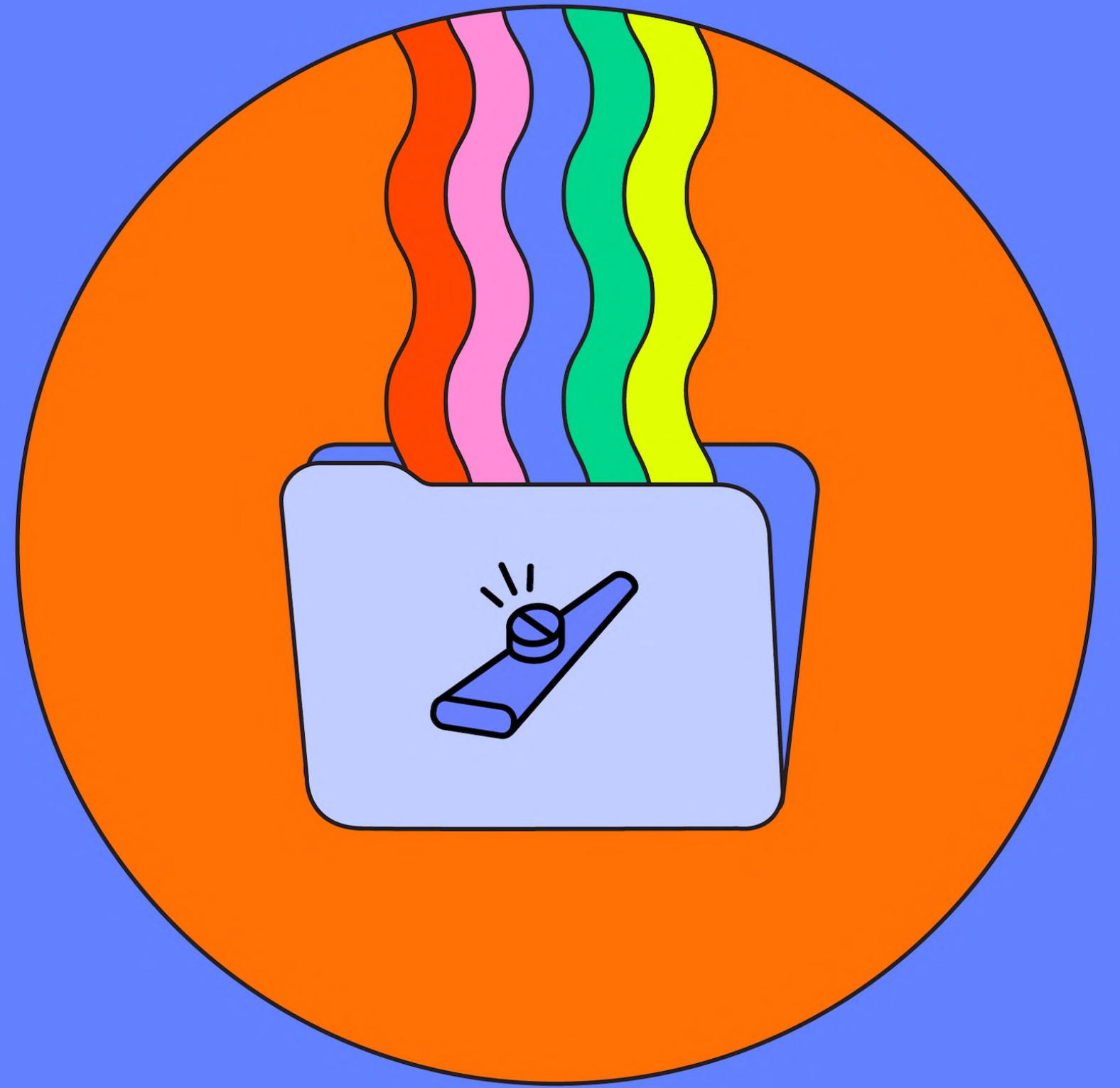


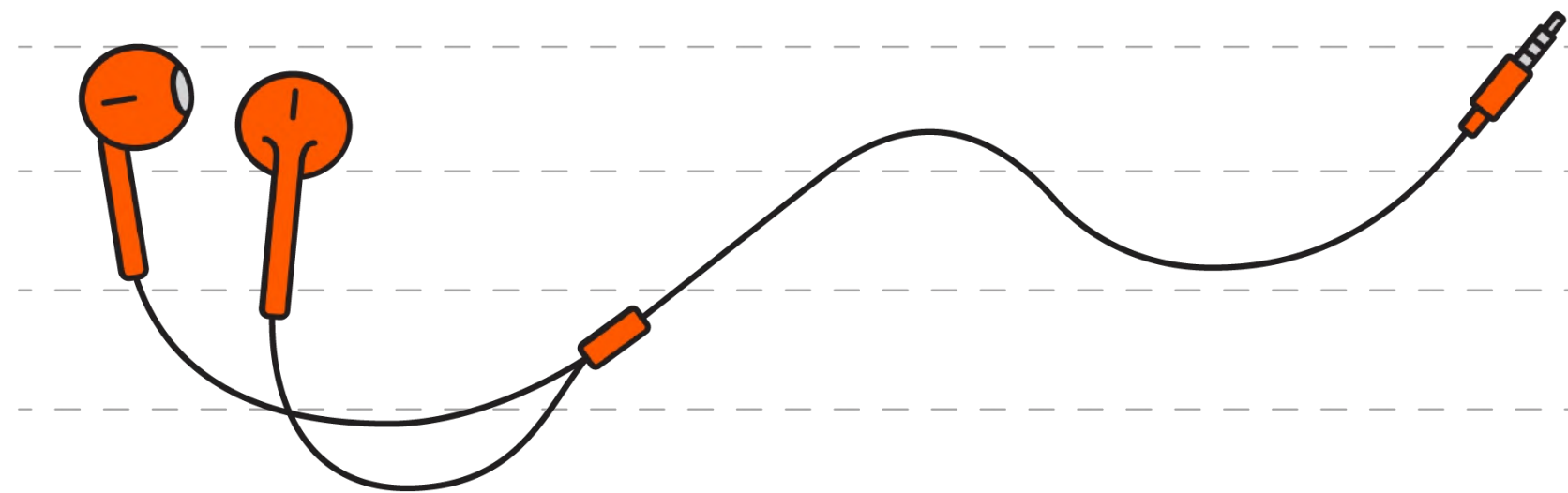
podlights

Benchmark Report

Q2 2023 →



Podcast advertising is measurable!



Podsights empowers brands and agencies with valuable attribution and performance measurement to help validate and scale their podcast advertising.

Publishers use Podsights to help grow their audience and effectively monetize their podcast content.

We are on a mission to grow podcast advertising by helping advertisers truly understand and leverage the power of the podcasting medium.



Executive Summary

Over the last year, podcast advertising continues to show strong performance. Conversion metrics like purchase rate and mobile install rate saw an upward trend, emphasizing the importance of podcasts within an advertiser's media mix.

Here are a few highlights from the report →

1. **Conversion rates for mobile app installs rose sharply by 44%**, signaling advertisers who are focused on growing their mobile app customer base can rely on podcasts to be a strong channel to drive app downloads and engagement.
2. **The average conversion rate for website visits in 2022 was 1.21%**, and although that is slightly lower than the previous report, historical trends consistently show growth in performance quarter after quarter starting in Q1. Now is a great time to take advantage of the expected uptick.
3. We saw a **5% increase in average purchase conversion rate from attributed visitors** and a 10% increase in lead conversion rate from attributed visitors – which continues to support the insight that once an exposed listener in the podcast channel arrives at your website, they're likely to take action.

And there's so much more. Read on for the full story.



What you can expect to find in this report...

01

Overview & Key Takeaways →

02

Podcast Media Buyer's Guide →

03

Latest Conversion Rate Benchmarks →

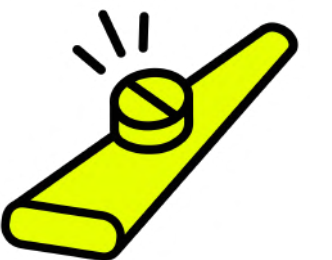
...

Methodology →



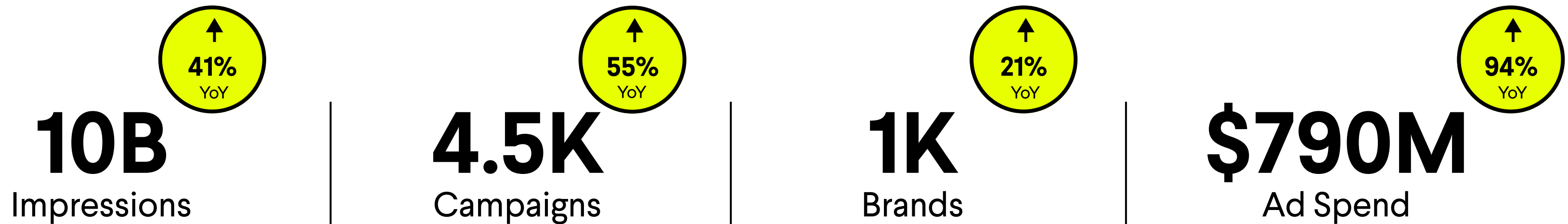
01

Overviews & Key Takeaways



Analysis Overview

Q2 2022 - Q1 2023



Podsights estimates that we measure more than **1 in every 3 dollars** spent in the podcast advertising space, given the estimated **\$3B** global podcast ad market .



02

Podcast Media Buyer's Guide



03

Conversion Rate Benchmarks



