastest growing channel in all of digital media in 2023, boasting an 18.9% YOY revenue increase and nearly doubling the revenue growth rate of video, which was the second fastest growing channel at 10.6%.³

That said, the fact remains – advertisers continue to spend far less time with audio than the consumers they want to reach do.

And IAB's recently published 2024 Outlook Study indicates that Digital Audio and Podcasting will continue to experience strong growth but nevertheless fall off the pace of some other leading channels this year, including Social Media, which is projected to grow 30% more quickly than Podcasting despite

the extraordinary and accelerating ability of podcast creators to influence purchase decisions and drive ROI for brands at levels that are often higher than creators in other forms of media.^{10,11}

Vast Reach Coupled with Attractive, Addressable, & Attentive Audiences

One of the reasons for audio's upward trajectory as a marketing vehicle – and a critically important reason for marketers to consider rebalancing their marketing mix to better account for audio – is the attractive demographic and behavioral profile of the massive audiences to be found in Digital Audio.

When looking at the desirability of media consumers through the lens of their likelihood to make significant purchases, for instance, AM/FM radio streaming audiences are 5% more likely to buy a large appliance, 9% more likely to purchase a new vehicle, and 14% more likely to buy large household furnishings than the average American consumer.¹²

Similarly, when looking at the shopping potential of young and diverse podcast audiences, a tendency towards large



Conan O'Brien at IAB Podcast Upfront 2023

and recurring purchases is evident there as well, with 55% of podcast listeners planning to buy or lease a car in the next two years, 1 in 2 shopping at big box retailers at least once a week, and more than five in 10 earning over \$75k per year.¹³

Indeed, as highlighted in last month's release of [IAB's Podcasting in the Creator Economy Guide](#), when drilling down further into the buying power of podcast audiences, Nielsen Scarborough data shows that U.S. podcast listeners are significantly more likely to have a college degree, 37% more likely to make between \$150k and \$250k, and 48% more likely to earn more than \$250k per year than the general population.¹⁴



Podcast audiences are also nearly 10 years younger on average¹⁴ and 37% more likely to be between 18 and 34 years old¹⁵ than gen pop, and, in a stat that points to a propensity for large purchases similar to digital radio listeners, podcast listeners are 59% more likely to be a parent with a child at home.¹⁵

Lean into Addressability to Unlock the Benefits of Audio Engagement

Another big reason for audio's increasing interest from and importance to marketers is the addressability and high levels of engagement of Digital Audio audiences.

Lessons from CTV

On the addressability front, for instance, former Magnite VP, Global Business Development, Grant Sterling recently summed up the opportunities for advertisers to identify and target audio's attractive audience base by highlighting the similarities and increasing convergence of audience activation between Digital Audio and CTV.



Writing on Magnite's blog in November of last year, Sterling emphasized the powerful ability of advertisers to make use of user logins, listener profiles, and other first party data in audio to target and address consumers with the same kind of audience segmentation approach that has become common in CTV.¹⁶

As Sterling explained, part of this journey towards more 1:1 household level targeting in audio in a similarly audience-based fashion to targeting in CTV requires greater commitment to doing so on the part of audio publishers.

As he also alluded to, however, the programmatic pipes and data points that advertisers need in order to activate through an audience-based lens are present in audio in ways that many brands still do not appreciate.

And, as will be discussed in the sections to come, there is money to be made by marketers who come up to speed on the capabilities that allow for data-infused targeting at scale in audio.

"By matching encrypted first-party registration data with contextual and behavioral data gathered from user interaction activities, publishers can get a clear picture of audience behavior without cookies or universal IDs to drive campaign results." - Grant Sterling, former VP Global Business Development at Magnite



Trust Creates Opportunities

On the engagement front, the opportunities for brands to drive ROI by marrying this kind of targeted buying with the receptivity and attentiveness of audio consumers are as numerous as there are shows, hosts, and listeners in audio.

Recent data shows, for instance, that 18+ Streaming Audio and Podcast listeners consider the content they consume to be 1.6x and 6.6x more authentic and trustworthy respectively than Streaming Video content and 5.3x and 23x more so than Social Media.¹⁷

And in a very important trend that points to increasing engagement with audio moving forward, Gen Z and Millennial media consumers report spending 94% and 66% more time with audio's content than Streaming TV.¹⁷

For those already familiar with the power of audio to deliver outcomes for advertisers based on the trust that listeners have in their favorite audio content creators and platforms, numbers like that will come as no surprise. It is worth double clicking, however, on the attachment of younger consumers to their favorite audio content when thinking about its importance on a media plan.



64% of 18-24 year old listeners say that digital audio makes them feel more connected to their community.

Gen Z listeners in particular regard their time with audio as special and as something that is an enriching and essential part of their lives. For Gen Z, audio serves as a gateway to self-directed learning and discovery about important cultural trends that has revolutionized the concept of education and facilitated a sense of global citizenry through a shared connection to the incredible diversity of podcasts and world music.¹⁸

This Gen Z attachment to the kind of full day immersion in the things that matter to and inspire them is a big reason why 64% of 18-24 year old listeners say that digital audio makes them feel more connected to their community¹⁹, and it is echoed by Millennial podcast listeners, 86% of whom describe podcasts as their main source of information for the things they are most passionate about.²⁰

Note: In addition to being highly engaged with the content they consume, digital audio listeners also represent a unique chance for marketers to do brand storytelling to otherwise unreachable consumers of ad-free subscription media. On the streaming front, for example, 64% of 18+ Pandora users are cord-cutters or cord-nevers who don't watch linear TV¹⁷, while 65% of weekly podcast listeners consume at least three hours a week of ad-free streaming TV.²¹

Attention on Attention Measurement

As mentioned in the preceding sections, audio consumers are giving increasing amounts of their time and attention to audio based on the feelings of trust in and the personal importance they attach to the audio content that they consume, and this high level of engagement with audio content has led to important insights from the growing field of attention measurement about the channel's capacity to drive brand outcomes.

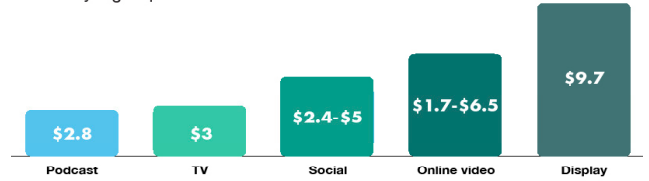


As also noted in the Podcasting in the Creator Economy Guide, for instance, a groundbreaking 2023 study conducted by dentsu and Lumen Research produced some very loud results about podcast advertising’s ability to attract and hold consumer attention, and it contained even more remarkable results when evaluating audio as a whole.

Indeed, the dentsu study, which featured a first of its kind scoring of audio and podcasting alongside visual media, didn’t only demonstrate that podcasts drive the highest

PODCAST DOLLARS WORK HARDER THAN TV, SOCIAL, AND DIGITAL

On an attention CPM basis (aCPM), podcasts are more efficient than TV and many digital platforms.



Source: Audio Attention, dentsu + Lumen Research Attention Economy Study – 2023

Audio generates **56% greater attentive seconds** per thousand impressions than other forms of media.

Attention CPM when compared to other digital channels such as Online Video, Social Media, Display, and TV. It also showed that total audio blows the proverbial doors off of dentsu’s attentiveness norms, to the tune of 56% greater attentive seconds per thousand impressions than all other channels averaged together.²²

Some of the details of the study include Audio’s 66% greater attentiveness than Digital Video and its 155% greater attentiveness than Social Media, and the same study also found that Audio generates 8% more Brand Recall and 67% higher Brand Choice uplift versus dentsu norms.

What’s more, in the year since Lumen’s data was released, the results of fellow attention measurement company Adelaide Metrics’ ongoing examination of the advertising effectiveness of different media channels have shown that Streaming Audio and Podcasts outperform Online Video, Display, and every significant Social Media platform including Instagram, TikTok, and Facebook, which Streaming Audio outperforms by a factor of 168% according to Adelaide’s measurement.²³

“[Attention measurement results like the ones mentioned] elevate the conversations around audio and also different types within audio to be able to justify investment to clients on top of what had existed previously.” - Joanne Leong, Global Head of Planning at dentsu.²⁴

AUDIO ATTENTION EXCEEDS DENTSU BENCHMARKS

10K **41%** **10%**

Average attentive secs per 1,000 impressions (APM) Average Brand Recall Brand Choice Uplift

Source: Audio Attention, dentsu + Lumen Research Attention Economy Study – 2023



Audio Drives Brand Outcomes

As with all things related to strategy and planning for investments in ad supported media, decisions about channel mix ultimately boil down to the measurement of outcomes against the KPIs that a given advertiser has specified as their metrics for success.

When designing its Attention Unit framework, for instance, Adelaide Metrics put brand outcomes at the core of their methodology so that they could isolate the value of different media placements across channels by working with advertisers and publishers to gather brand lift, conversion, and sales-based outcomes data to inform their model.

As mentioned, the results of their approach and of the approach that Lumen designed for its study with dentsu have demonstrated the power of audio’s special place in Americans’ lives to drive attention and, most importantly, to drive actionable insights for media planning.

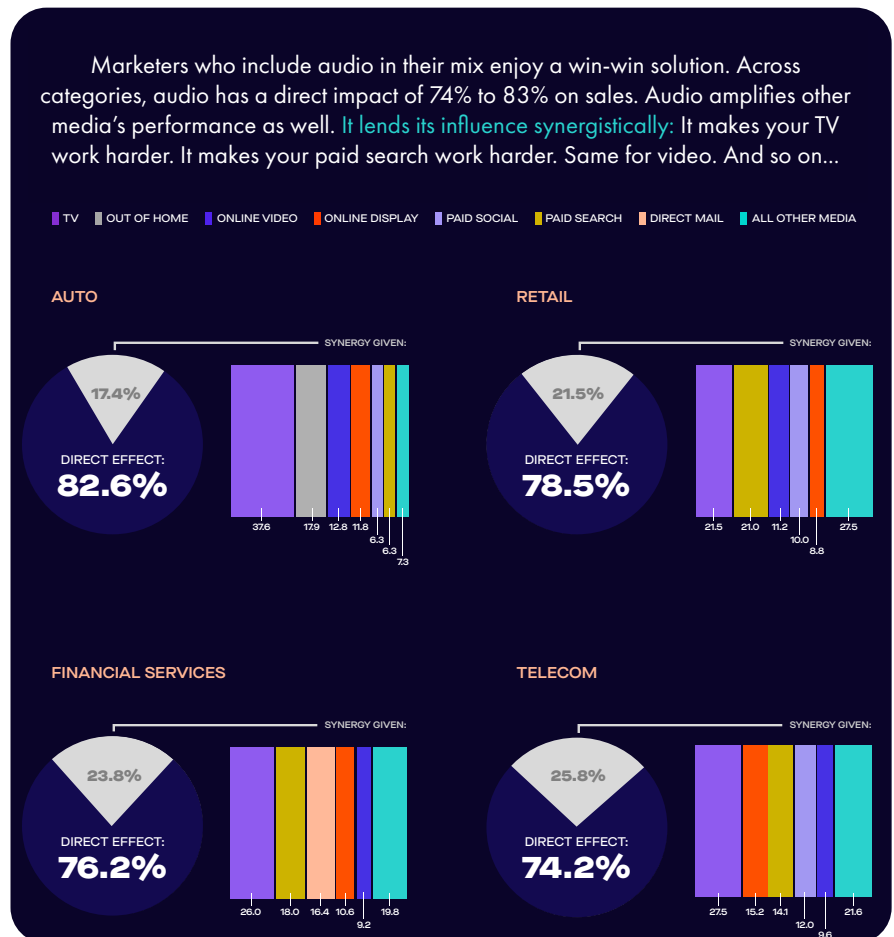
An excellent illustration of the implications of attention measurement for media planning comes from the aforementioned Adelaide data about the relative effectiveness of ads placed in Podcasts and Streaming Audio in comparison to the most prominent Social Media platforms.

As Adelaide’s model shows, it costs marketers anywhere from 50% to nearly 170% less to secure the same level of attentiveness as it would across various social networks²³, and results from the kind of campaign data used to inform attention measurement frameworks like Adelaide’s confirm the benefits of audio consumers’ high attention.

Every Channel Does Better When Audio Is on The Plan

One of the most important things to know about the importance of audio on a media plan is its ability to optimize performance across all channels of a marketing mix.

To cite just one example, a Neustar analysis of the media mix performance of more than 40 national advertisers revealed that a shift of only 1.8% of media investment into audio produced a 23% increase in overall ROAS for Auto advertisers.



Source: Audio Amplification: The Return on Ad Spend Study, Audcacy | Neustar, May 2021



This same analysis revealed similar bumps for Retail (1.1% shift -> 16% lift), Financial Services (1.2% shift -> 14% lift), and Telecom (0.8% shift -> 11% lift) companies, and it also showed a direct impact of audio on sales of between 74% and 83% (see chart on previous page).

In all, the addition of audio to those 40+ media plans made every other channel on those plans from Paid Search to TV work harder, with synergistic impacts ranging from 17.4% to 25.8% depending on the industry category,²⁵ delivering ample evidence for the benefits of closing the gap between time spent with audio and the amount of investment in the medium.

CTV is Better with Digital Audio

Diving a little more deeply into audio’s complementary effects on other marketing channels, another important thing to know is how well Digital Audio and CTV work together.

As noted in a recent Nielsen study designed to compare and assess the impacts of those two media environments, Digital Audio and CTV each sport low ad loads and excel at driving Mid and Upper funnel impacts unto themselves.

When paired together, however, they drive the kind of additional increases in brand metrics that make a marketer’s heart sing.

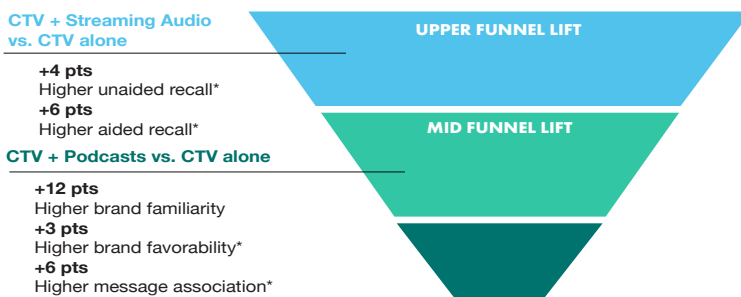
One of the most interesting aspects of the study was a finding that the combination of streaming audio and CTV is particularly well suited to driving lifts in upper funnel metrics such as unaided and aided recall, while the combination of Podcasting

Brands that level up their Digital Audio investments and pair them with CTV enjoy very favorable bumps in consumer responsiveness to their marketing campaigns.

and CTV drives significant lifts in mid-funnel metrics such as message association and brand favorability that can flow from audiences’ high regard for their favorite podcast creators.

In both cases, the results are clear – Digital Audio and its household level addressability noted above is an extremely powerful means of presenting relevant ads to targeted audiences, and brands that level up their Digital Audio investments and pair them with CTV enjoy very favorable bumps in consumer responsiveness to their marketing campaigns.²⁶

DIFFERENT COMBINATIONS DRIVE DIFFERENT METRICS FOR RETAIL



Source: SXM Media, Nielsen, CTV & Digital Audio Effectiveness Study, Q3 2023



Podcasts are Better with Everything

As just discussed, coupling digital audio ads with CTV ads can be a very powerful way for marketers to increase overall campaign effectiveness, but one more critically important thing to know about the benefits of audio on a media plan is the very special ability of podcast advertising to drive Return on Ad Spend.

In one excellent example, a recent study conducted by Attest on behalf of global podcast company Acast found that a sample of 250 podcast advertisers experienced an average ROAS of between \$4 and \$6 for every 1 \$ invested, with 68% of those surveyed indicating that they had increased their budget for podcast advertising because of the success in achieving their KPIs on previous campaigns.

In addition, those same advertisers affirmed the findings of the Neustar and Nielsen studies by calling out the impressive complementary effects of adding podcasts to their marketing mix alongside other channels. Of particular note, more than 20% of all the advertisers surveyed said that the addition of podcasts produced a greater than 40% boost in effectiveness for their Social Media, Online Video, and TV investments, and a majority reported lifts of at least 21% - 40% across all channels including Cinema, Display, and Outdoor.²⁷

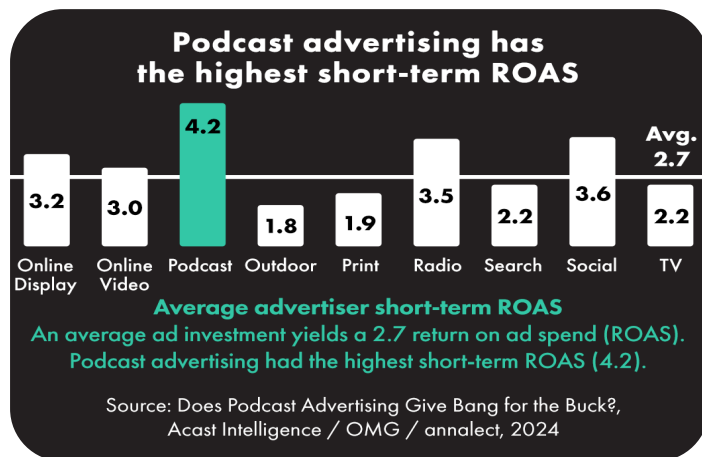
Podcasts are a Marketing Multiplier

Percent change in overall ad effectiveness when combined with podcasts

LIFT	Social	Video	TV	Display
+40%	29%	24%	24%	26%
21-40%	55%	56%	55%	61%
0-20%	16%	20%	21%	23%

Source: Podcast's Return on Ad Spend, Acast Intelligence/Attest, 2023

Even more recently, Acast also partnered on a study with OMG in which OMD Sweden took the process of evaluating podcast ad effectiveness to an entirely new level.



In that study, OMD set out to not just understand the effectiveness of podcast advertising in isolation but rather to understand it in relation to how podcasting performs alongside other forms of media in the context of omnichannel campaigns, and the results are a powerful indicator of just how underinvested brands may be when it comes to podcasting.

Using an econometric model designed to identify how different media channels and marketing efforts influence actual sales, OMD's data and insights platform, Annalect, analyzed cross channel performance data from 32 different advertisers across six different industries and came to a remarkable conclusion - whether looking at short term or long

term ROAS, podcasting scored the highest in comparison to nine other media channels including Search, Social, TV, and Display.



To be specific, the OMD study confirmed the results of Acast's earlier study with Attest by independently showing a short-term ROAS of \$4.2 for every \$1 invested in podcasting compared to an average short-term ROAS of \$2.7 across all channels, and it revealed a similarly fantastic long-term podcast ROAS of \$4.9 vs. a \$3.7 long-term average.²⁸

"Podcast advertising still has room to grow, and we are yet to hit the ceiling when it comes to ad investments. With its unique noise free environment, low ad-load and relevant target group, podcast advertising proves to deliver actual bang for the buck for Omnicom's clients, and this study gives us the evidence necessary to motivate more of our clients to test podcast advertising, and furthermore we now have evidence to support an increase for clients currently in podcast advertising." - Jesper Cederäng, Business Development Director OMD Sweden

Audio Can Be Measured and Modeled Alongside Other Media in Omnichannel Planning

As noted immediately above, OMG and Annalect developed a methodology that allows them to model the contributions of podcasting alongside other channels in their marketing mix, and this ability to measure and account for the impact of audio in the context of omnichannel campaigns is something that brands and publishers should lean into when working together to optimize media plans.

Although historically different and difficult to measure in an apples to apples fashion compared with other forms of media, the audio ecosystem, and Digital Audio in particular, has benefited from the development of many robust measurement frameworks in the last few years²⁹, and this availability of sophisticated measurement tools such as pixel based attribution have set the table for innovation and greater inclusion of audio in the planning process such as in the study that OMD and Acast conducted.

In another example of measuring audio alongside other channels at a whole new level, Horizon Media and the omnichannel measurement powerhouse ArtsAI announced a partnership earlier this year that enables the ingestion of Streaming & Podcast data to assess their respective contributions to client KPI's alongside traditional and digital channels.

This recognition of an opportunity to pair previously siloed audio measurement capabilities with the digital measurement tools marketers are used to using in other channels allows for the optimization of cross channel planning by attributing weighted credit to different marketing touchpoints including audio, and it is this level of innovation that represents not only the future of audio but also the future of marketing itself – one in which the currently dramatic gap between audio consumption and engagement and the level of investment in the space disappears as buyers gain confidence in their ability to assess the incremental contributions of audio to their total marketing efforts.

"We can now prove audio tactics deliver positive performance results across multiple KPIs compared to other channels using the same methodology. This refined solution is a game changer giving Audio a more prominent seat at the table on media plans." - Lauren Russo, EVP Managing Partner, Innovation & Performance Audio, Horizon Media

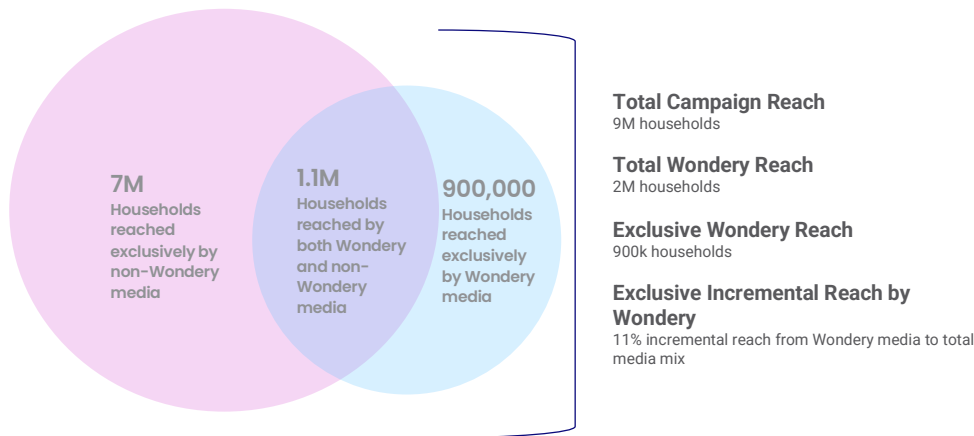


Note: Incremental and unique reach have long been as measurable in streaming audio as they are in other forms of digital media, using measurement solutions such as Nielsen DAR, and it is now also possible to measure the incremental reach of podcasts.

In September 2024, for instance, Magellan AI launched a new product called “Reach Lift” that was developed and launched in collaboration with leading Podcast publisher, Wondery, to measure the unique and incremental reach of podcast ads against a larger digital media mix.

Campaign Reach: Exclusive Incremental Reach

Wondery delivered 11% exclusive incremental reach to the total podcast media mix.



Source: Magellan AI Reach Lift Study, 2024

All-Day Companionship and Contextual Relevance Make Audio a Unique Opportunity for Marketers

As mentioned at the beginning of this guide, there is no shortage of amazing content for marketers to consider when choosing where to invest their media dollars, and, as discussed to this point, the question that each marketer has to answer when trying to make those choices is what factors are most likely to impact the attractiveness of a given media environment for their particular product or service offering.

Attentiveness, audience quality, and measurability all play into this calculus, but so too do the reasons that consumers choose to spend time with media in the first place. A desire to be entertained, inspired, or more educated about a particular topic are just a few of these reasons, and every ad supported media channel offers opportunities for consumers to meet all these desires in different ways.

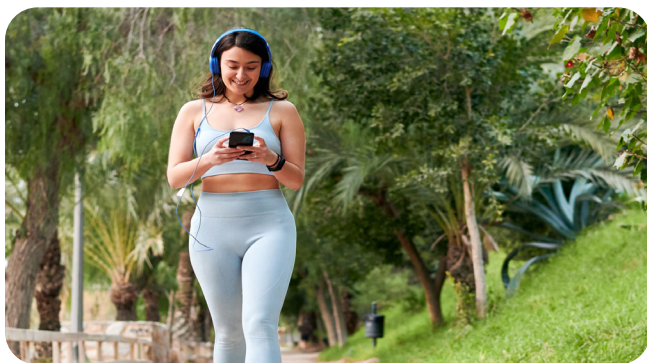
In the case of audio, however, consumers frequently find that they can satisfy a wider diversity of media cravings with greater ease than they can in other forms of media.



In one study designed to investigate the ways that listeners satisfy their different states of mind and interests with audio, for instance, a series of daily rituals around which many consumers construct their days was identified as a foundation for all day consumption at elevated levels of interest and engagement due to an alignment with those rituals.

One of the key findings of the study, commissioned by the Radio and Podcast company Audacy, was 74% of listeners saying that they consume audio during daily rituals such as commuting to work or school, exercising, and, most importantly, having “me” time.

The full results of the study showed how the ability to do things like open an up-tempo playlist while going for a run, spend time with an educational podcast while doing chores around the house, or listen to something soothing while unwinding at the end of the day make people feel more productive, engaged, and comforted.³⁰



By tapping into the positivity and attentiveness that goes along with this ritualistic consumption of audio, marketers can make special connections with just the right consumers at just the right moments, as New Balance did when launching a campaign on Audacy sports podcasts to support the launch of two new basketball sneakers. During this campaign, New Balance was able to target Gen Z basketball fans, and, using the kind of powerful measurement tools described above, they were able to document a 342% Return on Ad Spend.³¹

“New Balance continues to focus on a full-funnel marketing approach. By leaning into Audacy’s Audio platform, podcasting portfolio, and sports talent, we had the opportunity to authentically connect and engage with listeners to drive desirability, consideration, and ultimately sales for a new product line, which was successfully proven out with Audacy’s Audio attribution study.” — Jacqueline Davis, Media Supervisor, Mediahub

In a similar study that also speaks to the special marketing opportunities to be found in audio, Publicis Media worked with Edison Research and their partners at SiriusXM Media to elaborate upon the benefits of aligning with ritualistic listening by aligning marketing efforts with “primetime” media consumption.

To do this, a survey of 2,200 Americans 18-54 was used to capture respondents’ detailed descriptions of their activities from the previous day, and the results are a perfect distillation of the role and importance of adding or increasing audio’s presence on a media plan. The signature takeaway from this study was that time spent consuming audio is very strongly correlated with the daytime hours spent outside of the house, which is when and where most purchases are made.

A big reason for this correlation is the ease with which consumers can listen to audio content when they are

74% of listeners say that they consume audio during daily rituals.



on the go, and the study found that 70% of respondents were consuming audio when they were on the go during the peak hours of daily purchase activity between 8am and 5pm. The net result was 53% of streaming audio listeners reporting that they had taken an action after hearing an ad while on the go shopping at a specific store or eating at a specific restaurant.³²

“These findings confirm audio’s influence and impact as a lower-funnel tactic. Consumers who are on the go are often listening to audio channels at elevated levels at the same time – making audio the last chance to reach those consumers before they spend.” - Ted A’Zary, SVP, Insights & Strategy, Publicis Media

In addition to connecting consumers and brands through a variety of moments and mindsets, audio is also extremely good at delivering the right message at the right moment by providing advertisers with an abundance of contextually-relevant content.

Podcasts, for instance, are particularly well-suited for contextual targeting, with a rich library of content covering nearly any topic and perspective. For example, STOK Coffee aligned with the Wondery podcast Men in Blazers and played off the idea of how “stoked” soccer fans can get when engaged in the game, driving double digit lifts in Awareness, Familiarity, Favorability, and Usage Intent.

Data and Brand Safety Round Out the Audio Value Proposition

There are many other actionable things that could be said about the topic of audio’s place on a media plan, but the point of this document is to be a useful but compact starting point for ongoing conversations about the role of audio rather than an exhaustive list of everything that can be done in the space.

Our hope is that what you have read so far will be a foundation for further discovery and experimentation on the

Daytime buying & audio listening go together

Audio’s primetime aligns with key purchasing moments

	Daytime buying % that did activity between 8AM–5PM (base: did activity)	Audio Listening % who listened to audio in same window as activity (base: did activity from 8AM–5PM)
Shopping in-person	80%	73%
Shopping online	77%	70%
Running errands	85%	75%
Dining out	75%	72%

Source: Mobility of Audio Study, SiriusXM Media, Publicis Media, and Edison Research 2024



Source: STōK Cold Brew Coffee Boosts Awareness with Sports-Driven Podcast Campaign Case Study



part of brand advertisers to learn more about and benefit from what can be accomplished and for further innovation on the part of audio publishers and technology companies to continue ongoing trends toward more granular levels of targeting, measurement, and cross channel attribution.

That said, two final things worth highlighting are the increased ability of advertisers to leverage first and third-party data and to avail themselves of brand safety and suitability scoring in ways that they are used to in other digital media channels.

Lean Into Data

Regarding the use of data, as alluded to in the earlier discussion of CTV style audience targeting, audio is an extremely fertile channel in which to plant the seeds of a fruitful marketing campaign. Overlaying 1st party audio publisher data with DSP or data company identity graphs from companies like Transunion, and Claritas can produce match rates approaching 90% for some campaigns, and the use of audience segment and look alike data from companies like Comscore, Nielsen, and Triton Digital can enable contextual targeting of the highest order.

This sophisticated use of data not only represents parity with other channels but also positions audio as a medium where advertisers can activate on the cutting edge of digital marketing best practices, such as in partnerships with data rich Retail Media Networks.



During this campaign, streaming audio ads produced a **\$6.57 ROAS** and a **98% ad completion rate.**

When looking at the Publicis/Edison/SiriusXM Media findings mentioned above, for instance, one thing for marketers to think about when doing their media planning is how effective the combination of audio publisher and RMN data can be at driving performance for in store shopping.

This is exactly what was shown in a Coca-Cola ad campaign to drive brand awareness and boost in-store sales that featured a data partnership between SiriusXM Media and Coca-Cola's RMN partner, Dollar General Media Network.

During this campaign, DGMN and SiriusXM Media utilized their respective data capabilities to target current brand buyers, price sensitive households, and multicultural shoppers with streaming audio ads that produced a \$6.57 ROAS, a 98% ad completion rate, and a DGMN benchmark beating 88.74% audibility rate (vs. a 70% DGMN norm).³³

Increase Scale with Transcription Analysis

As with the use of data, advertisers can also find next level outcomes when it comes to evaluating and planning against the suitability of audio content in ways that weren't possible even three years ago. Today, the amount and sophistication of episodic transcription analysis available in audio makes it far easier for marketers to confidently invest across the mid and long tail of audio's attention producing content, with impressive results.

Taking advantage of these recent advancements in transcription analysis, for instance, omnichannel advertiser Rocket Money was able to maintain a high performing investment in podcasting following an experience with a campaign that

included a podcast that had previously been considered a safe and high performing show that took an unexpected change in direction with respect to its host's POV on high profile topics.

Because of this shift in tone, Rocket Money ads aired in episodes where the host's views and commentaries were not aligned with the company's brand values, leading to a wholesale reevaluation of podcasting as a marketing channel despite the impressive ROI the company had enjoyed in podcasting to that point. After working with the omnichannel brand suitability company Barometer, however, Rocket Money implemented a process of automated transcription analysis that has prevented additional placements in misaligned shows and enabled the company to not only remain invested in podcasting but also increase its spending in the channel based on the success of its prior advertising.

Stay Invested and Stay Involved

With the tailwinds described in this document at its back, audio is well positioned to transport marketers on a high-speed journey to better advertising performance by including more audio on their media plans. To ensure the smoothest possible flight to this optimized future, however, advertisers and audio publishers alike will need to continue working together as they have in some of the examples described above.

To help with this process, the IAB Media Center remains committed to producing work products and hosting industry events and working groups that support the marketing community in this journey.

To join the IAB Audio Committee or to share programming and work product ideas, ask questions, or learn more about the many ways you can get involved with both audio and cross channel initiatives at IAB, please email media-center@iab.com.



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