



**PODCAST AD BRAND LIFT:** Midroll, the advertising arm of podcast industry leader Stitcher, commissioned Nielsen to conduct ad-effectiveness studies for eight national brands who placed ads on podcasts represented by the advertising network in 2018. This represents the podcast industry's largest aggregate releases of ad effectiveness data – the studies tracked eight national brands advertising 11 different products spanning all major consumer categories including soft drinks, consumer packaged goods, retail and more.



PODCASTS GENERATE UP TO  
**4.4X BETTER  
BRAND RECALL**

than widely-used forms  
of digital advertising (scroll ads,  
static ads and pop-up ads).

The comparative data for the digital display ad data  
is sourced from the Associated Press -  
NORC Center for Public Affairs Research, 2017

OF LISTENERS  
EXPOSED TO AN  
AD, **61 PERCENT**  
SAID THEY WERE  
LIKELY TO BUY –  
THAT'S A  
**10% LIFT**



A consumer packaged goods  
brand had a

**9%**

**INCREASE IN  
PURCHASE INTENT**

after working with Midroll to  
develop and place their ads.

**118%**  
MORE PEOPLE  
WHO HEARD  
A PODCAST AD  
WERE MORE  
LIKELY TO  
BUY A NEW  
FLAVOR FOR  
A NATIONAL  
SOFT DRINK  
BRAND.



Read the case studies at [midroll.com/brand-study](https://midroll.com/brand-study)