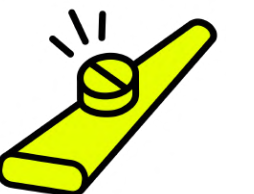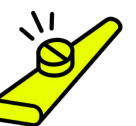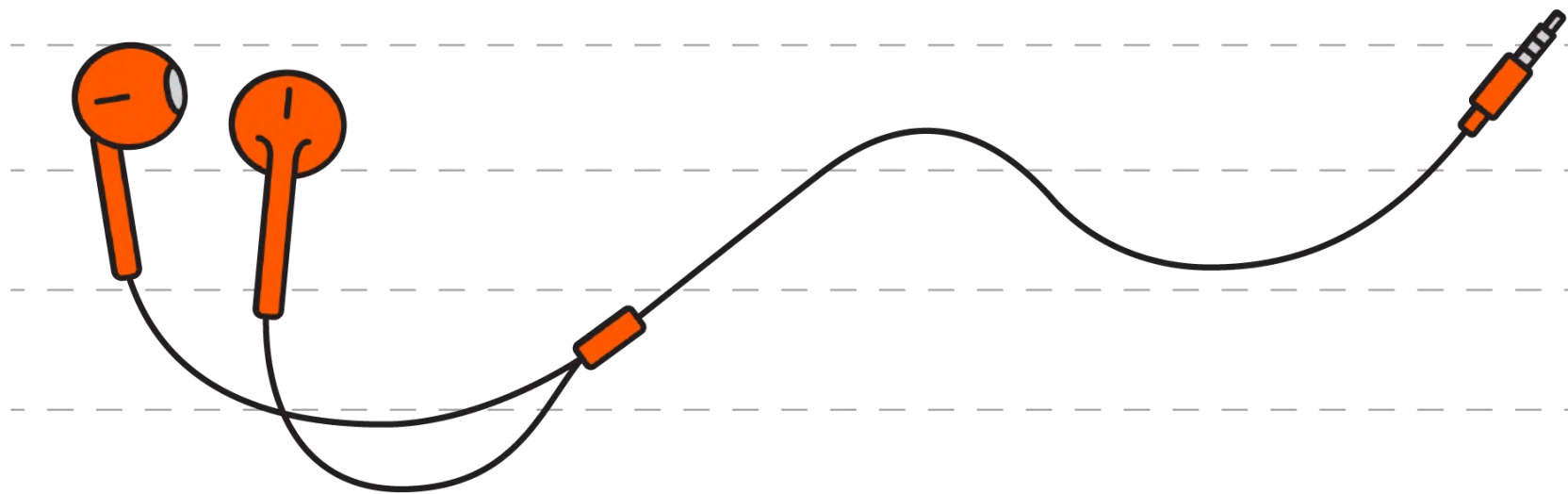# podsights

Benchmark Report

Q1 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.

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

01

Overviews & Key Takeaways
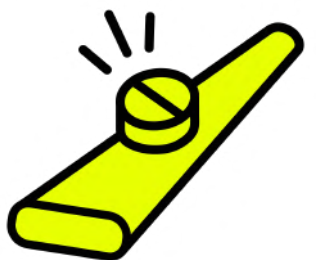
Analysis Overview

Q1 2022 – Q4 2022

53% YoY ↑

12B
Impressions

25% YoY ↑

4.3K
Campaigns

15% YoY ↑

1K
Brands

152% YoY ↑

$757M
Ad Spend
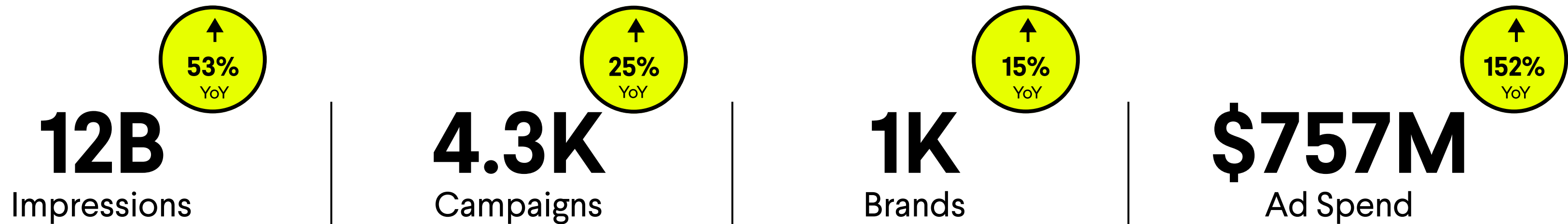
Podsights estimates that we measure more than **1 in every 3 dollars** spent in the podcast advertising space, given the **$2B** podcast advertising market[1].

Fast Figures

1.32%

→ **Average CR**
across industries this period

4.94

→ **Average Frequency**
consistent with last quarter

2-5

→ **Frequency**
for optimal conversion rates

Pre-Roll

→ **Remains in the Lead**
for optimal conversion rates

Podcast Media Buyer's Guide

Based on the number of impressions run during a campaign, **brands can estimate the number of visitors they can expect**

Impressions	Average Conversion Rate	Visitors[1]
0 – 400,000	1.52%	2,028
400,001 – 1,000,000	1.64%	5,478
1,000,001 – 2,000,000	1.30%	8,689
2,000,001 – 4,000,000	1.55%	20,617
4,000,001 – 10,000,000	1.36%	45,234
10,000,001+	1.30%	52,128

Note: *a campaign is defined as a wholistic advertising campaign which may include multiple networks*

In order to make conversion rates more tangible, this table uses Podsights benchmark data on **campaign size, frequency,** and **conversion rates** to illustrate the outcomes you can expect from your podcast advertising campaign at different impression levels.

Podsights estimates the number of visitors using impressions and average conversion rate, assuming a recommended frequency of 3.

$$\text{Visitors} = \text{Avg. Conversion Rate} \ \ x \ \left(\frac{\text{Impression Size}}{\text{Avg. Frequency}} \right)$$

Pre-roll takes the lead once again

This quarter, **pre-roll** continues to take the lead and outperforms **mid-roll** placements by 9%.

Average Conversion Rate
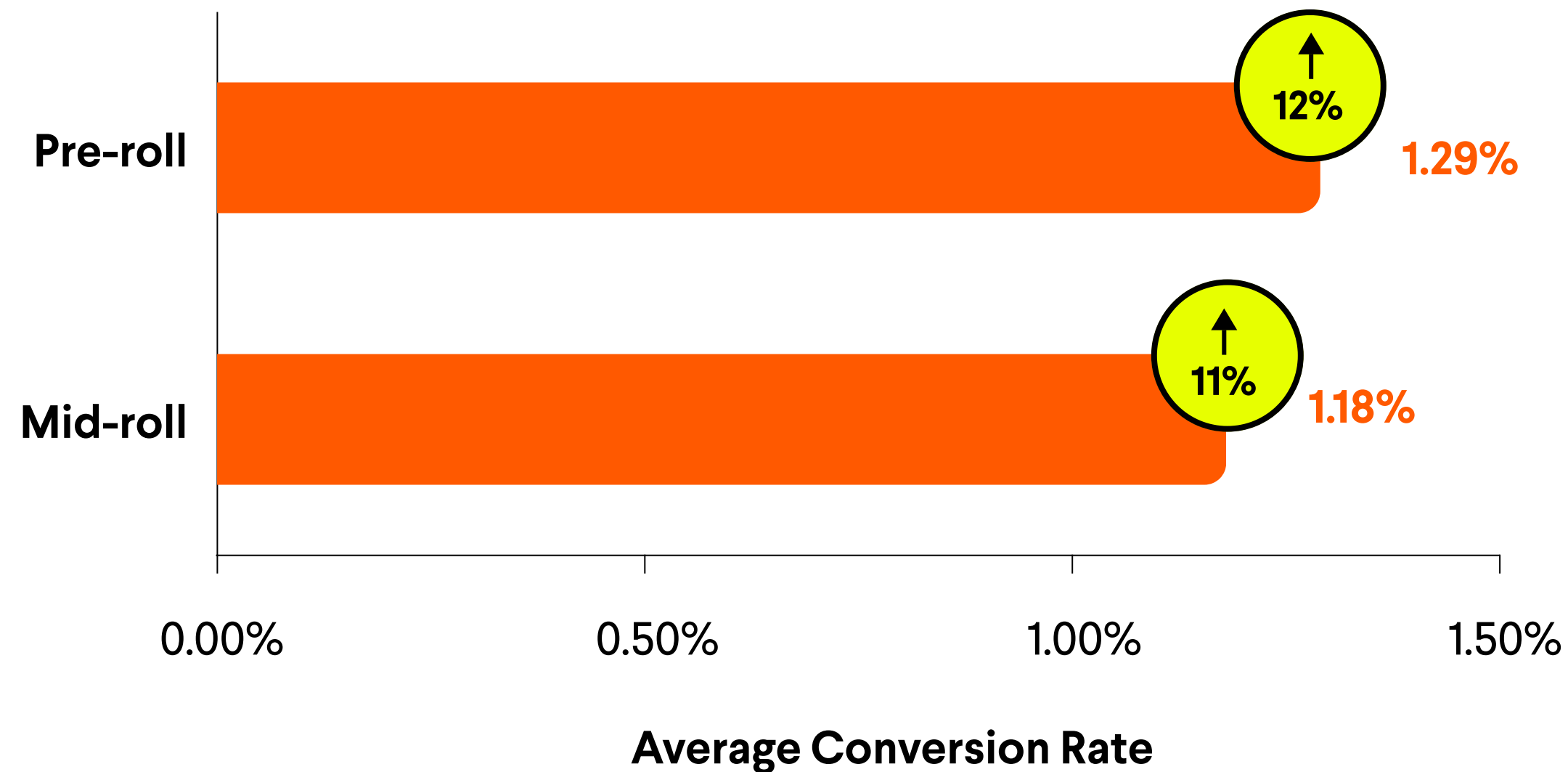
03

Conversion Rate Benchmarks
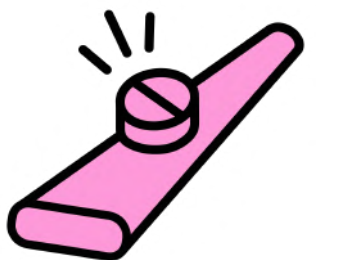
Average conversion rate **remains consistent** with what we saw in Q3 2022
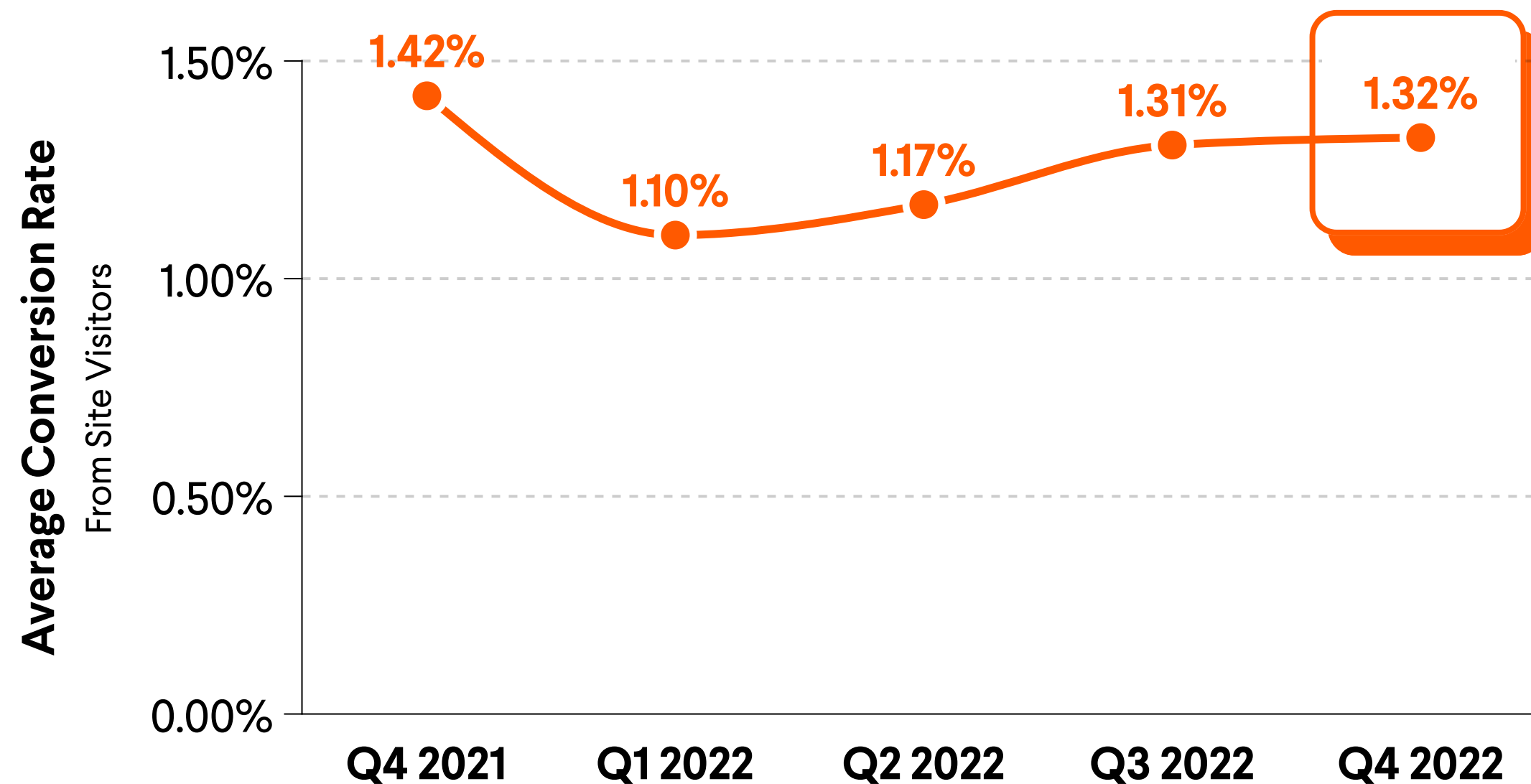
Conversion rate represents **site visit events**, calculated as:

Visitors ÷ Household Reach

The average conversion rate for site visitors is **1.32%** in Q4 2022.

Parenting & **Gambling** lead again in highest average **visitor conversion rates**

The average conversion rate across industries was **1.32%.**

Average Visitor Conversion Rate

— Average CR = **1.32%**

- Parenting: 4.46%
- Gambling: 3.24%
- Retail (B&M): 2.35%
- Education: 2.15%
- Travel: 2.11%
- Automotive: 1.92%
- Prof. Services: 1.84%
- Retail DTC: 1.73%
- Arts, Ent. & Media: 1.67%
- Home: 1.56%
- Fashion: 1.44%
- Telecom: 1.39%
- Other: 1.29%
- Restaurants: 1.25%
- Financial Services: 1.00%
- Beauty: 0.95%
- B2B: 0.89%
- Health/Wellness: 0.81%
- Pharma: 0.79%
- CPG: 0.68%
- Beverage: 0.32%
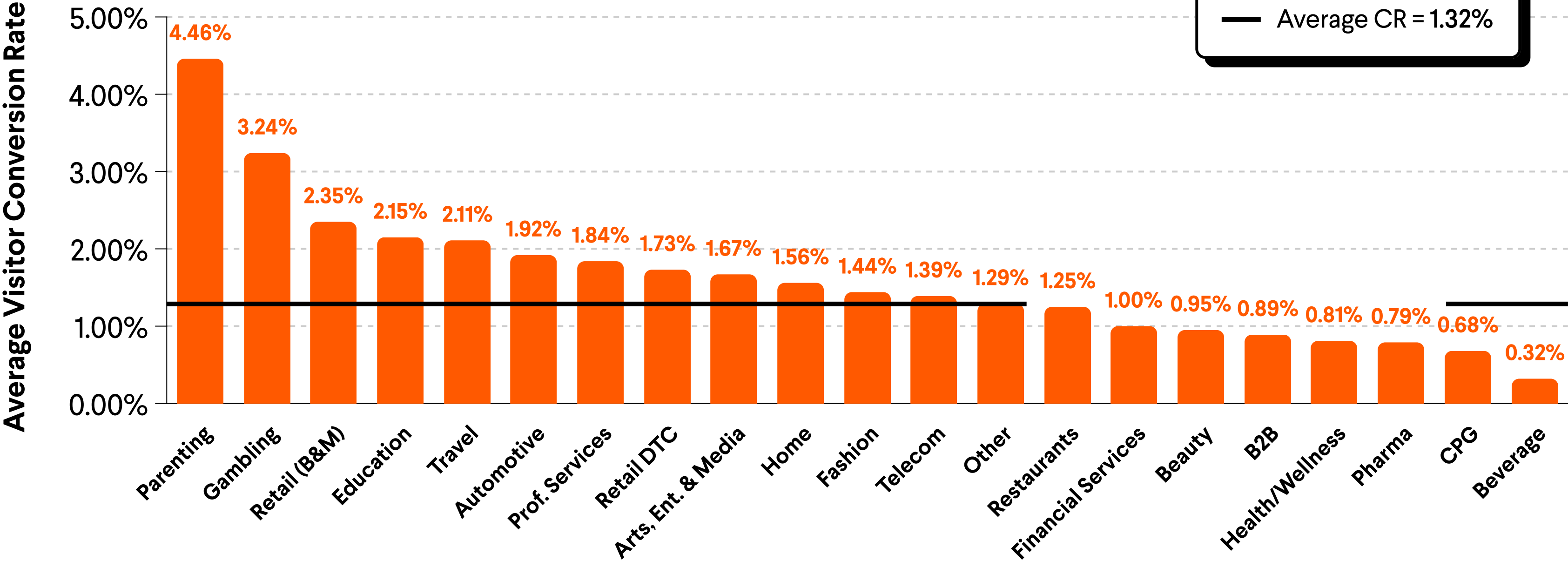
Other includes non-profit companies, Job-searching sites, Real Estate, etc. Find the full breakdown of all industries in the Appendix.

Frequency saw a **slight increase** this quarter

Average Frequency

Quarter	Value
Q4 2021	5.69
Q1 2022	6.32
Q2 2022	4.76
Q3 2022	4.75
Q4 2022	4.94
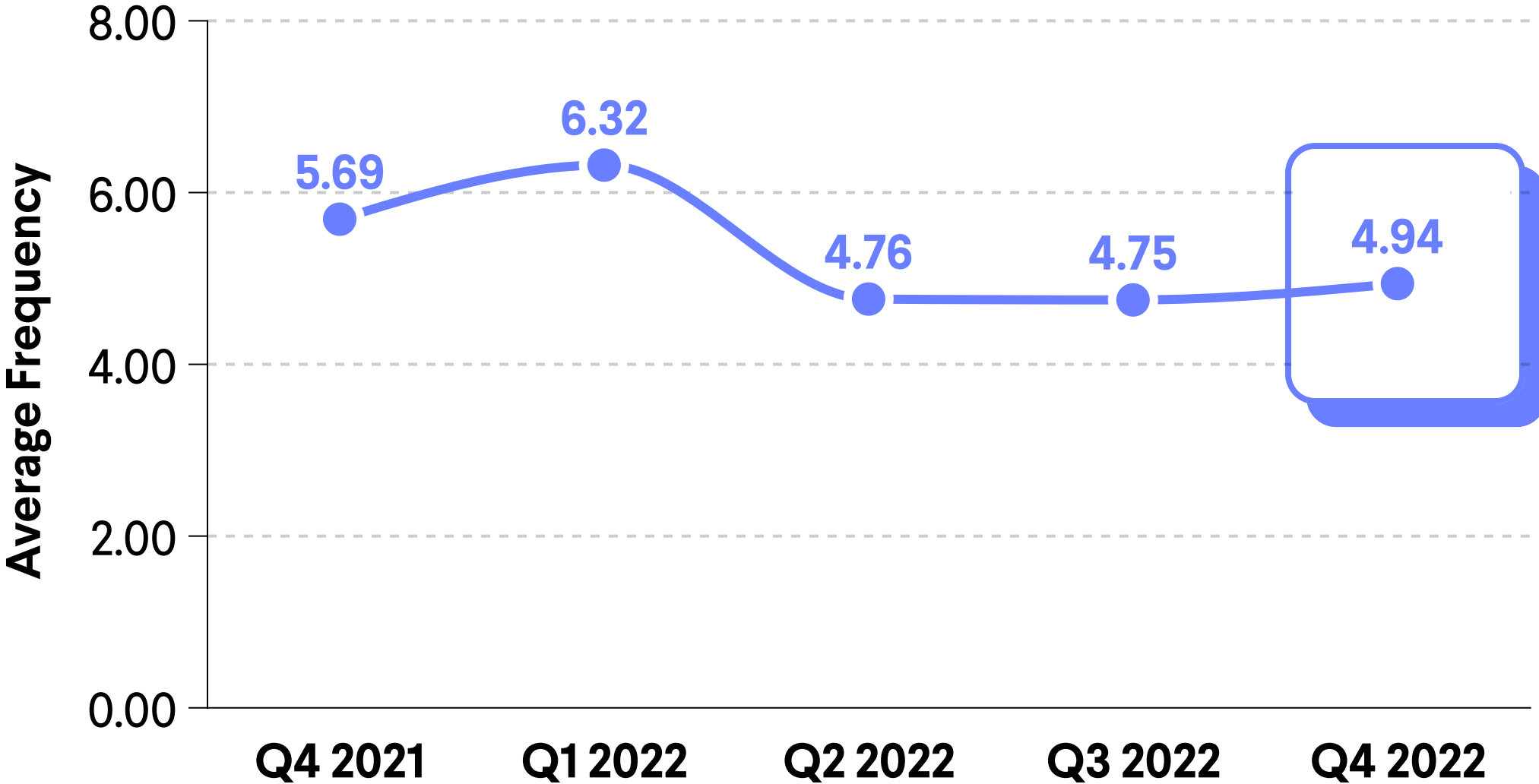
Frequency is the number of times a household was exposed to an ad. The average frequency had a **4% increase** this period.

Podsights continues to recommend advertisers drop frequency between **2-5** to achieve optimal results.

Average purchase conversion rate **remained consistent** to previous quarter

Average Purchase Conversion Rate

From Reach

Chart values:
- Q4 2021: 0.039%
- Q1 2022: 0.045%
- Q2 2022: 0.037%
- Q3 2022: 0.044%
- Q4 2022: 0.044%

Y-axis: 0.000%, 0.020%, 0.040%, 0.060%, 0.080%
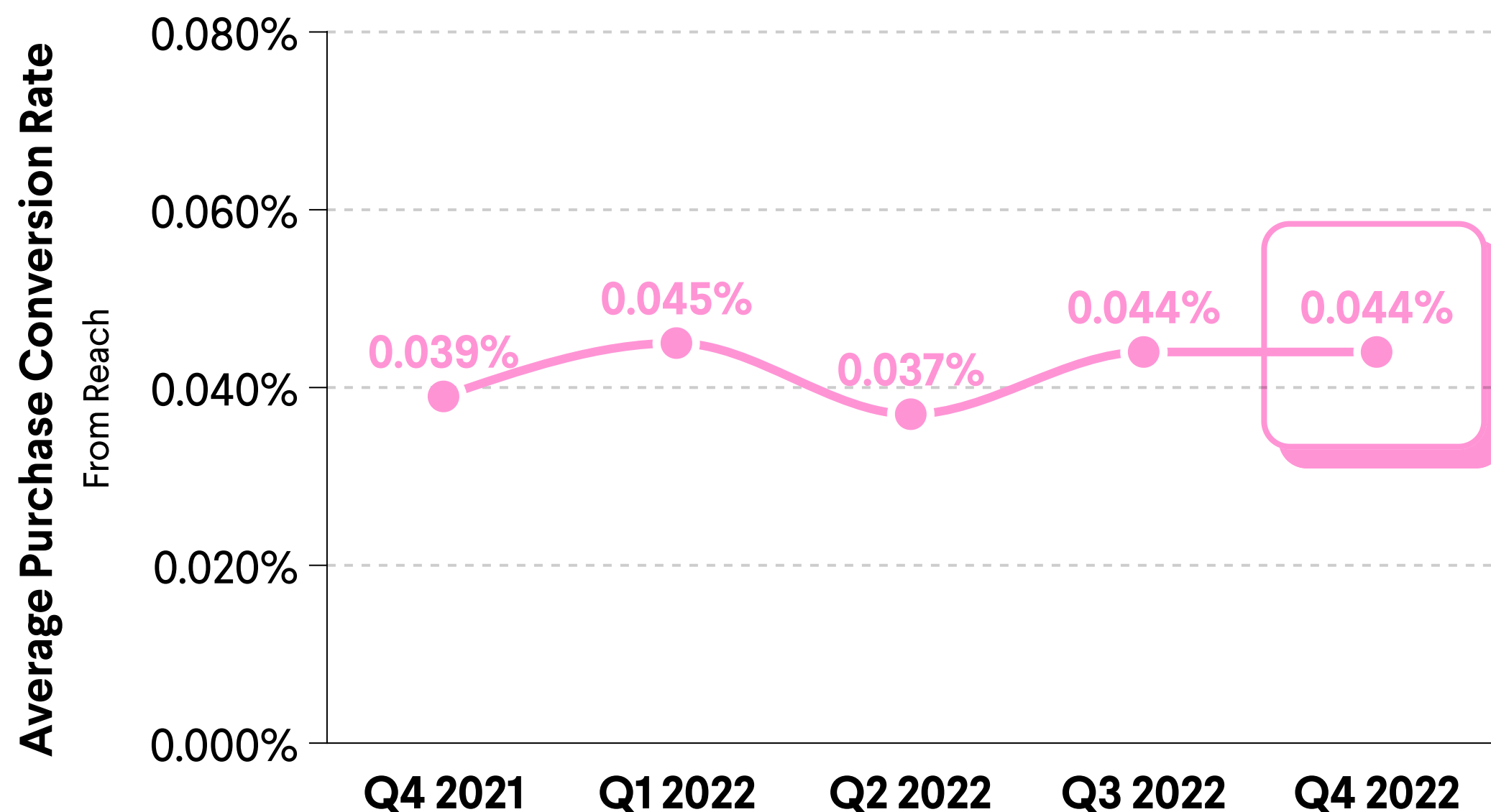
Purchase conversion rate represents **purchase events**, calculated as**:**

Purchase CR *from reach* **=** Purchases ÷ Reach

The **average purchase conversion rate** this quarter was **0.044%**.

Retail (Brick & Mortar) experienced the **highest** purchase conversion rate

The average purchase conversion rate across industries was **0.044%**.

—— **Average Purchase CR** *from reach* = **0.044%**

Average Purchase Conversion Rate
From Reach

Industry	Rate
Retail (B&M)	0.07%
Education	0.07%
Beauty	0.07%
Fashion	0.06%
CPG	0.05%
Retail DTC	0.05%
Health/Wellness	0.04%
Restaurants	0.04%
Parenting	0.04%
Financial Services	0.04%
Automotive	0.04%
Arts, Ent. & Media	0.04%
Home	0.03%
Other	0.03%
Beverage	0.03%
Telecom	0.03%
Travel	0.02%
B2B	0.02%
Pharma	0.02%
Gambling	0.01%
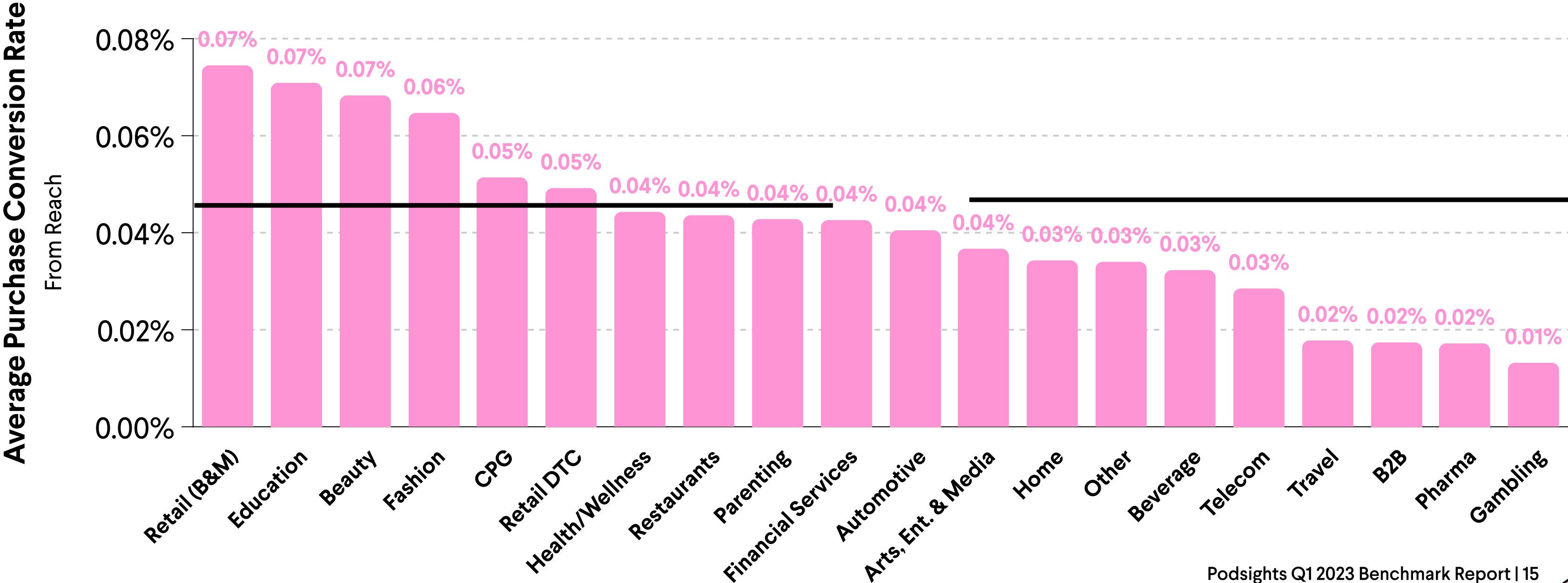
Q4 2022 saw an **increase** in average purchase conversion rate from attributed visitors

Average Purchase Conversion Rate
From Attributed Visitors

- 4.91% — Q4 2021
- 5.29% — Q1 2022
- 4.64% — Q2 2022
- 4.81% — Q3 2022
- 5.15% — Q4 2022

(y-axis: 0.00%, 2.00%, 4.00%, 6.00%, 8.00%)
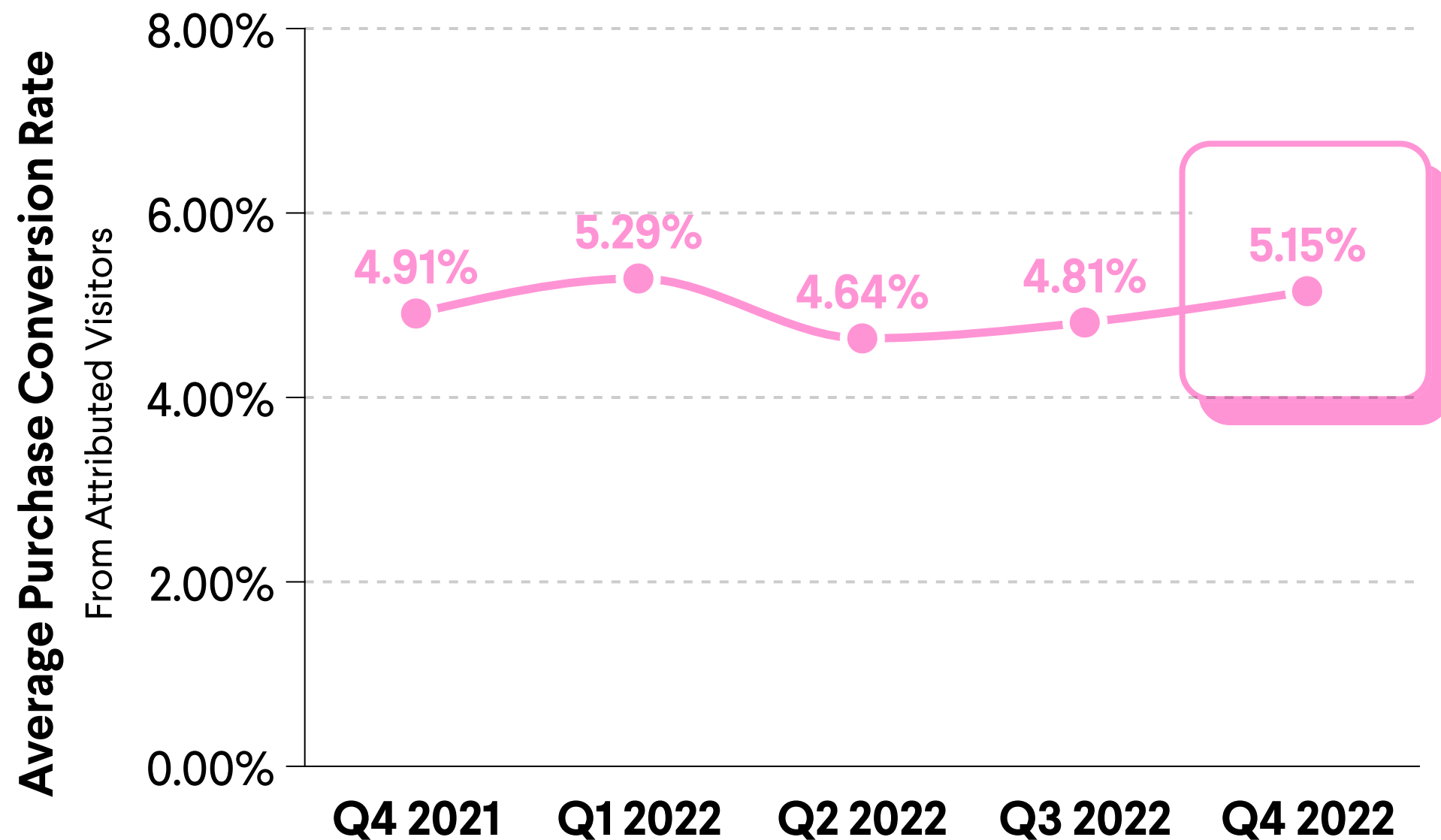
The **conversion rate from attributed visitors** describes the **rate of purchase** from households who are driven to the website as a result of the podcast ad and is calculated as:

Purchase CR *from attributed visitors* = Purchases ÷ Visitors

The average purchase conversion rate **increased by 7%** to **5.15%**.

Pharma jumps to the top and experiences the **highest** purchase conversion rate from attributed website visitors
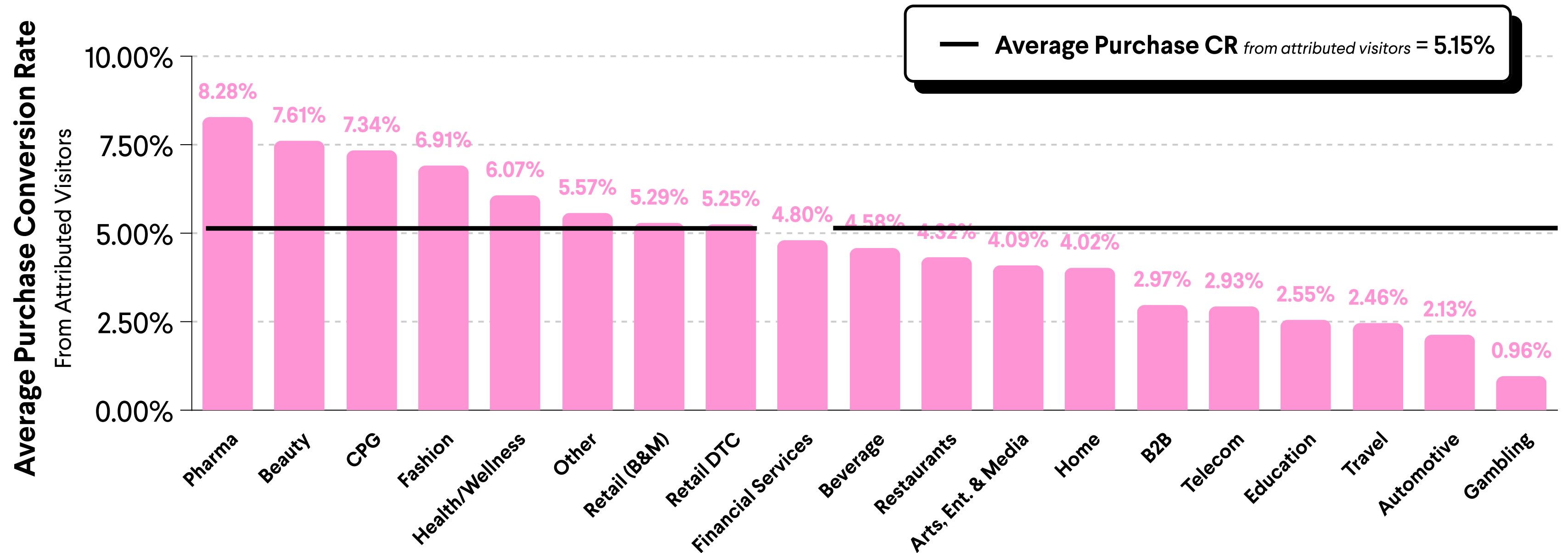
The average purchase conversion rate from attributed visitors across industries was **5.15%.**

Average Purchase Conversion Rate
From Attributed Visitors

Average Purchase CR *from attributed visitors* = **5.15%**

Industry	Rate
Pharma	8.28%
Beauty	7.61%
CPG	7.34%
Fashion	6.91%
Health/Wellness	6.07%
Other	5.57%
Retail (B&M)	5.29%
Retail DTC	5.25%
Financial Services	4.80%
Beverage	4.58%
Restaurants	4.32%
Arts, Ent. & Media	4.09%
Home	4.02%
B2B	2.97%
Telecom	2.93%
Education	2.55%
Travel	2.46%
Automotive	2.13%
Gambling	0.96%

This graph compares the purchase rate based on exposure vs. purchase rate based on **total attributed visitors** to a brand's website

Average Purchase Conversion Rate
by Reach

Education
Retail (B&M)
Beauty
Fashion
CPG
Retail DTC
Restaurants
Health/Wellness
Automotive
Financial Services
Arts, Ent. & Media
Other
Telecom
Home
Beverage
Travel
B2B
Pharma
Gambling

0.09%
0.07%
0.04%
0.02%
0.00%

0.00% 2.58% 5.15% 7.73% 10.30%

Average Purchase Conversion Rate
From Attributed Visitors
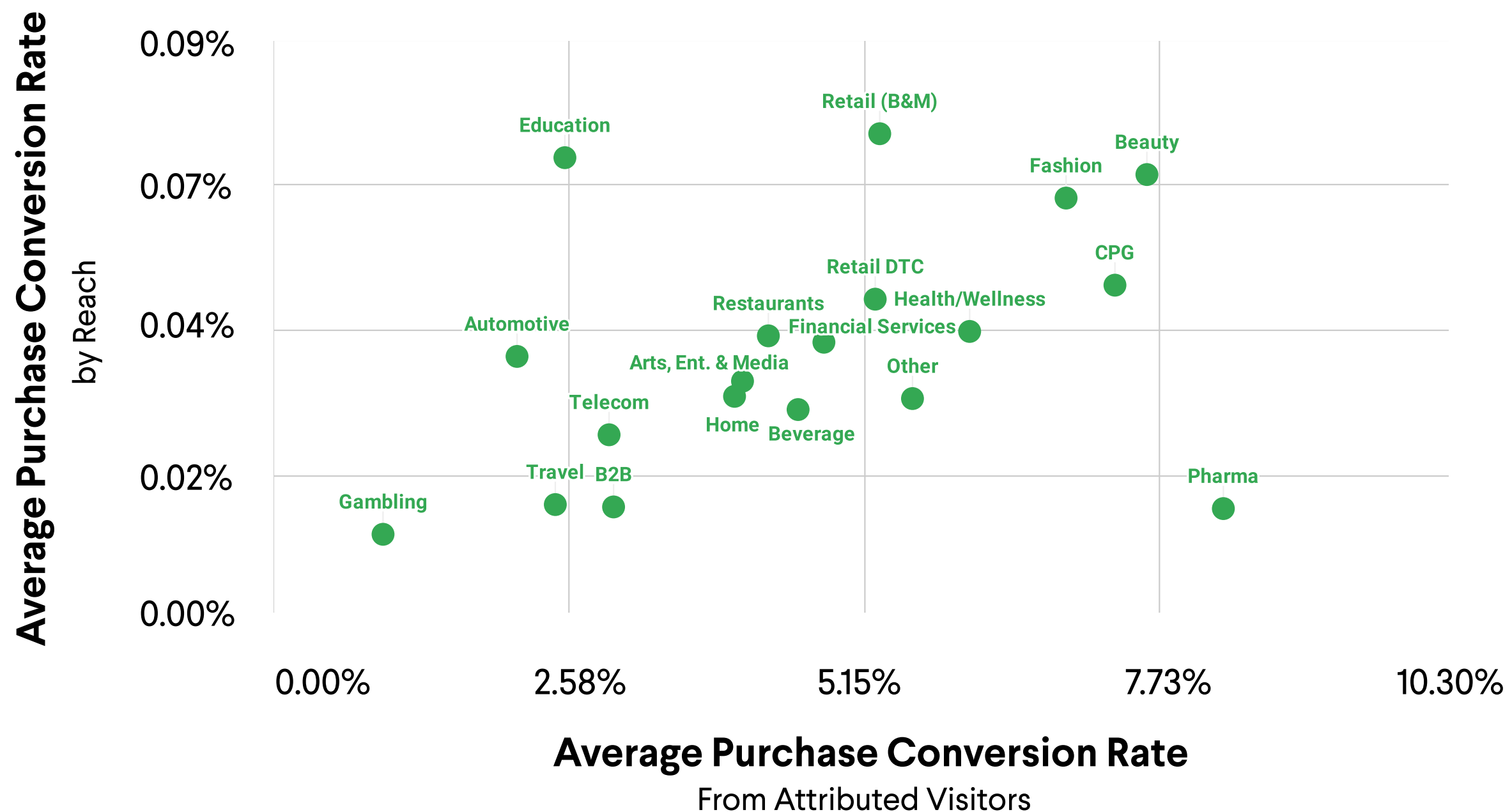
This graph compares the visitor rate based on exposure vs. the purchase rate based on **exposure**

Average Visitor Conversion Rate
by Reach

2.65%

1.99%

1.32%

0.66%

0.00%

- Retail (B&M)
- Education
- Travel
- Automotive
- Arts, Ent. & Media
- Retail DTC
- Home
- Telecom
- Other
- Restaurants
- Fashion
- Financial Services
- Beauty
- B2B
- Health/Wellness
- Pharma
- CPG
- Beverage

Average Purchase Conversion Rate
By Reach

0.00%   0.02%   0.04%   0.07%   0.09%
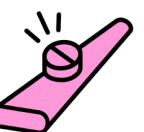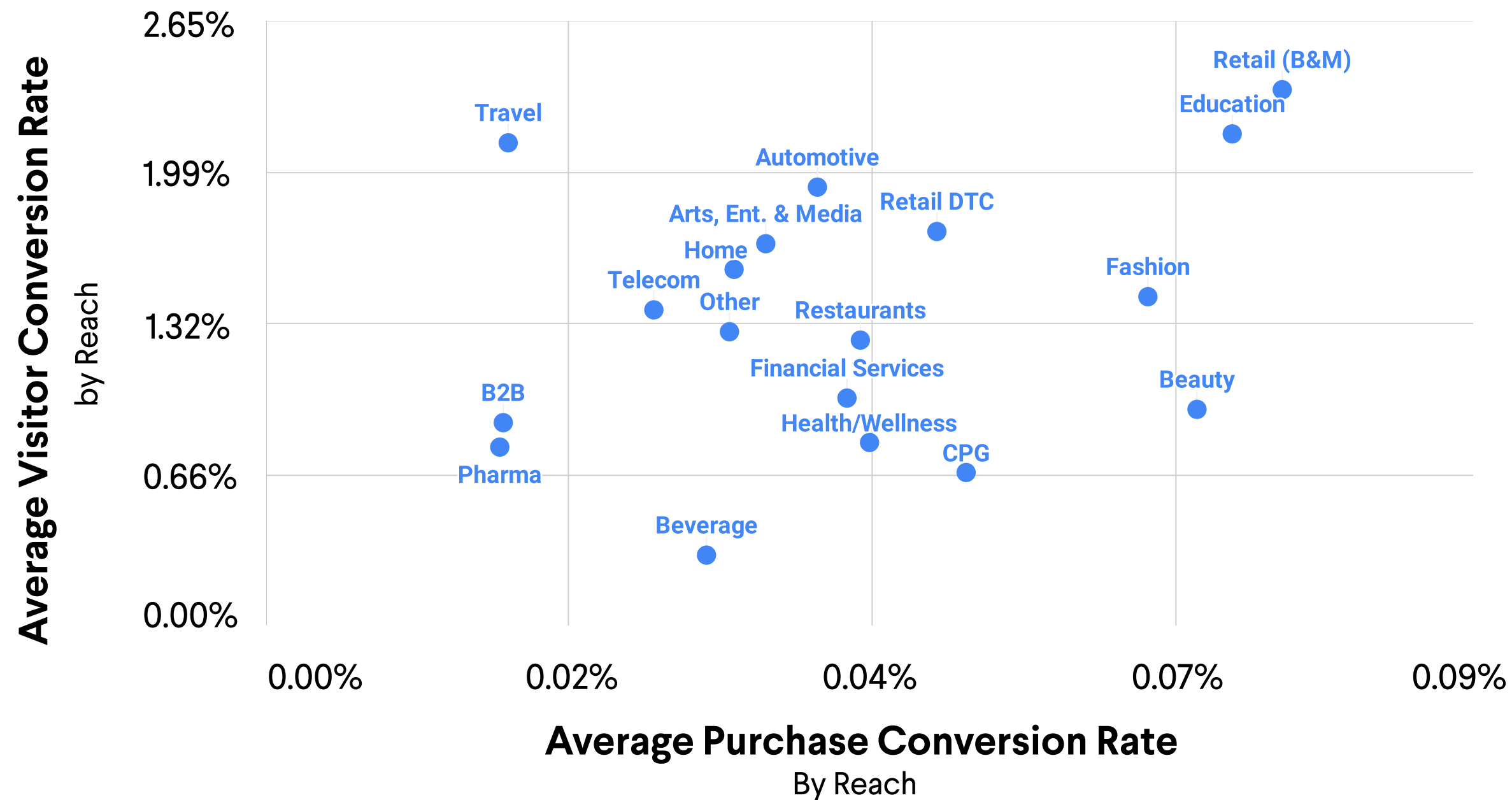
Lead conversion rates dipped slightly this quarter
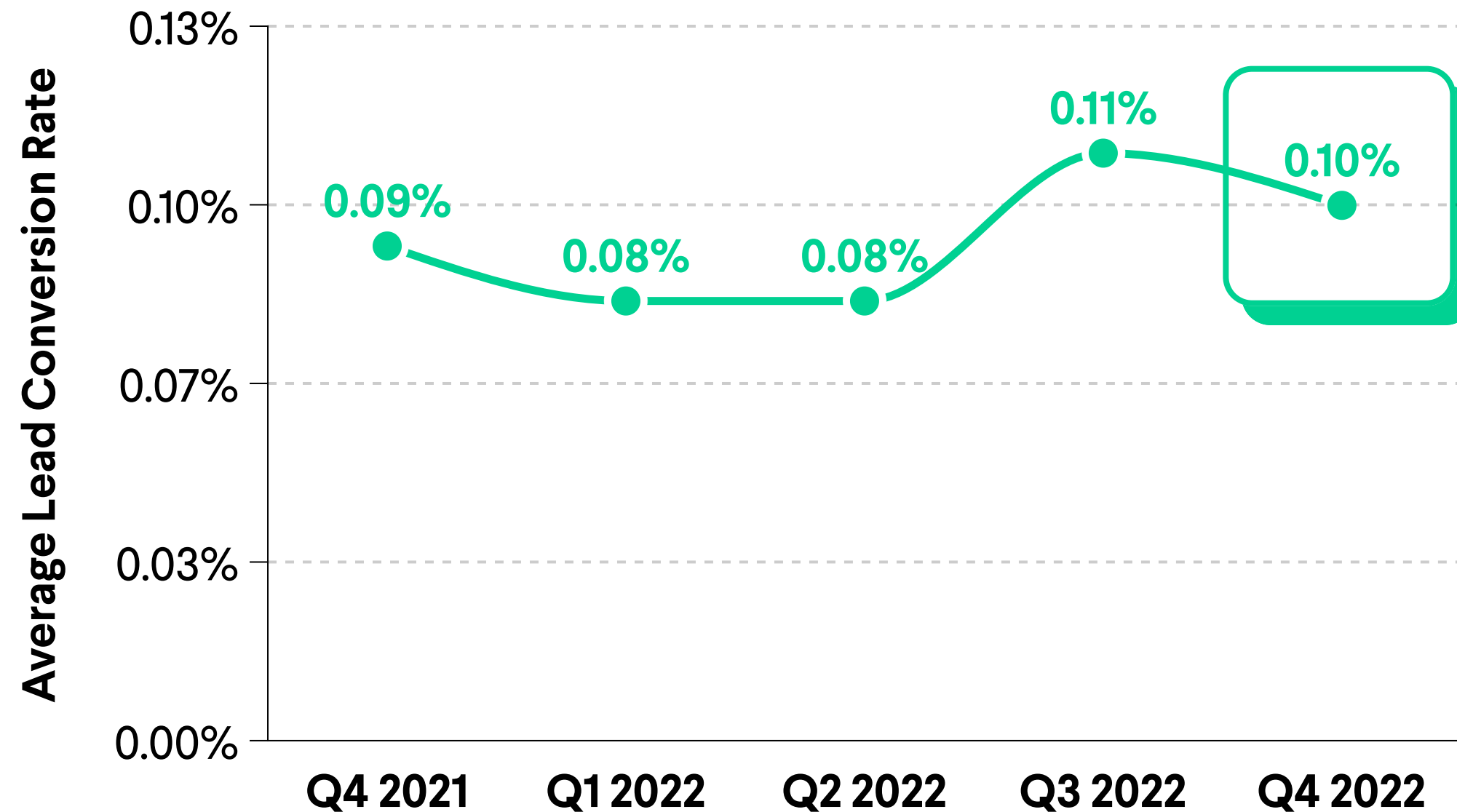
Average Lead Conversion Rate

- Q4 2021: 0.09%
- Q1 2022: 0.08%
- Q2 2022: 0.08%
- Q3 2022: 0.11%
- Q4 2022: 0.10%

Lead events are a **custom event** such as a sign-up or email capture. **Lead conversion rate from attributed visitors** is calculated as:
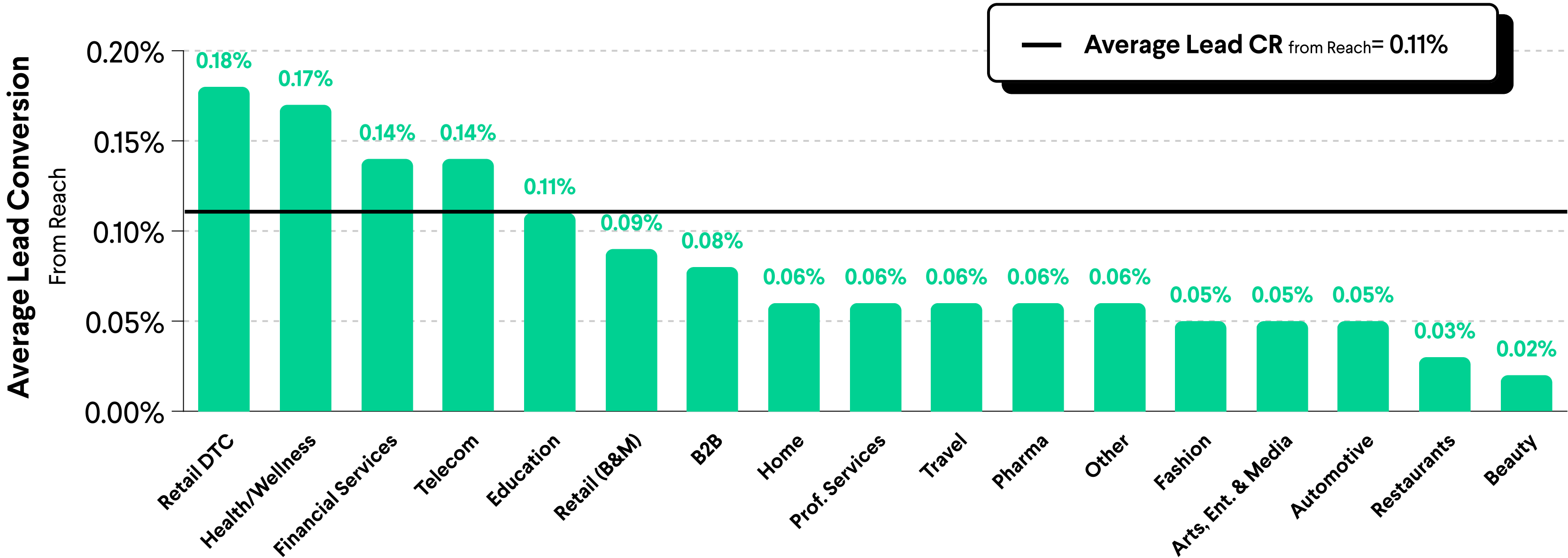
$$\text{Lead CR}_{\text{from Reach}} = \text{Leads} \div \text{Reach}$$

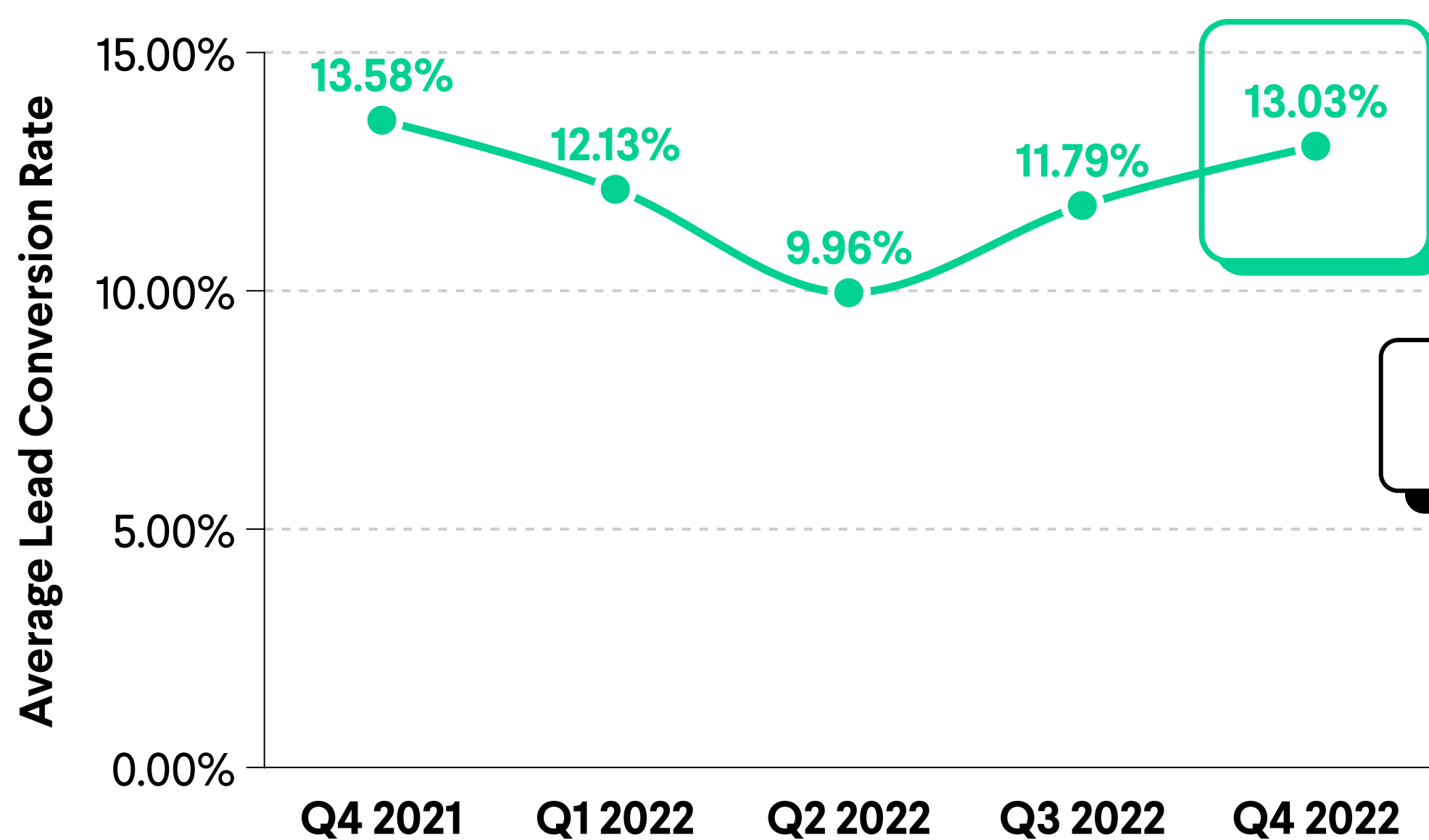The lead conversion rate decreased by **8%** compared to last period.

Retail DTC makes its way to the top, dominating **lead conversions** in podcast advertising this quarter

This quarter, industries like **Pharma** and **Automotive** saw a dip in average lead conversion rate.

Average Lead Conversion (From Reach) by industry:

Industry	Average Lead Conversion
Retail DTC	0.18%
Health/Wellness	0.17%
Financial Services	0.14%
Telecom	0.14%
Education	0.11%
Retail (B&M)	0.09%
B2B	0.08%
Home	0.06%
Prof. Services	0.06%
Travel	0.06%
Pharma	0.06%
Other	0.06%
Fashion	0.05%
Arts, Ent. & Media	0.05%
Automotive	0.05%
Restaurants	0.03%
Beauty	0.02%

Average Lead CR from Reach = 0.11%

The lead conversion rate from attributed visitors **continues to increase**

Average Lead Conversion Rate

- 13.58% — Q4 2021
- 12.13% — Q1 2022
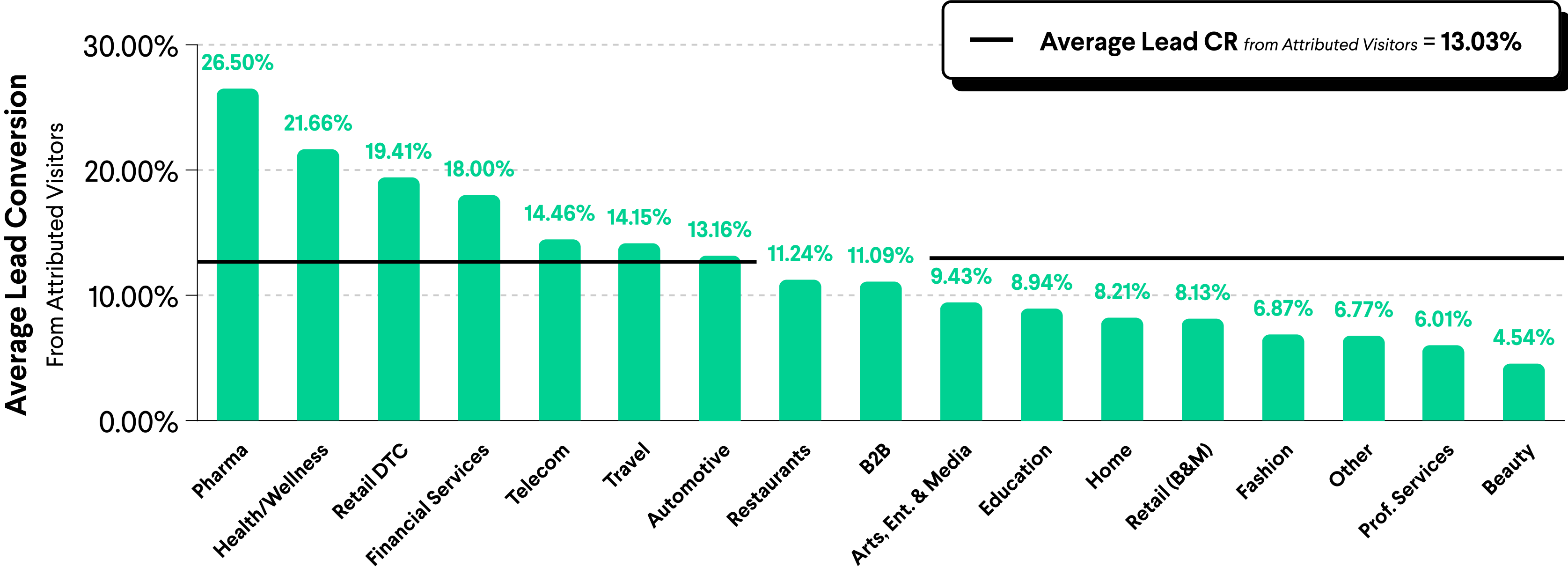- 9.96% — Q2 2022
- 11.79% — Q3 2022
- 13.03% — Q4 2022

Lead events are a **custom event** such as a sign-up or email capture. **Lead conversion rate from attributed visitors** is calculated as:

Lead CR *from Attributed Visitors* = Leads ÷ Attributed Visitors

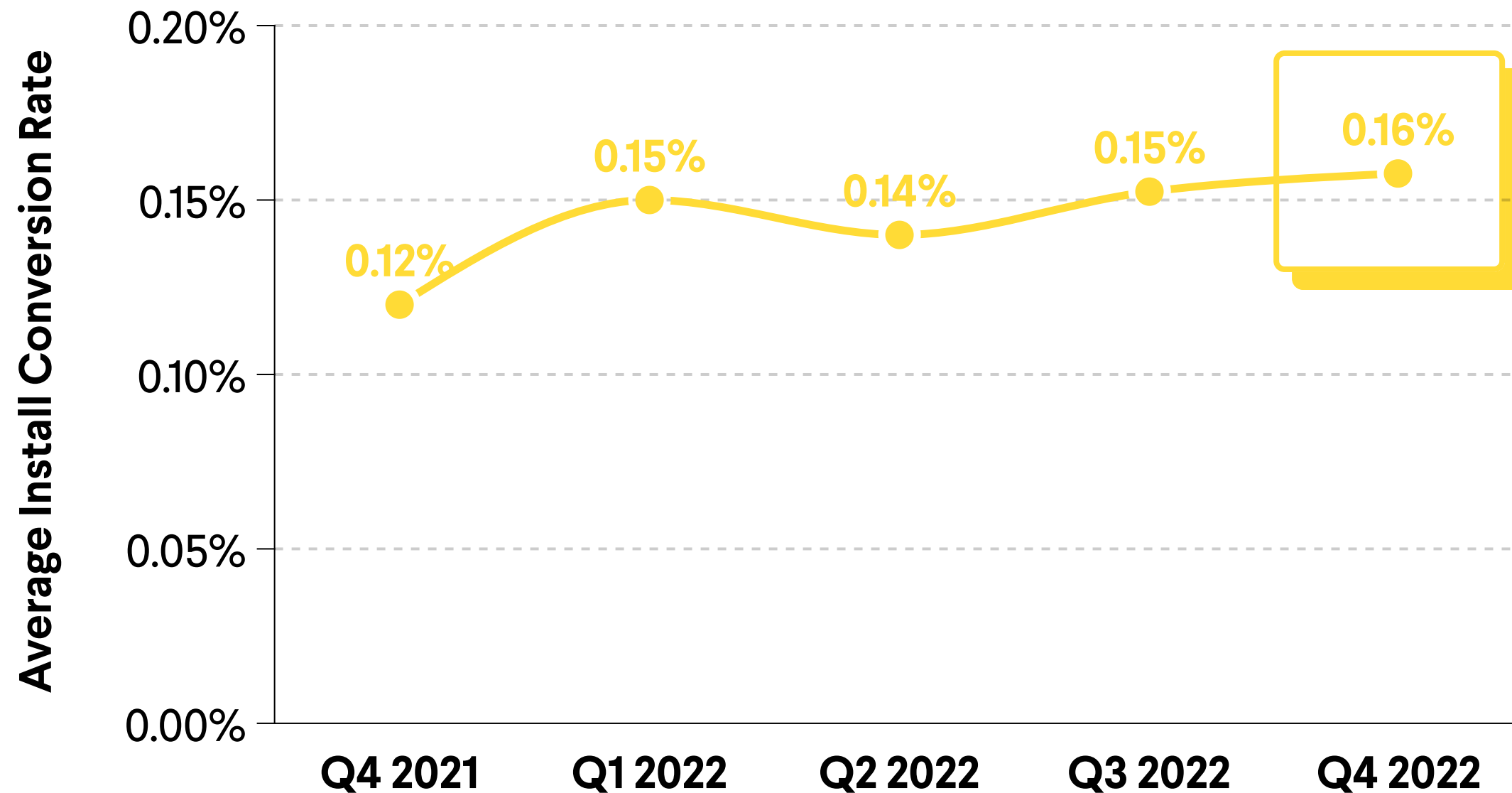The lead conversion rate **increased by 11%** this quarter.

Pharma rose to the top for lead events

Average Lead Conversion (From Attributed Visitors):

Average Lead CR *from Attributed Visitors* = **13.03%**

Category	Value
Pharma	26.50%
Health/Wellness	21.66%
Retail DTC	19.41%
Financial Services	18.00%
Telecom	14.46%
Travel	14.15%
Automotive	13.16%
Restaurants	11.24%
B2B	11.09%
Arts, Ent. & Media	9.43%
Education	8.94%
Home	8.21%
Retail (B&M)	8.13%
Fashion	6.87%
Other	6.77%
Prof. Services	6.01%
Beauty	4.54%

Install conversion rates
show a **steady increase** since Q2 2022

Average Install Conversion Rate

The **install conversion rate** refers to mobile app installs, and is calculated as:

Install CR = Installs ÷ Reach

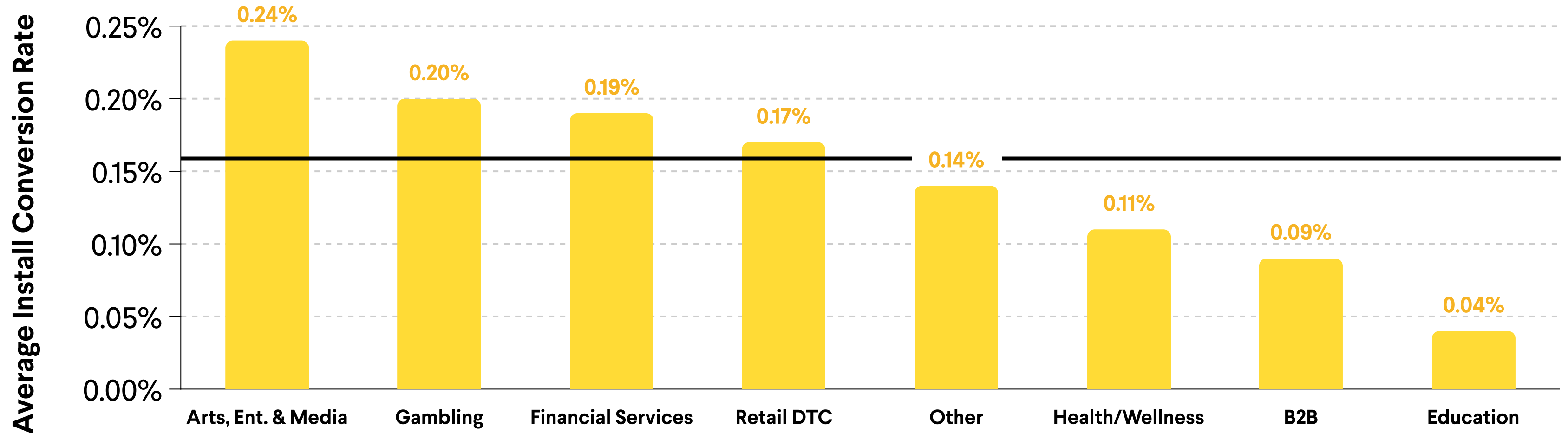The install conversion rate increased by **3%** this quarter to **0.16%**.

Arts, Entertainment & Media continues to maintain the highest install conversion rate

Arts, Ent. & Media includes mobile game apps, and this industry dominates install conversion rates.

The average install conversion rate across all industries was **0.16%.**

——— Average CR = 0.16%

Average Install Conversion Rate

Industry	Rate
Arts, Ent. & Media	0.24%
Gambling	0.20%
Financial Services	0.19%
Retail DTC	0.17%
Other	0.14%
Health/Wellness	0.11%
B2B	0.09%
Education	0.04%

Note: Podsights excludes industries that have less than 3 brands with relevant data

Want to learn more?

For questions about this report, please reach out to **Emily Mai**

✉ **emilymai@spotify.com**

To learn more about Podsights and our suite of products check out our **help center!**

help.podsights.com

Get started with **Podsights!**

First time advertising on podcasts and not sure where to start? Start with Podsights!

You can now easily register for a Podsights account and activate a membership without having to talk to us!

Podsights is your place to gain access to world class podcast advertising attribution and insights.

Sign up for a free account today → **dash.podsights.com**
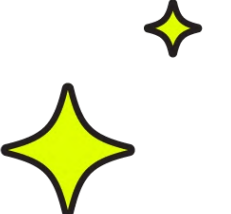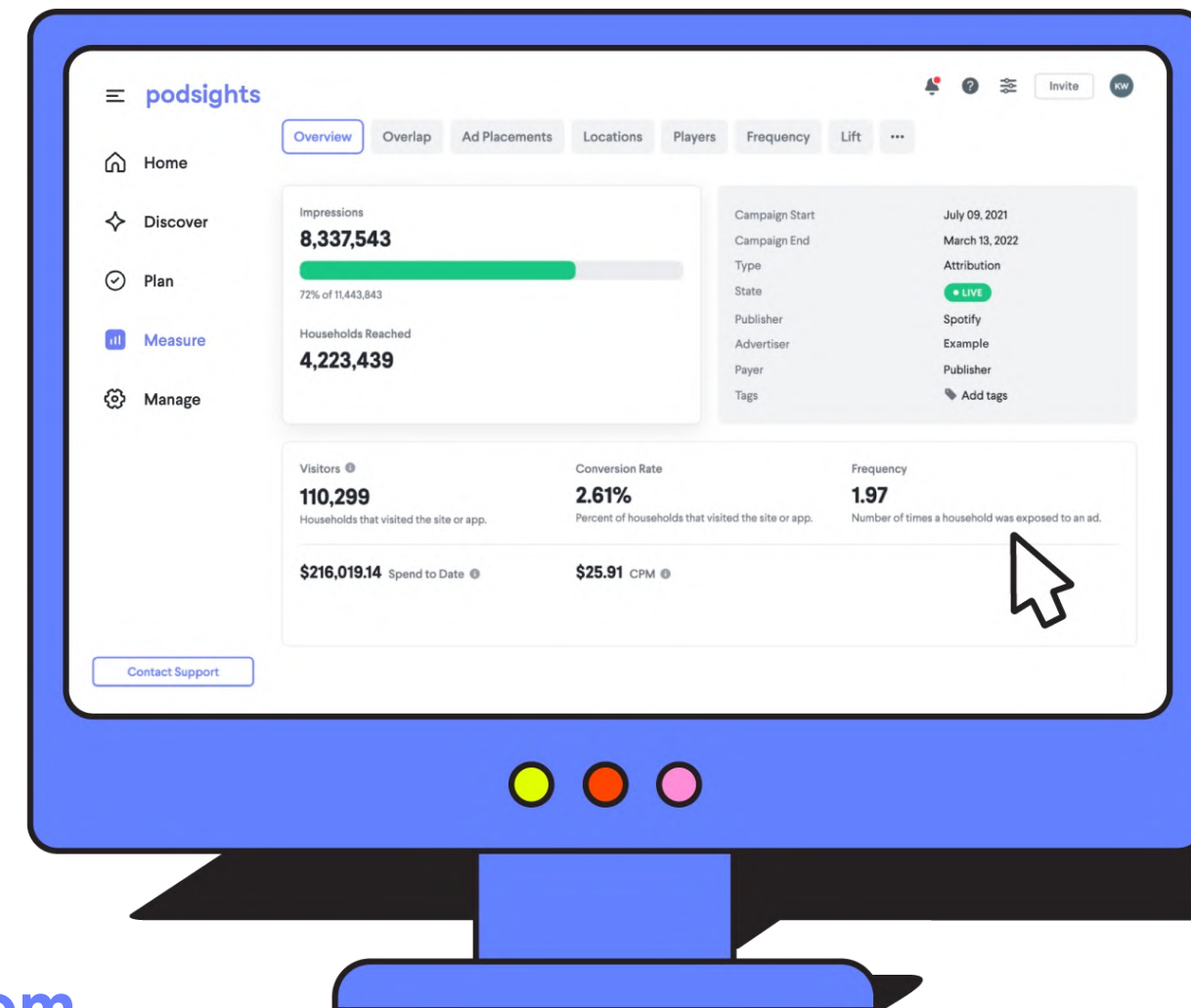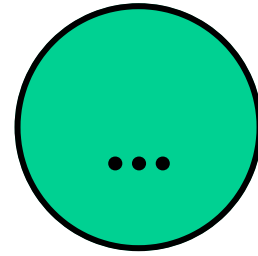
Appendix

Appendix: *Methodology*

Data Collection: Data for this study was collected and analyzed in aggregate from all Podsights campaigns in the specified period. The aggregated data has been anonymized and does not identify individual listeners, brands or publishers. **For more information, check out our privacy policy.**

Attribution Methodology: Podsights defines a conversion rate as the number of attributed households that visited the site divided by the unique households that downloaded an episode. An attributed visitor is someone who downloaded a podcast containing an advertisement, and then visited the brand's owned and operated website. **Read more about our methodology here.**

Appendix B: *Campaigns*

Per Industry *(pt 1 / 2)*

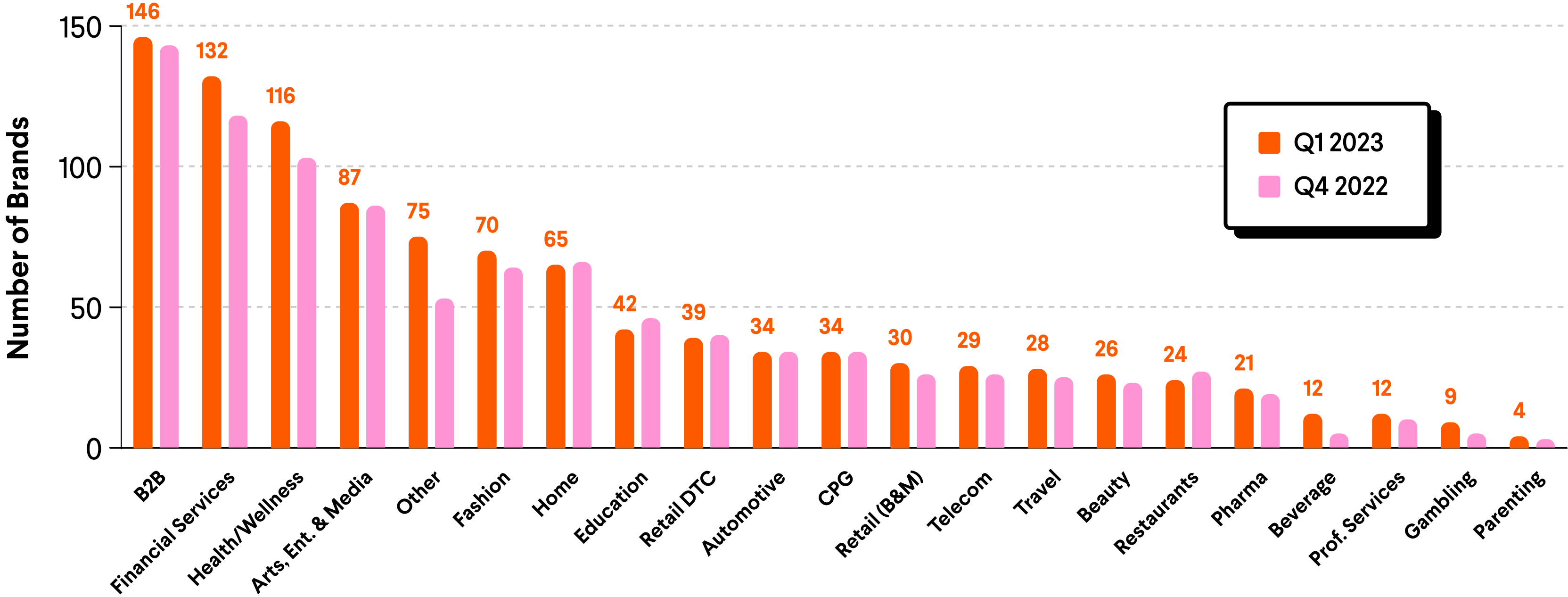| Industry Name *(Shortened)*	Industry Name *(Long)*	Count of Campaigns
Fashion	**Apparel/Fashion Accessories** *(Men/Women)*	444
Arts, Ent. & Media	**Arts, Entertainment & Media** *(Streaming Services, Movies, Dance, Theater, Concerts, Opera, Amusement Parks, Games, Books - Audio and Bound, Music, Magazines, Newspapers, Websites, Apps, DVDs, Radio and Television Networks/Stations/Programming)*	464
Automotive	**Automotive / Automotive Services**	89
Parenting	**Baby/Child/Parenting**	17
Beauty	**Beauty/Cosmetics**	164
Beverage	**Beverage (Alcohol / Beer / Wine)**	16
B2B	**Business-to-Business** *(Business conducted between one business and another such as a wholesaler and retailer)*	634
CPG	**Consumer Packaged Goods** *(CPG)*	77
Education	**Education**	125
Financial Services	**Financial Services** *(Banks, Insurance, Securities, Mortgages, Financial Services Software)*	539
Gambling	**Gambling/Sports Betting**	67

Industry Categories align with the May 2021 US Podcast Advertising Revenue Study.

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Appendix B: *Campaigns*

Per Industry *(pt 2 / 2)*

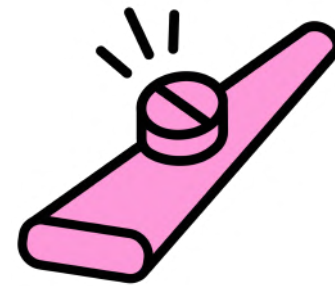| Industry Name *(Shortened)*	Industry Name *(Long)*	Count of Campaigns
Health/Wellness	**Health/Wellness** *(including Fitness, Diet, Yoga, Meditation, etc.)*	528
Home	**Home Improvement/Furnishings**	303
Other	**Other** *(Primarily includes energy, government/non-profit, and advocacy)*	238
Pharma	**Pharmaceuticals** *(OTC and DTC)*	53
Prof. Services	**Professional Services for non-Business Entities**	28
Restaurants	**Restaurants/bars**	72
Retail (B&M)	**Retail** *(Brick & Mortar / eCommerce)*	132
Retail DTC	**Retail Direct-to-Consumer** *(companies whose revenue is attained predominantly through E-commerce)*	227
Telecom	**Telecommunications** *(Telephony, Mobile Service Providers, Cable/Satellite TV services, ISPs, Wireless)*	94
Travel	**Travel and Tourism** *(Resorts/Hotels/Airlines)*	66

Industry Categories align with the May 2021 US Podcast Advertising Revenue Study.

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Appendix C: *Brands*

Per Industry Measured by Podsights

Legend: Q1 2023 (orange), Q4 2022 (pink)

Number of Brands (Q1 2023):
- B2B: 146
- Financial Services: 132
- Health/Wellness: 116
- Arts, Ent. & Media: 87
- Other: 75
- Fashion: 70
- Home: 65
- Education: 42
- Retail DTC: 39
- Automotive: 34
- CPG: 34
- Retail (B&M): 30
- Telecom: 29
- Travel: 28
- Beauty: 26
- Restaurants: 24
- Pharma: 21
- Beverage: 12
- Prof. Services: 12
- Gambling: 9
- Parenting: 4

Industry Categories align with the May 2021 US Podcast Advertising Revenue Study.

Thank You!